



NORTH SHORE DANCE + THEATER, LTD.

Community Partnership
+ Sponsorship Guide



Welcome to North Shore Dance & Theater

Dear Community Partner,

At North Shore Dance & Theater, LTD. (NSDT), we believe every child deserves the opportunity to discover, learn, and grow through the performing arts. Our programs give young people opportunities to build confidence, creativity, teamwork, empathy, and lasting friendships.

Community support helps us keep arts education accessible, bring productions to life, maintain the equipment and materials our performers rely on, and expand opportunities for children and teens throughout our community.

Your partnership can help fund student scholarships, productions, summer camps, educational workshops, technology improvements, costumes, scenery, printing, concessions, and the operational resources that make our work possible.

Thank you for considering a partnership with North Shore Dance & Theater. Together, we can help more young performers find their spotlight.

Sincerely,

The North Shore Dance & Theater Board of Directors

**Help Every
Child Find
Their Spotlight**



OUR MISSION



North Shore Dance & Theater, LTD. has been a cherished part of the North Shore Chicago community since 1994. As a family-oriented nonprofit, we are dedicated to providing a welcoming space where children of all backgrounds and abilities can thrive. While we continue to offer pre-professional training in dance, theater, and the related arts, our current focus is on children's theater, welcoming performers ages 5-18 of all skill levels. We believe in building community, fostering creativity, and celebrating each individual's unique talent. At NSDT, kids can express themselves, make lifelong friendships, and be part of a supportive, family-friendly environment where they can grow!



WHY COMMUNITY SUPPORT MATTERS

Sponsorships help NSDT with:

1

Accessible Arts Education

Helping more children experience the performing arts, regardless of financial circumstance.

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2

Student Scholarships

Providing financial assistance directly so more young performers can participate in our programs.

3

Production Excellence

Supporting the costumes, sets, props, and technical equipment that bring stories to life.

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Creative Learning Opportunities

Expanding workshops, summer camps, and opportunities to learn from experienced teaching artists.

5

A Stronger Theater Community

Creating a welcoming space where young people can build confidence, friendships, and teamwork skills.

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6

Sustainable Programs

Funding the essential resources, licensing, facilities, and supplies that keep our programs running.

And so much more!

Ways to Partner with NSDT

NSDT offers three broad ways for businesses and community supporters to participate.

1. COMMUNITY PARTNERS

Annual sponsorships support NSDT's overall mission and needs throughout the season. Community Partners receive recognition that scales with the level of support.

2. PROGRAM SPONSORS

Program Sponsors designate support for a particular area, such as costuming, summer camps / educational workshops, technology and equipment, or general operations. Sponsorships may support one production or, where applicable, the full season.

3. SCHOLARSHIP FUND DONORS

Donors help make the performing arts more accessible by providing financial assistance to eligible families, giving more children the opportunity to participate in NSDT productions, summer camps, and educational programs.

Businesses may also provide in-kind donations of appropriate goods or professional services.





1. COMMUNITY SUPPORTER

Contribution: \$100 - \$249

Benefits:

- Name listed on NSDT's website sponsor thank-you page

2. FRIEND OF NSDT

Contribution: \$250 - \$499

Benefits:

- Name listed on NSDT's website sponsor thank-you page
- Name listed on the sponsor thank-you page in production programs

3. CURTAIN CALL SPONSOR

Contribution: \$500 - \$999

Benefits:

- Name and business link on NSDT's website sponsor thank-you page
- Logo displayed on the sponsor thank-you page in production programs
- Group social media thank-you recognition

4. STANDING OVATION SPONSOR

Contribution: \$1,000 - \$2,499

Benefits:

- Logo and business link on NSDT's website sponsor thank-you page
- Logo displayed on the sponsor thank-you page in production programs
- Dedicated social media post thanking your business
- Up to 2 complimentary tickets* to one eligible fall or winter performance

5. ENCORE SPONSOR

Contribution: \$2,500 - \$4,999

Benefits:

- Prominent logo placement on NSDT's website sponsor thank-you page
- Prominent logo placement on the sponsor thank-you page in production programs
- Complimentary quarter-page program ad in production programs
- Dedicated social media post or reel highlighting your business
- Up to 3 complimentary tickets* to one eligible fall or winter performance

6. SPOTLIGHT SPONSOR

Contribution: \$5,000+

Benefits:

- Premier logo placement on NSDT's website sponsor thank-you page
- Premier logo placement on the sponsor thank-you page in production programs
- Complimentary half-page program ad in production programs
- Dedicated social media post or reel highlighting your business
- Up to 4 complimentary tickets* to one eligible fall or winter performance

**Complimentary tickets are subject to availability and must be requested in advance. Promotional recognition is coordinated with NSDT and may depend on contribution timing and applicable materials.*

Program Sponsors

Sponsors may select a category that reflects their business interests or the area they most want to support. Suggested gift ranges are starting points, not fixed prices for individual items, and in-kind donations are always appreciated. Final purchases depend on actual costs and NSDT's needs.

