

**CARLY TOPAZIO**  
ARTISTIC DIRECTOR

**THOM DANCY**  
MANAGING DIRECTOR



# THE ROSIN BOX PROJECT

## 2022 CORPORATE SPONSORSHIP

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THE  
ROSIN  
BOX  
PROJECT

# WHO WE ARE

The Rosin Box Project; reimagining the way our artists and audiences connect with and experience dance.

Our mission is to elevate and enrich the arts in the San Diego community and beyond through uniquely curated contemporary ballet performances. The boutique contemporary ballet company aims to encourage artistic growth and exploration by creating a platform where professional artists can amplify their voices, permitting audiences new access to the transformative power of dance. Made up of top-tier versatile classical and contemporary professional dancers, TRBP delivers exceptional fine-art performances in an approachable and accessible way.

A rosin box is unique to dancers. We have them in our rehearsal studios and backstage at the theater, used most often on pointe shoes to create more friction to prevent slipping. To *Step Inside* a rosin box is to step into our home and our world. TRBP continues to raise the bar and push the limits of how dance is experienced for audiences and artists alike, inviting audiences to Step Inside an inspiring and creatively charged world they call home.

Founder and Artistic Director, Carly Topazio, created TRBP in May of 2018 to present an innovative, authentic, and artist-driven view of contemporary ballet. The small team is undyingly devoted to their craft which has blossomed the company into being San Diego's premier Contemporary Ballet Company.

Over the past four seasons the company has cultivated consecutive sold-out performances, national and international recognition, collaborations spotlighting and championing female and LGBTQIA+ artists, their very own immersive and interactive ballet performances (both in-person and virtual), a program of all world-premiere works each season, engaging and fresh education and outreach programming, fostering new collaborations across art mediums, and fusing imagination with technology to create multi-sensory experiences across a variety of platforms. In 2019, TRBP was officially incorporated into a nonprofit arts organization.

*'None of this is what Topazio and the Rosin Box Project thought they would be doing, but there is no question that it is exactly what they are meant to be doing'*

*Karla Peterson, San Diego Union Tribune*



**CARLY TOPAZIO**  
ARTISTIC DIRECTOR AND FOUNDER



**THOM DANCY**  
MANAGING DIRECTOR



# 2021 SEASON CONCERT REEL



## 2022 SEASON: INTERPLAY







2022 SEASON

# INTERPLAY

# INTERPLAY



Welcome to TRBP's 2022 Season, Interplay.

We are delighted to celebrate this season with you as we open our doors to a myriad of ideas, voices and approaches that explore the boundaries of the expression of dance and collaboration.

Interplay, the way in which two or more things have an effect on each other.

The experience of art is an active, breathing, ever changing one that has the power to transform a room, a person, and a way of seeing things. Today, more than ever, we need channels of expression to help us examine the world and inspire dialogue.

New venues and new works await, including the premieres of choreographic works by Katarzyna Skarpetowska (Dance Magazine's Top 25 to Watch) and Myles Thatcher (Soloist with San Francisco Ballet, and 2016 & 2018 Isadora Duncan Award nominee for choreography). Along with the triumphant return of our signature show, Ghost Light Masquerade, and a brand new production in March this season has a renewed sense of discovery that we can't wait to share with you.

We look forward to sharing this new season with you!



*SPRING SEASON*

# MARCH SERIES

MARCH 4, 5, 6  
Liberty Station



*SUMMER SEASON*

# GHOST LIGHT MASQUERADE

JUNE 9, 10, 11, 12  
3167 Gallery  
3167 Commercial St.



# AUGUST SERIES

AUGUST 18, 19, 20, 21  
3167 Gallery  
3167 Commercial St.



# SPRING SEASON

## MARCH SERIES

MARCH 4, 5, 6  
Liberty Station

Kicking off *Interplay*, our 2022 Season, is our very first *March Series*, an all-female program to honor Women's History Month!

- Two World Premieres by two female choreographers, Bethany Green and Carly Topazio.
- LIVE Blue Grass music by Erin Bower, Aaron Wood and Clinton Davis.



RESIDENT  
CHOREOGRAPHERS  
BETHANY GREEN AND  
CARLY TOPAZIO





# SUMMER SEASON

## GHOST LIGHT MASQUERADE

TRBP's evocative immersive performance  
event!

