



## ***SPONSORSHIP OPPORTUNITIES***

### ***OUR MISSION***

Miracles in Motion (MIM) is a 501c3 local Richmond non-profit organization (tax ID #46-4279142) that provides quality dance instruction to people with special needs while promoting awareness in the community through the joy of dancing.

### ***OUR PROGRAM & CLASSES***

Raising a child with special needs is challenging. Finding a place where they fit in is even more challenging! MIM provides a place where children and adults with special needs can fit in and learn to express themselves through the artistry of dance. We offer a complete dance education along with structured choreography in a dance studio setting. With the help of dedicated instructors and volunteer assistants, MIM offers classes in jazz, contemporary, ballet, tap, yoga, musical theater, creative movement, exercise/body shaping and hip-hop. Classes start in September and go through April each year with a recital in May. Two weeks of summer camp are held in July. Every class is structured to meet the specific needs of each dancer. Private lessons are also available.

### ***OUR HISTORY***

Kim Moncrief founded MIM in 2007 after the birth of her son, Logan, who was born with Down syndrome. As a professional dancer with a BFA in Dance & Choreography from VCU, Kim realized there was no place for Logan or others like him in the dance world. Undeterred by this realization, Kim created MIM...a dance family for people with special needs...a place to receive quality dance instruction and a place for them to shine!

Currently MIM serves over 150 individuals a year at studio locations around Richmond.

### ***OUR NEEDS***

Providing quality dance instruction is costly! Studio rental, costumes and props have all gone up in price over the past few years.

Raising a child is expensive, even more so when your child has special needs! Dancer scholarships provide a welcome relief for families that have increased medical bills.

Our special events enable us to raise funds to keep the music playing for our dancers! Join us for our annual Chili Cook-Off, Final Performance and Fall Raffle.

**Having our very own dance studio is a dream that YOU can help make a reality!**

***HELP US GIVE OUR SPECIAL DANCERS THE VERY BEST...PLEASE JOIN US!***

***For questions or more information, contact: Nancy Nietman, Director of Development & Community Engagement at [Miraclesinmotion.nancy@gmail.com](mailto:Miraclesinmotion.nancy@gmail.com) or (804) 503-5616***



# SPONSORSHIP OPPORTUNITIES

## WHAT WE NEED

**\$10,000 Headline Sponsor** (Our top supporter in everything we do for our '23-'24 season)

**\$5,600 Dance Class Sponsor** (11 available, 8 dancers for 32 weeks)

**\$5,000 Final Performance Presenting Sponsor** (Held at Deep Run HS in May)

**\$3,000 3rd Annual Chili Cook-Off Presenting Sponsor** (Feb.)

**\$2,500 Fall Raffle Presenting Sponsor** (Oct.-Nov.)

**\$2,500 Summer Camp Sponsor** (2 weeks available, July)

**\$2,000 Mission Sponsor** (Unlimited availability, assist us with "keeping our dancers dancing")

**\$1,500 3rd Annual Chili Cook-Off Sponsor** (3 available, Feb.)

**\$1,500 Holiday Celebration Sponsor** (Dec.)

**\$1,500 Final Performance Stage Sponsor** (May)

**\$1,000 Core Values Sponsor** (Unlimited availability, assist us with "keeping our dancers dancing")

**\$750 Final Performance Program Sponsor** (Held at Deep Run HS in May)

**\$700 Dancer Scholarship Sponsor** (Unlimited availability, 1 dancer for 32 weeks)

**\$500 Artistic Excursions** (5 available, provides our dancers an opportunity to visit other local performances)

**\$500 Studio Sponsor** (Unlimited availability, assist us with "keeping our dancers dancing")

**\$300 Dancer Inclusion Socials Sponsor** (4 available, provides our dancers an opportunity to feel more included in our MIM family)

**\$250 Final Performance Costume Sponsor** (Unlimited availability, May)

**\$200 Dancer Summer Camp Scholarship Sponsor** (1 dancer for 1 week, July)

## YOUR BENEFITS

Includes #1-15 on page 3, logo/link on website for 12 months, logo/link in e-newsletter for 12 months, full-page ad in Final Performance program, display table at studio for 10 days & 10 tickets to Final Performance with VIP seating

Includes #2-15 on page 3, logo/link on website for 9 months, logo/link in e-newsletter for 6 months, 1/2-page ad in Final Performance program (full page ad for Final Performance Presenting Sponsor), display table at studio for 7 days & 8 tickets to Final Performance with VIP seating

Includes #3-15 on page 3, logo/link on website for 6 months, logo/link in e-newsletter for 3 months, 1/4-page ad in Final Performance program, display table at studio for 5 days & 6 tickets to Final Performance

