

The Pointe! Studio of Dance

Sponsorship Proposal



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ABOUT THE POINTE! STUDIO OF DANCE

History

Under the direction of Gina Tate, The Pointe! Studio of Dance has been in existence for 13 years. We have been prominently located in the same location for 10 years but have recently expanded to 3 dance studios rooms in a shared building located in a prime location on W. Market St. We currently rent through the Wrenn Zealy Properties. We are now reaching over 150 students from 2 years and up. We have trained and choreographed dancers from A&T Golden Delight, Actors and Dancers from -Community Theatre of Greensboro, Top Cat Professional Cheerleaders and a slew of church, schools and professional organizations. We have 1 office manager, 1 assistant director, 1 acting coach, 1 vocal coach, 4 full time dance instructors, 3 student instructors and 4 student assistants, (who are also POINTE! dancers.)

Mission

Our mission at THE POINTE! Studio of Dance is to promote a program of superior dance instruction. We train people of all ages to dance at the highest professional level. The diverse backgrounds of our staff, as well as exposure to guest artist, allow our students to experience a variety of dance styles from Classical Ballet to Hip Hop. The professional performance opportunities that we offer further develop the student's versatility. Our curriculum promotes health and wellness while building self-confidence and leadership skills.

Our Philosophy is “The beauty of dance encourages positive lives and futures...”

Commitment

Our commitment to top notch training encourages us to pay for instructors to come in and give workshops from Dance Theatre of Harlem, Alvin Ailey II, Stomp on Broadway and local artist and actors from NYC to NC. We put on 3 major productions (theatrical ballets) each year including, “Cindy and the Glass Slipper”, (Cinderella), The Fantasy and Adventure of Oz”, (The Wiz) “It’s A Hard Knock Life”, (Annie) “The Tie That Binds”, (Originally written for and by The Pointe!) and this year was “Pride Land”, (The Lion King). We also perform our annual recital each year in May/June. We have also been recognized as one of the best technical studios for young dancers to train, Business Women of the year in 2013, and have been invited for the third time to the 2019 World renowned, “Black Theatre Festival” in Winston Salem to perform “Pride Land”.

Educational Program

The Pointe! Studio of Dance offers classes in ballet, modern, jazz, lyrical, tap, pointe, hip hop, African, gymnastics, acting for dancers and creative movement for children and adults. The quality of instruction is such that students have been placed in many nationally acclaimed summer intensives. Not only have the company students been accepted into these school's but have received full and partial scholarships with invitations into their pre-professional trainee programs. The summer intensives that our students have been accepted into include:

- Alvin Ailey Dance Theatre
- Debbie Allen Dance Academy
- Dance Theatre of Harlem
- Charlotte Ballet Academy
- Atlanta Ballet
- Julliard School
- University of North Carolina School of the Arts
- University of North Carolina School of the Arts CDI Program
- Boston Ballet
- Joffrey Ballet
- itheatrics - NY, NY
- Muny - St. Louis, MO



The Pointe! Studio of Dance Leadership



Gina Tate, Executive Director and Entrepreneur

Originally from Akron Ohio, Gina's formal training began at The University of Akron in classical ballet, tap, jazz, modern, musical theatre and ballroom. Gina participated on the Akron Zips dance team while finishing up her studies before moving to Charlotte, NC. Continuing her career, she danced and choreographed for local Rap artist and college dance teams until she earned an elite position as one of the inaugural 37 Top Cat Professional Cheerleaders for the Carolina Panthers professional football team.

In 2006, Gina went by faith and opened THE POINTE! Studio of Dance known for their technical strength in all genres of dance. The studio produces annual productions that have been nationally recognized as professional performances consisting of predominately children. THE POINTE! produces dancers age 2 years and up and continues to offer scholarships to those in need as well as inexpensive professional workshops by world renowned dancers. This training is for those who love dance whether recreational or professional. Gina consistently works on improving and providing opportunities for her young dancers, creating a positive atmosphere and producing artist in the industry who strive to make the arts a career in their future all while honoring a professional standard. Gina is happily married to her husband Jamie and has two beautiful sons (Aylon & Aviel) who have always been supportive to her vision.