Inspired by the evocatively superstitious world of theater, Ghost Light Masquerade takes the performance experience to a new, soul-stirring, level.

Worlds collide, and lines are blurred as Guests and Residents occupy the same space activating a new haunt which is that of 3167 Gallery. Ghost Light Masquerade opens the door to a realm where the physical blurs into the metaphysical, conjuring an unforgettable midsummer evening at the ballet unlike any other.

\* Ghost Light Masquerade is a Promenade Performance, where the audience occupies the same space as the performers, there are no seats in the performance space, standing only

JUNE 9, 10, 11, 12

3167 Gallery

3167 Commercial St.,

San Diego, CA, 92113



## AUGUST SERIES

# SUMMER SEASON

August Series - TRBP's most highly anticipated show each season!

A weekend packed full of new works and premieres, under the stars!

August Series captures a collection of four distinct choreographic styles that are each uniquely different but find connection in their uninhibited approach.

The program presents two World Premieres by the brilliant Resident Artists of The Rosin Box Project, Katie Spagnolletti and Jeremy Zapanta, as well as a World Premiere by Guest Choreographer, Myles Thatcher, and a TRBP premiere and restaging of Guest Choreographer, Katarzyna Skarpetowska's electric SEXTETTE.

TRBP's 2021 August Series will be presented under the stars on an outdoor stage at 3167 Gallery, with a hosted reception following each performance, and more, as well as virtually  
LIVE STREAMED!

AUGUST 18, 19, 20, 21

3167 Gallery

3167 Commercial St.,

San Diego, CA, 92113



# EDUCATION AND OUTREACH



## THE BALLET MACHINE

DANCE STEPS AND ACTION WORDS!

### THE BALLET MACHINE

Our flagship outreach program, The Ballet Machine, is a K-5 Arts Integration program that combines analyzing language choices with learning dance steps. In our one-hour, virtual workshop, students work with our company artists to build complex sentences, all while getting in physical activity and learning about the art form of ballet!

SPONSOR A ONE-DAY WORKSHOP FOR ONE CLASSROOM: \$500

### SUMMER INTENSIVE

TRBP is excited to launch an intensive in 2022 that focuses on mentoring promising dance students and taking pre-professional dance training one giant step further! Our first-ever pre-professional summer intensive will work with students in an apprenticeship setting, giving talented young dancers the chance to interact one-on-one with our dancers in a company setting. Students will learn TRBP repertoire, take part in an in-depth schedule of rehearsals and additional technique and fitness classes, and showcase their work in their own performance at the end of the program!

SPONSOR A DANCE STUDENT IN OUR SUMMER INTENSIVE: \$500



# 2022 SEASON SUBSCRIPTION

TRBP is evolving our virtual platform and extending your subscription beyond the screen of unlimited access to a wide array of creative content that can be accessed anywhere, any time, to IRL (in-real-life) perks as well!

Your Season Subscription to TRBP includes Reserved Seating tickets to live performances PLUS access to our Virtual Box digital offerings, including dance films, behind-the-scenes footage, and much, much more!

And don't forget about your invitation to our in-studio Open Rehearsal Series, reserved exclusively for subscribers and donors! Sit in on rehearsal, hear from the dancers and choreographers, and see first hand how a TRBP production comes to life!

When you become a member of the TRBP Family you're getting more than just tickets. You're joining an amazing community of dance lovers who enjoy gathering together online and in-person to witness extraordinary moments of artistry and explore our shared humanity.



# METRICS

## Website

*Current:* 1570 Organic Views a month (up 40% from 2021)

*Projected:* 2000 Views a month

## Instagram

*Current:* 1900 Followers

*Projected:* 3000 Followers

Impressions: 176,000

## Facebook

*Current:* 931 page likes/followers

*Projected:* 1500 likes/followers

## Email Subscriptions

*Current:* 870

*Projected:* 1200

## TRBP Audience

Over 2000 individual ticket holders from June - August 2021

## Digital Marketing Impressions

Roughly 12,000

## Print Marketing Impressions

Roughly 30,000



# AUDIENCE PROFILE

TRBP brings innovative and cutting edge choreography and performances to the city of San Diego and beyond and has reached over thousands of people in its past four seasons as San Diego's Premier Contemporary Ballet Company. Performing all across San Diego, TRBP will present three performance series to one of the city's most diverse audiences:

- Over 80% attend other arts performances in San Diego
- Over 66% live in the city of San Diego, with most others traveling from the surrounding counties and states
- 69% are female
- 29% are students
- 27% are seniors



# WHY SPONSOR?

“Concert dance,” as a part of San Diego’s Performing Arts Industry, sees millions of dollars in ticket sales annually.

