

April 12, 2010

2010-11 Pledge Drive

"Celebrating a Decade of Success!"

Dear Friend of The Portland Ballet:

On behalf of our dancers, teachers and staff, *thank you* for your support of The Portland Ballet. Since June 2001, TPB has been delivering on its Mission Statement of "*providing the finest professional quality ballet instruction in an environment that is challenging, disciplined, rigorous, while at the same time safe, healthy, and nurturing.*" This year your patronage and donations helped us bring live music to our holiday production of *La Boutique Fantasque* by collaborating with the talented student musicians of the Portland State University Orchestra. Attendance for this annual production grew by 46%! Over the past ten years your generosity assisted us in purchasing a beautiful piano, building a studio theater, producing seven programs with ballets from the prestigious George Balanchine Trust, and bringing in famed ballet masters such as Alonzo King, John Clifford, Marianna Tcherkassky, Evelyn Cisneros and Carter Alexander. These achievements have helped us reach new audience members, expand our visibility and provide a *dynamic and professional* ballet experience for our dancers.

Energy is high here at The Portland Ballet as we gear up for our tenth year. We are asking for your support in making the upcoming year our *best yet*. Plans are in place for exciting new visiting ballet masters, performances and partnerships:

- ✓ The Portland Ballet is honored to be welcoming; Jorge Esquivel - former principal dancer with the National Ballet of Cuba and current principal teacher for the San Francisco Ballet School, and Deanna Seay - principal ballerina with Miami City Ballet for 21 years, to our Masters Workshop program this coming August.
- ✓ The Portland Ballet is pleased to announce that the 2010 production of *La Boutique Fantasque* will once again feature live music through our continued partnership with the PSU Orchestra. We are also expanding on this partnership and working to feature live music at the 2011 Spring Concert as well.
- ✓ The Portland Ballet is formalizing its outreach program that will reach an expanded number of schoolchildren next year. Outreach enables a great diversity of audiences to experience the beauty of the ballet firsthand and provides expanded performance opportunities for our dancers.

Your contributions support more than just productions, guest artists and partnerships. They also help us to leverage funding from foundations and corporations. A strong (and growing) individual donor base is **critical** as it demonstrates that the community *values* The Portland Ballet, making our grant and sponsor requests much more competitive. The Portland Ballet is a 501(c)(3) nonprofit organization. As such, we rely on the generosity of our supporters to provide dancers with distinguished instructors and unparalleled performance opportunities.

The pledge drive will run through May 29. Pledges are payable through August 27 and may be paid by check or credit card at the studio or with our new secure web-based donation system. Pledge forms are available at the studio and online at www.theportlandballet.org/Support/PledgeDrive, or by sending an email to pledge@theportlandballet.org. Watch for our new goal and cumulative pledge drive count in the lobby and on our website. We are honored to have your support and *thank you* for believing in The Portland Ballet!

Sincerely,



Nancy Davis, Artistic Director



Jim Lane, Managing Director

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