



Proposal for Sponsorship

Presented by The Pointe! Studio of Dance
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CASE FOR SUPPORT

Serving the Community: Dancers are smarter!¹

A Stanford University study and the New England Journal of Medicine report outline that dancing increases cognitive acuity at all ages. The essence of intelligence is making decisions. The best advice, when it comes to improving mental acuity is to involve yourself in activities which require split-second rapid-fire decision making, as opposed to rote memory or just working on your physical style. The movements of dance for both the lead and the follower in structured and social dancing engage the mind in ongoing decision-making. Dancing integrates several brain functions at once-kinesthetic, rational, musical and emotional-further increasing your neural connectivity. The study ends with two words: Dance often. Dancing four times a week has positive long-term benefits. More is better.²

THE POINTE! Studio of Dance is committed to the mission of providing artistically excellent programming to diverse audiences in the city of Greensboro and surrounding areas. Our philosophy is “The beauty of dance encourages positive lives and futures...” Our Motto is: we love diversity and discipline and we welcome everyone. We teach the art and technique of dance rather than just teaching routines for a show or recital. We create professional full-stage productions with our dancers in mind as the leads. Students have many performance opportunities and master classes for those who want to continue with the art form as a career as well as recreational classes for those who just enjoy dancing for fun. The organization has received critical recognition for excellence in programming, outreach and dance training. We are dedicated to making a difference in the Greensboro community, where our dancers and families live and work.

The science is profound. At all ages, when music and dance are present, academic achievement is advanced. Why? The brain is positively stimulated and toxic stress is reduced. The average school-age student spends more time away from school than in school. What a person does during these hours has a monumental impact on academic and life outcomes. Dance in addition to traditional academic curricular allows for the full functioning of a developing mind.

The business case for THE POINTE! Studio of Dance points to humanity. The ability to afford and attend structured and technical dance classes is an investment. The investment of dance is not accessibly by every child and family. Therefore, THE POINTE! Studio of Dance is pursuing sponsors for student scholarships.

¹Use it or Lose it: Dancing Makes Your Smarter, Longer by Richard Powers.

www.socialdance.stanford.edu

²www.socialdance.stanford.edu

ABOUT THE POINTE! STUDIO OF DANCE

Mission and History

Under the direction of Gina Tate, The Pointe! Studio of Dance has been in existence for 11 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 from Richard Clayton who is the building owner but runs through the Burgess Management Company. 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 gymnastic coach, 3 full time instructors, 2 student instructors and 4 student assistants, (who are also POINTE! dancers.)

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

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 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 all new this coming year, 2017 is “Pride Rock”, (The Lion King)! We also perform our very own Christmas show, written and choreographed by The Pointe! as well as our annual recital each year in May. 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 second time to the 2017 World renowned, “Black Theatre Festival” in Winston Salem to perform our original all dance performance of, “The Fantasy and Adventure of Oz, a dance adaptation of “THE WIZ”.



The Pointe! Studio of Dance Leadership



Gina Tate, Executive Director and Entrepreneur

Originally from Akron, Ohio, Gina's formal training started at The University of Akron in classical ballet, tap, jazz, modern, musical theatre and ballroom. Gina was on the dance team of the Akron Zips, a minor league basketball team. She continued her dance career in Charlotte, NC where she danced and choreographed for a local Charlotte rap artist and opened up for superstars such as Mary J. Blige and Montell Jordan. Gina continued her formal training at UNCG adding technique in African and Brazilian. She auditioned and earned an elite position as one of the inaugural 37 Top Cat Professional Cheerleaders for the Carolina Panthers Professional Football Team for 2 years. She opened THE POINTE! Studio of Dance in 2006. She is married with 2 children and now lives in Greensboro, NC.





Jose Rondon Jr., Assistant Director/Program Coordinator

Born and raised in Mount Vernon, NY, Jose received his formal training from Ballet Atlantic Academy in ballet, jazz and contemporary. He continued his formal training at Broadway Dance Center where he trained in hip hop, lyrical, and musical theatre. He later trained in tap under Gina Tate. Jose has had a vast amount of experience in choreography in musical theatre and dance where he has been inducted in the Freddie G class of 2015 through itheatrics and Musical Theatre International. Jose currently is a proud member of Actor's Equity Association where he currently performs in Regional Productions. He continues to work closely with Gina with her program needs at The Pointe! Studio of Dance.



Robin T. Rich-McGhie, Marketing Director

Robin is a native of Newark, NJ who attended New Jersey Institute of Technology. She is the Program Coordinator of We Are One Artistic Collective with Caldcleugh Multicultural Arts Center/City Arts in Greensboro NC and 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 and is an accomplished Singer, Actress, Director and Producer. A Managing Partner with T.K.R. Entertainment Group where she was the Director of Operations & Artist Services. She was also the Executive Director & Artistic Director for Inner Village Arts–South and served on the Board of Directors of Open Space Café Theatre as Vice President of Production. She also served as the Volunteer and Arts Education Coordinator. Robin owns Elise Jonell Management, Talent Agency and Performance Ensemble.