Publications supporting both TRBP and the dance community include the San Diego Reader, San Diego City Beat, San Diego Story, San Diego Home and Garden, San Diego Ranch and Coast, and The San Diego Union Tribune.

The dance community entertains hundreds of thousands of people each year in theaters across San Diego County.

Connect your company to intimate, powerful, and thought provoking contemporary ballet performances.

Connect your business to international artists making significant cultural contributions, and expanding the dance community to broader and more diverse audiences.





# SPONSORSHIP OPPORTUNITIES

## MARCH SERIES SPONSOR: \$20,000

Sponsor the company's first-ever Spring Season residency, allowing us to create and perform riveting new works to LIVE MUSIC outdoors in beautiful San Diego all wrapped up in our March Series!

## GHOST LIGHT MASQUERADE SPONSOR: \$30,000

Sponsor the company's yearly production of Ghost Light Masquerade! Give flight to the theatrical haunts that captivated audiences last summer.

## AUGUST SERIES SPONSOR: \$20,000

Sponsor the company's 5th annual August Series performances with several captivating World Premieres!

## CHOREOGRAPHIC SPONSOR: \$10,000

Sponsor this year's two Guest Choreographers: Katarzyna Skarpetowska (Dance Magazine Top 25 To Watch) and Myles Thatcher, emerging international choreographer of San Francisco Ballet!

## RECEPTION SPONSOR: \$5000

Sponsor TRBP's signature post-show receptions, whether it be for March Series, Ghost Light Masquerade, or August Series! Help us bring incredible art to life onstage across San Diego, and cultivate an incredible community around it!

In-kind donations also welcome! [Contact](#) us to customize an in-kind benefit package!



# IN-KIND SPONSORSHIP OPPORTUNITIES

- COSUME/ WARDROBE SPONSOR
- LIGHTING AND TECH/SOUND SPONSOR
- VENUE SPONSOR
- PRODUCTION & SPECIALTY PRODUCTION SPONSOR
- POINTE SHOE SPONSOR
- PROP SPONSOR
- SPECIAL EFFECTS SPONSOR
- CATERING SPONSOR
- BAR SPONSOR
- SPECIAL EVENT SPONSOR
- TOURING SPONSOR



In-kind donations also welcome! [Contact](#) us to customize an in-kind benefit package!



# PROGRAM BOOK ADVERTISING

Advertise in TRBP's 2022 Season Program Books! To connect your business/organization with this audience while showing your support for the arts in Southern California, we invite you to consider placing your advertisements in our premium Season program books.

Our program books, similar to all things TRBP, are curated with a unique level of artistry, and our audiences value them as collectibles.

Contact TRBP today to place a compelling full-color ad that will reach over thousands of dance and art patrons over the course of our 2022 season!