Jose Rondon Jr., Program Coordinator

Jose has over ten years of experience as a teaching artist, administrator, and choreographer. A proud member of Actors Equity Association and the Freddie G Class of 2015, Jose thrives on organization, creativity and all forms of expression. As a teaching artist, Jose has taught in New York City and North Carolina where he has served as the Assistant Director and Program Coordinator of The Pointe! Studio of Dance. His work has been featured at the National Black Theatre Festival and has won awards at the Junior Theatre Festival. As an administrator, Jose has worked with the Hayes Taylor YMCA and Samuel French, Inc. Former students have gone on to perform professionally and in regional theatres, which include Hamilton: An American Musical, Alvin Ailey, and Dance Theatre of Harlem. Favorite choreography credits include Smokey Joe's Café, The Lion King Experience, Hairspray Jr. (Community Theatre of Greensboro). Favorite devising credits include It's A Hard Knock Life and Pride Land (The Pointe! Studio of Dance). Favorite performing credits include Mary Poppins (Neleus/ensemble) and Spamalot (North Carolina Theatre).



Robin T. Rich-McGhie, Marketing Director

She is a native of Newark, NJ who attended New Jersey Institute of Technology. She is an Acting Instructor at The POINTE! Studio of Dance. She received her artistic training at The Newark Community Center of the Arts and she trained as a dancer with Garden State Ballet, Alfred Gallman (Gallman Newark Dance Theatre), Phil Black Dance Studio and City Arts African Dance however; acting and the stage is her first love. Performing since age 7, she is an accomplished Singer, Actress, Director and Producer.

She has directed several stage productions in the Triad at The Gallery Players, Open Space Café Theatre, Stained Glass Playhouse, Kernersville Little Theatre, City Arts and with her company Elise Jonell Performance Ensemble and created several theatrical ballets in conjunction with Gina Tate.

She was Executive Director of The Busta Brown Television Show and Segment Producer of “Talent Tuesday” for Busta Brown’s Afternoon “Thang” on WQMG-97.1.

Robin is the CEO & Artistic Director of Elise Jonell Management, Talent Agency and Performance Ensemble.

Organizations We Have Performed For...



Dancer Against Cancer mission is to use the art and beauty of dance to reach into our local communities and encourage the understanding and support of breast cancer awareness. Every year The Pointe! looks forward to performing and giving back to such a worthy cause.



They aim to provide innovative etiquette education to adults and children throughout the Triangle area. In the twenty-first century, it would normally appear that etiquette is often forgotten and ignored; however, Dr. Corbett has overwhelmingly convinced countless parents, school systems, businesses and community-based organizations that etiquette education is essential to the social development of youth and adults.



The International Civil Rights Center & Museum is an archival center, collecting museum and teaching facility devoted to the international struggle for civil and human rights. The Museum celebrates the nonviolent protests of the 1960 Greensboro sit-ins that served as a catalyst in the civil rights movement.



The North Carolina Black Repertory Company (NCBRC) was the first professional Black theatre company in North Carolina. Founded in 1979 by Larry Leon Hamlin, the Company's mission summarized is "...the coordination, promotion and development of educational and cultural activities with emphasis on theatre arts."

In addition to our annual Spring Recital, The Pointe! Studio of Dance puts on an annual production which was "Pride Land" this year. We create full stage professional productions with our dancers in mind to ensure that they are the leads in our own shows. Performers must audition to be a part of these theatrical ballets. This year's show has been recognized nationally and has been accepted into the National Black Theatre Festival (NBTF) for 2019. Other shows we have taken to NBTF include: "The Fantasy and Adventure of Oz" (2017) and "It's A Hard Know Life" (2015).



Sponsorship Request

Support for The Pointe! Studio of Dance

The Pointe! is requesting support from a wide variety of investors, in the Greensboro business and social community and beyond. Through sponsorships of our artistic and outreach programs, individuals, companies and organizations can receive benefits ranging from public recognition and brand visibility to access to our phenomenal shows with VIP treatment. Our top donors will even have a student scholarship given in their name.

Sponsorship offers a variety of benefits.

SPONSORSHIP LEVELS

Contributor	\$10 - \$99	❖ Recognition on our website and at the studio
Bronze Sponsor	\$100 - \$249	❖ Recognition on our website and at the studio ❖ Recognition on performance or program signage and in collateral materials ❖ One Ticket to our Annual Recital or our Spring Production
Silver Sponsor	\$250 - \$499	❖ All the benefits of being a "Bronze Sponsor", plus: ❖ Recognition during pre-show curtain speeches and performances ❖ Upgrade to Two Tickets to our Annual Recital or our Spring Production
Gold Sponsor	\$500 - \$1499	❖ All the benefits of being an "Silver Sponsor", plus: ❖ Mentions in major advertisements
Platinum Sponsor	\$1500 - \$2499	❖ All the benefits of being a "Gold Sponsor", plus: ❖ Full-page advertisement in sponsored show Playbill and performance programs ❖ Space for corporate materials display at sponsored performances/events ❖ Two Tickets to our Annual Recital AND our Spring Production
Host Sponsor	\$2500 & up	❖ All the benefits of being a "Platinum Sponsor", plus: ❖ Host Sponsor discount for additional tickets ❖ Private reception and 'behind-the-scenes" tour at performances/events ❖ Student Scholarship created in your business name
ALL PROCEEDS WILL GO TOWARDS PROVIDING OPPORTUNITIES FOR DESERVING STUDENTS TO GROW AND DEVELOP TO THEIR HIGHEST POTENTIAL		



What Families and Alumni Are Saying About The Pointe!