The Pointe! Studio of Dance 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 are:

- 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

Performance Season



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, Ms. 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 Pointe! looks forward to performing at First Fridays.



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." The Pointe! is grateful to be returning for a 2nd consecutive year.



The Pointe! Studio of Dance Company is thrilled every year to put on a performance that was written entirely for the studio. The Pointe! believes that we must create roles and shows that will be able to cater to our students and give them opportunities to be leads. This wonderful story tells the tale of the Christmas spirit.



The Pointe! Studio of Dance puts on an annual production which is The Fantasy & Adventure of Oz for this year. We create full stage professional productions with our dancers in mind to ensure that they are the leads in our own shows. The show has been recognized nationally and has been accepted into the National Black Theatre Festival for 2017.

Financial Information

The Pointe! is a for prophet organization that has never taken out a loan and all progress and renovation has been done based on personal savings, fundraisers and hard work. The studio started in a space at a local church in 2 basement rooms with only 40 students by word of mouth. We are blessed to say we have been able to make progress to provide these students with a wonderful facility to perfect their art. Since we have been blessed we try to give back to the community by giving FREE workshops and by donating to the following programs:

- Toys for Tots
- Easter Seals for Christmas
- Salvation Army

Our vision for the future is growth! We seek sponsors for scholarships that will be beneficial to dancers in need. Having a partnership will give additional help to funding our professional productions, traveling cost and expenses for our students with scholarships. Our productions are consistently growing and being recognized each year and we feel this is a great time and opportunity for a sponsor to partner with us. We participate in Otis Spunk Meyer, Coin Jar Collections and Create Performance fundraisers to offset overhead, building costs and scholarship opportunities. Each year, we offer scholarships to those in need, going through briefly or just cannot afford dance.

We offer multiple classes at a lower rate because our goal is to produce well verse dancers and the importance of learning and being competitive with many styles of technique opposed to charging so much that students can't afford to take a variety of classes, therefore they are less competitive in the world of dance.

Example:

Registration is \$35 per student

1hour dance per week is \$65 per month for a recreational dancer

We have unlimited dance classes for only \$200 per month

Our POINTE! Company students who take unlimited classes plus their Company classes only pay \$225 per month, which includes performance, costumes at times and extra rehearsals for shows.

Adults have no registration fee of \$35 and a monthly rate of \$50

The more hours you include in your weekly schedule, the bigger your discount is per month.

Scholarship Request

Support for The Pointe! Studio of Dance

The Pointe! hopes to attract supporters from a wide variety of patrons and funders, especially within Greensboro's business community. Through sponsorships of our artistic and outreach programs, corporations will receive branding and marketing visibility as well as access to our phenomenal company for employees and clients.

A Sponsorship offers a variety of benefits. Sample benefits would include:

Marketing & Advertising

- Prominent recognition on our website and at the studio
- Prominent recognition on performance or program signage and in collateral materials
- Prominent recognition during pre-show curtain speeches and performances
- Prominent mentions in all advertisements (print, television, radio)
- Full-page advertisement in sponsored show Playbill and performance programs
- Space for corporate materials display at sponsored performances/events

Corporate Entertainment

- Complimentary performance tickets and corporate discount for additional tickets
- Private reception and "Behind-the-Scenes" tours at performances/events
- Scholarship set up in you/your business name to help bless and provide for more community families

Conclusion

We are looking to help 25 students per year to take an average of 3hours-unlimited classes per dance year, (11 months including 2 summer months). This will benefit students that love the art form as much as those who are blessed enough to afford it. This would also help The Pointe! give huge opportunities to those diamonds that are super talented and willing to learn the chance to be as equally great in the art of dance. Families would also be comfortable with the security of leaving their child in a family oriented atmosphere to receive discipline, technique and the knowledge of growing in a fun filled atmosphere.

I have personally seen the benefits of how a dance scholarship can transform an ordinary, low self-esteemed child, into owning his identity on a stage! How confidence in a strict but loving atmosphere has allowed dancers to admire and love this art so completely, that they don't want to leave the studio when it's time to go home, they want to learn more. Dance scholarships have supplied students who otherwise would not be afforded opportunities to learn dance technique, perfect it and receive full ride scholarships to world-renowned dance institutes all over the world. These scholarships most importantly give dancers a place to call home, a family to depend on and memories to last forever. Through a partnership with The Pointe! Studio of Dance, your company will highlight its presence as a corporate leader within the Greensboro community and region, receiving exciting benefits and prominent recognition for its sponsorship investment. It is our sincere hope that you will join The Pointe! as a sponsor of student scholarships.

Dance Facility