## *Full Page*

\$500/ All three season programs - \$1,100

## *Half Page*

\$300/ All three season programs - \$750

## *Quarter Page*

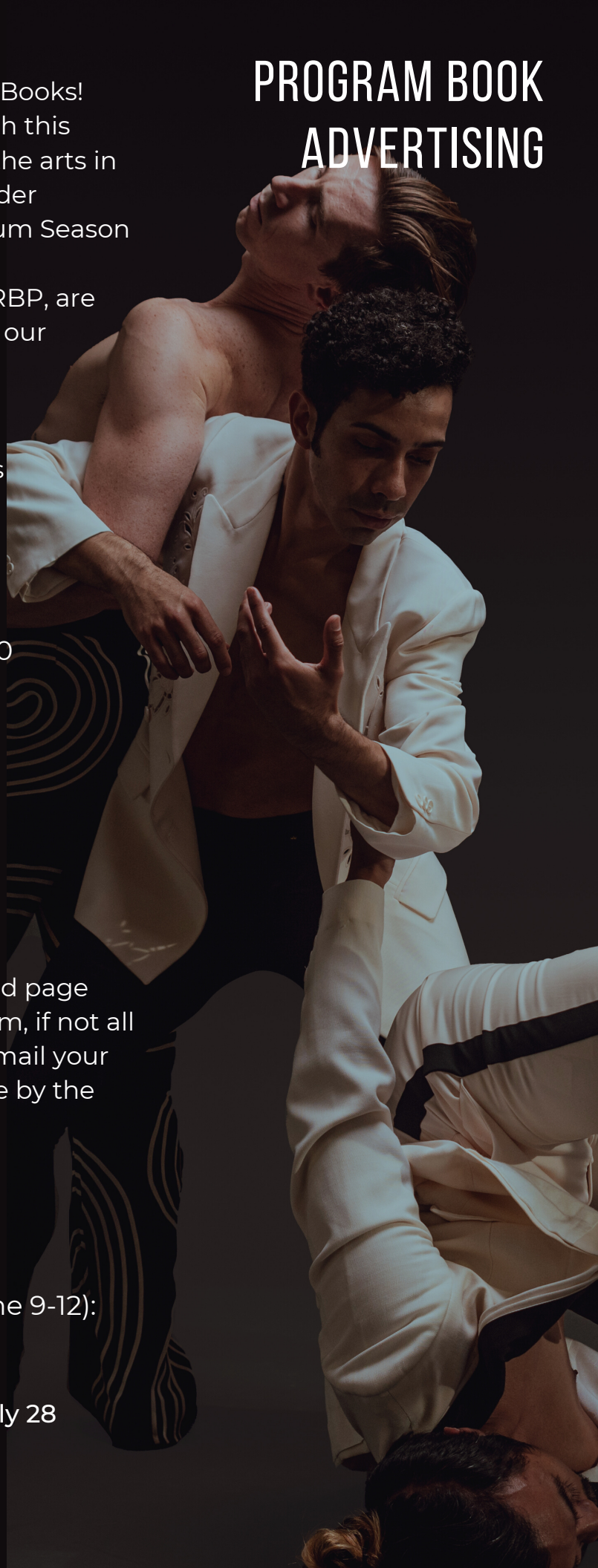
\$150/ All three season programs - \$400

## HOW TO SUBMIT LOGOS/ ARTWORK

All Ad inquiries: please contact [carly@therosinboxproject.com](mailto:carly@therosinboxproject.com) with desired page designation size and specify which program, if not all three you would like to advertise in, and email your Ad Artwork as a hi-res PDF, JPG, or TIFF file by the deadline(s) listed below.

## 2022 SEASON DEADLINES

- SPRING SERIES 2022 (March 3-6):  
Reserve & Submit Art by Feb. 10
- GHOST LIGHT MASQUERADE 2022 (June 9-12):  
Reserve & Submit Art by May 19
- AUGUST SERIES 2022 (August 18-21):  
Reserve by May 18/Submit Art by July 28





# BENEFIT PACKAGES

	\$1,000	\$1,500	\$2,500	\$5,000	\$10,000+
Listing in all of the 2022 program playbills	✓	✓	✓	✓	✓
Logo on website (with website back link)	✓	✓	✓	✓	✓
Employee tickets for performance of your choice		2	4	6	10
Attend an in-studio talk-back for donors of works in process			✓	✓	✓
Social media shout-out			✓	✓	✓
Tickets to reception with the artists of the company following performances				✓	✓
Invitation to our private elegant Barre Crawl event for our biggest supporters					✓
Recognized as the 2022 Season Sponsor					✓

In-kind donations also welcome! [Contact](#) us to customize an in-kind benefit package!

# NEXT STEPS

Get in touch with our Managing Director,  
Thom Dancy, to discuss giving levels and how you would  
like to contribute! Thom can be reached at

[thom@therosinboxproject.com](mailto:thom@therosinboxproject.com)

or via phone at

619-259-0184

We ask that all pledges provided by the Sponsor are paid  
in full by April 3, 2022.

THE  
ROSIN  
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