Includes #7-15 on page 3, logo/link on website for 3 months, logo/link in e-newsletter for 1 month, 1/8-page ad in Final Performance program (1/4-page ad in program for Program Sponsor), display table at studio for 3 days & 4 tickets to Final Performance

Includes #12-15 on page 3, display table at studio for 1 day & 2 tickets to Final Performance



## MARKETING/ADVERTISING OPPORTUNITIES

1. Logo/name listed as title sponsor for all events for the '23-'24 season
2. Live stream thank you on Facebook & Instagram and posted on YouTube
3. Sponsor spotlight article in e-newsletter & posted on Facebook
4. Name mention in all event press releases
5. Logo/name on event flyers (digital & print) for Fall Raffle, Chili Cook-Off & Final Performance
6. Display table at Chili Cook-off & Final Performance
7. Logo/link on MIM website (length varies by level)
8. Post on Facebook (1,500 followers) & Instagram (568 followers) with link highlighting your business
9. Logo/link included in monthly MIM e-newsletter sent out to 600+ unique addresses (# varies by level)
10. Ad in Final performance program (size & placement dependent on level)
11. Logo/name on back of Final Performance t-shirt
12. Display table at studio during dance class (# of days dependent on level)
13. Logo/name included in slide show on stage before Final Performance and during intermission (700+ guests)
14. Name listed in Final Performance program
15. Tickets to Final Performance (# and section dependent on level)





## SPONSORSHIP AGREEMENT FORM

\_\_\_\_ **YES**, I will support Miracles in Motion by purchasing the following sponsorship package (s):

- |   |   |
|---|---|
| <input type="checkbox"/> \$10,000 Headline Sponsor                            | <input type="checkbox"/> \$1,000 Core Values Sponsor                  |
| <input type="checkbox"/> \$5,600 Dance Class Sponsor                          | <input type="checkbox"/> \$750 Final Performance Program Sponsor      |
| <input type="checkbox"/> \$5,000 Final Performance Presenting Sponsor         | <input type="checkbox"/> \$700 Dancer Scholarship Sponsor             |
| <input type="checkbox"/> \$3,000 3rd Annual Chili Cook-Off Presenting Sponsor | <input type="checkbox"/> \$500 Artistic Excursions Sponsor            |
| <input type="checkbox"/> \$2,500 Fall Raffle Presenting Sponsor               | <input type="checkbox"/> \$500 Studio Sponsor                         |
| <input type="checkbox"/> \$2,500 Summer Camp Sponsor                          | <input type="checkbox"/> \$300 Dancer Inclusion Socials Sponsor       |
| <input type="checkbox"/> \$2,000 Mission Sponsor                              | <input type="checkbox"/> \$250 Final Performance Costume Sponsor      |
| <input type="checkbox"/> \$1,500 3rd Annual Chili Cook-Off Sponsor            | <input type="checkbox"/> \$200 Dancer Summer Camp Scholarship Sponsor |
| <input type="checkbox"/> \$1,500 Holiday Celebration Sponsor                  |   |
| <input type="checkbox"/> \$1,500 Final Performance Stage Sponsor              | <input type="checkbox"/> Fill-in line here for custom amount \$ _____ |

Sponsor's Name (as you want it listed) \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone # \_\_\_\_\_ Email \_\_\_\_\_

Website: \_\_\_\_\_ Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

Please email this agreement form when completed along with your color logo in .jpg format to [Miraclesinmotion.nancy@gmail.com](mailto:Miraclesinmotion.nancy@gmail.com). If selecting a sponsorship package above \$500, include a vectored art file (.eps or .ai) of your logo as well.

I agree to purchase the sponsorship package that I have checked above by ☐ check or ☐ credit card.

Please use this page as your invoice and mail it along with your check payable to "Miracles in Motion" to 1511 Westbury Drive, Henrico, VA 23229. If paying by credit card, go to [www.miraclesinmotionva.org](http://www.miraclesinmotionva.org) and click on *How You Can Help* in the top line and then click on *Donate*.

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_



## OUR IMPACT IN 2022



*"Miracles  
in Motion makes  
my life awesomer,  
it makes my life  
good."*

- MIM Dancer



**3 undergrad interns**



**200 volunteers**

**50 dancers served weekly**



*"When dancing  
with Miracles in  
Motion, there are no limits.  
Disabilities disappear and  
our kids are just kids  
learning to dance."*

- MIM Parent

*"MIM has been such  
a treat for my daughter.  
She enjoys dancing and  
the ability to receive quality  
dance instruction for her in  
such a unique teaching style is  
noteworthy. Kim and MIM  
you're the BEST!!"*

- MIM Parent

**\$20,000 in scholarships awarded**

**10 community performances**



**MIRACLES IN MOTION IS PROUD TO PARTNER WITH THE  
FOLLOWING ORGANIZATIONS:**