The staff at The Pointe! continuously pushed me to be the best dancer that I could be. One thing that really touched my heart is that a parent told me that their child started doing ballet again at The Pointe! once she saw me as Glinda the Good Witch in [The Fantasy and Adventure of Oz]. I thought that was the cutest thing ever and it made me want to perform for an audience even more, so I can inspire other young dancers to pursue their dreams!

- C. Turnbull

Nadia has been afforded so many opportunities and experiences since joining The Pointe! She has grown as a dancer and a performer both technically and professionally. The Pointe! is all about technique. They're interested in developing the entire repertoire and diversity of the dancer's abilities. Also, the caliber of expertise brought in from the outside for Masterclass Workshops is second to none.

- W. Baker-Attmore

Dancing since the age of two, The Pointe! Studio of Dance has sparked a passion for dance with Chelsea and she is currently pursuing a career as a BFA Dance Major at Alabama State University, which is the only HBCU with a BFA Dance program. Chelsea was awarded full four-year academic and dance scholarship and plans to be one of the first BFA Dance student to graduate in the W.E.B. Du Bois Honors Program from ASU May 2020.

The Pointe! Studio of Dance has made a huge impact and has been a life changing experience on Chelsea as a student and dancer. Gina Tate continues to dedicate her time and passion for her students by providing wonderful opportunities that aren't always provided for African American children. We appreciate Gina Tate for her nurturing loving spirit and numerous years of dance training that she has provided Chelsea. May God continue to work through this vessel as she continues to see the "BEST" in all the children as they reach their fullest potential as an artist.

- The Pettiford Family

Being a single parent of three dancers can be a bit stressful and expensive. I remember one year was really rough and I was going in the office to pay my kids costume fees and I was told that someone had been so generous and paid for one. I broke down crying right there in the office. The person remains anonymous, but they have no idea what that means to me. That's just a portion of the contagious love floating around the pointe. They are my village.

Gina and her staff challenge these children to be their best selves, to love themselves unapologetically, and to show love to others. These kids are taught to encourage each other. Big, small, short, tall you too can be a great dancer. On top of that these kids are getting the best technique and choreography. Also, being exposed to life changing opportunities. I don't know if I said too much or not enough. All that I can say is the Pointe Studio of Dance creates the total package of a great dancer. I am forever grateful for my experience as a parent.

- K. Walker

Help Us Meet Our Goal

Our goal is to help at least 25 students per year to take an average of 3 hours of dance per week to unlimited classes per dance season and have the availability to take all sessions of our summer intensive. This will benefit students that love the art form but may not be able to afford it or are going through hardship. This would also help The Pointe! give expansive opportunities to those diamonds that are extraordinarily talented, are willing to learn and deserve the chance to acquire the skills to make them competitive in the world of dance. Families would benefit from the comfort that their child would be in a secure, family-oriented atmosphere where they would receive technique, discipline, and new knowledge that not only would benefit them for dance but throughout their lives all while having fun and connecting to other awesome students.

I have seen how a dance scholarship can transform an ordinary, low self-confidence child, into a person who owned everything about himself on the stage. Confidence in a structured and loving environment allows dancers to admire and enjoy the art so completely that they don't want to leave the studio when it is time to go home, they want to continue to learn more. Dance scholarships have supplied students who otherwise would not be afforded opportunities to learn dance techniques, the ability to have their abilities enhanced to the level where they receive full scholarships to world-renowned dance institutions throughout the nation. These scholarships most importantly give dancers a place to call home, families a partner in the growth of their children, and skills that transcend the dance discipline to have relevant whole life applications.

Your partnership with The Pointe! will benefit you, our students, and the community. We look forward to connecting with you and working together to enhance the children, our future.

A Picture of Your Investment at Work

- **\$600** would cover the cost for a student to take a 1-hour dance class per week and cover the cost for their costumes and recital performance
- **\$2300** would cover the cost for a student to take unlimited classes and cover the cost for costumes and the recital performance
- **\$2600** would cover the cost for a student to be a part of our auditioned Company and cover the cost for costumes and the recital performance