1. PRINT SPONSOR

Suggested gifts: In-kind / \$250–\$1,500+

Help us share the story

Print sponsorships help NSDT produce the materials that connect families with our programs, celebrate performers, and keep the community informed.

Contributions may support production programs and playbills; flyers for auditions, productions, camps, and workshops; business cards and organizational materials; posters and promotional materials; registration forms and educational resources.

Benefits:

- Business name or logo listed on NSDT's website sponsor thank-you page
- Business name or logo in production programs and on selected promotional materials where practical.

2. TECHNOLOGY SPONSOR

Suggested gifts: In-kind / \$500–\$5,000+

Give every performer the tools to be seen and heard

Technology sponsorships help NSDT maintain and improve the equipment students and production teams rely on to deliver engaging performances.

Contributions may support wireless microphones and accessories; sound system and speaker upgrades; audio mixing equipment and headsets; stage lighting and lighting controls; cables, batteries, repairs, and maintenance; technology for rehearsals and educational workshops.

Benefits:

- Business name or logo listed on NSDT's website sponsor thank-you page
- Business name or logo in production programs
- Dedicated social media post or reel highlighting your business
- Special recognition for major equipment purchases or upgrades

3. COSTUMING SPONSOR

Suggested gifts: In-kind / \$250–\$2,500+

Bring every character to life

Costuming sponsorships help NSDT create memorable theatrical experiences while maintaining a reusable costume inventory for future productions.

Contributions may support new costumes and specialty pieces; fabric, sewing supplies, and alterations; wigs, accessories, shoes, and character details; costume repairs, cleaning, and storage; reusable costume inventory; hair and makeup services or materials.

Benefits:

- Business name or logo listed on NSDT's website sponsor thank-you page
- Business name or logo in production programs
- Dedicated social media post or reel highlighting your contributions

4. SCENERY + PROPS SPONSOR

Suggested gifts: In-kind / \$250–\$2,500+

Help us build worlds beyond the stage

Scenery and props transform a performance into an imaginative experience. Sponsorships help NSDT build, maintain, and repair materials for current and future productions.

Contributions may support set construction and scenic materials; paint, lumber, hardware, and building supplies; handheld props and set decorations; set repairs, storage, and maintenance; reusable scenery and modular set pieces.

In-kind donations of lumber, paint, hardware, tools, and building materials, as well as time and physical labor, are especially useful.

Benefits:

- Business name or logo listed on NSDT's website sponsor thank-you page
- Business name or logo in production programs
- Dedicated social media post or reel highlighting your contributions





5. CONCESSIONS SPONSOR

Suggested gifts: In-kind / \$250–\$1,500+

Help make every performance a community experience

Concessions sponsorships help offset the cost of refreshments and supplies while supporting the audience experience and NSDT's ongoing operations.

Contributions may support snacks, candy, and bottled beverages; concession supplies and serving materials; storage and organizational supplies; equipment and small concession-area improvements; other direct costs associated with operating concessions.

In-kind donations may include food-safe containers, shelf-stable snacks, bottled water and sports drinks, and individually-packaged treats that meet NSDT's needs.

Benefits:

- Business name or logo listed on NSDT's website sponsor thank-you page
- Business name or logo in production programs and on concessions signs

6. SUMMER CAMPS + WORKSHOPS SPONSOR

Suggested gifts: \$500–\$5,000+

Help make our students' summers unforgettable

Support summer programming, student participation, camp supplies, creative activities, and program improvements. Potential uses include teaching materials, costumes and props, camp scholarships, and equipment.

Help NSDT expand educational workshops by supporting instructor compensation, guest artists, workshop supplies, and rental costs for space at our host location.

Benefits:

- Business name or logo listed on NSDT's website sponsor thank-you page
- Business name or logo in camp and workshop programs, and in camp program marketing as applicable

***IN-KIND DONATIONS**

NSDT welcomes appropriate donations of goods and professional services that reduce program costs or improve the theater experience

Examples include printing and copying; lumber, paint, hardware, and building materials; costumes, fabric, and sewing supplies; snacks, bottled water and sports drinks, and concession supplies; printing services; technology and equipment; office and storage supplies; and other goods or services approved by NSDT.

Recognition for in-kind contributions may be based on the nature and documented value of the donation, usefulness of the contribution, and recognition NSDT can reasonably provide. Any tax acknowledgment should follow applicable nonprofit guidance; donors should consult their own tax advisors.

SCHOLARSHIP FUND DONORS

Suggested gifts: \$350–\$2,500+

Every child deserves a chance to shine

Scholarship donations help make theater education more accessible by providing financial assistance to eligible families. Support helps reduce financial barriers to participation in productions, camps, and other NSDT programs.

Contributions may support tuition assistance for students who need financial support; participation in theater programs and productions; summer camp participation; continued arts education and skill development; expanded access for local families.

Benefits:

- Business or Individual name or logo listed on NSDT's website sponsor thank-you page
- Business or Individual name in production programs on sponsor thank-you page

ILLUSTRATIVE GIVING LEVELS

These are illustrative impact levels, not guarantees of a specific number or value of scholarships. Actual assistance depends on NSDT tuition rates, available funds, and student and family need.

\$350

Partial Scholarship Supporter

Helps provide partial tuition assistance to one student

Access Advocate

Helps offset program costs for one student or assist multiple families with partial scholarships

\$700

\$1,400

Opportunity Partner

Helps provide substantial tuition assistance, depending on program costs and student need

Scholarship Champion

Helps expand scholarship availability and support for more students throughout the season

\$2,500

WHERE DOES TUITION GO?

An inside look at the cost of creating an NSDT musical production

Regular Tuition Investment: approx. \$700 per performer

Families who register by the early-bird deadline receive a \$50 Early Bird Discount as our thank you for helping NSDT prepare for a successful production. Early registration allows our team to plan casting, costumes, staffing, and production needs in advance.

Category	Includes	Approx. Per Performer
Professional Instruction & Production Team	Directors, choreographers, vocal instruction, rehearsal preparation, production support, and technical staff	\$240 - 280
Rehearsal & Performance Space	Facility rental, rehearsal space, and tech week expenses	\$80 - 100
Costumes & Performer Experience	Costumes, show shirt, performer materials, and special production items	\$75 - 100
Technical Production	Microphones, sound equipment, batteries, mic tape, and professional show recording	\$50 - 70
Show Rights & Materials	Licensing, royalties, scripts, rehearsal resources, production materials, and access to official show content	\$45 - 70
Sets, Props & Show Design	Scenery, props, projections, and production materials	\$35 - 60
Marketing, Programs & Community Outreach	Advertising, printing, programs, and community engagement	\$35 - 55
Administrative & Organizational Support	Registration software, payment processing, insurance, supplies, and nonprofit operations	\$55 - 75

As a 501(c)(3) nonprofit organization, NSDT carefully budgets each production to provide a high-quality theater education experience while keeping our programs accessible. Every production is unique. Some musicals require higher licensing fees, more costumes, or greater technical needs than others. These ranges reflect how tuition is typically invested across productions. Additional income from ticket sales, sponsorships, fundraising, donations, and community support helps offset costs while supporting our mission to expand scholarship opportunities and continue investing in our students, our programs, and the future of NSDT.

MEET OUR BOARD

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ALISHA POTTER

**CO-FOUNDER &
EDUCATION DIRECTOR**

Alisha is the founder of NSDT's children's theater program and an experienced educator with a master's degree in Fine Arts Curriculum. With a background spanning education, dance, drama, and theater production, she has produced, directed, performed in, costumed, and choreographed numerous productions throughout Chicagoland. As an English Language Learner teacher, Alisha brings a deep understanding of creative learning, collaboration, and student development to her work. Her dedication to arts education has helped shape NSDT into a welcoming environment where young performers can explore their creativity, develop confidence, and discover a lifelong appreciation for the performing arts.



ANNE NEUMANN

**ARTISTIC DIRECTOR &
CHOREOGRAPHER**

Anne is an accomplished dancer, choreographer, and arts educator whose journey with NSDT began at just three years old. Growing from student to artistic leader, she has helped guide the organization's productions, programming, and creative vision for more than 15 years. Since 2010, she has served as NSDT's resident choreographer, bringing extensive experience in dance education, production management, and artistic direction. She also founded Sparkles Dance Company, a body-positive competitive dance team centered on confidence, inclusion, and artistic growth. Anne is dedicated to creating meaningful opportunities where young performers feel seen, supported, and celebrated.



DEENA KAHN

**CREATIVE & STAGE
SQUAD DIRECTOR**

Deena's journey with NSDT began at a young age, growing from student to volunteer and staff member. With experience spanning performance, production, visual arts, writing, marketing, and communications, she brings a multidisciplinary perspective to the theater's creative and educational programs. She holds a BA in Interdisciplinary Studies (Art, Film Studies, and Journalism) and a Global MBA, along with additional credentials in multicultural studies and international management. Deena is passionate about empowering young performers to discover their creative voices and making the performing arts accessible to all.

THANK YOU

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THANK YOU!



Thank you so much for investing in young performers and accessible arts education.

Interested in partnering with us?

Contact us to discuss a sponsorship that fits your business and our mission. We are happy to work with you to arrange payment, in-kind delivery or volunteering hours, and confirmation of recognition benefits.



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