



## BALLET DES MOINES CAMPAIGN NAMING OPPORTUNITIES

-----, 2023 | Approved by the Campaign Committee  
-----, 2023 | Approved by the Ballet Des Moines Board of Directors

The Ballet Des Moines Board and Campaign Committee welcome the opportunity to honor individuals, families, and foundations who have provided a leadership gift to the *Ballet Des Moines* campaign through a naming opportunity. This is a tangible way to create a lasting legacy and become a part of the Ballet Des Moines heritage.

### Naming Decisions and Approval:

The donor, along with the Ballet Des Moines CEO and campaign chairs will discuss naming opportunities to determine donor interests and desires. The campaign committee will recommend naming opportunities to the Ballet Des Moines Board who will approve all naming decisions.

### Guidelines for Naming – Gift Size and Naming Tenure:

- The donor list will be reviewed in descending order from largest gifts to gifts of \$100,000 in order of gift commitment date. Those donors giving the largest gifts will be offered the *first opportunities* for naming and may select from the options provided or present an idea for consideration. Gifts at the same amount will be offered in order of first committed.
- A minimum gift of \$100,000 is required for naming. (Gift can be paid over three years)
- Gifts of \$100,000 up to \$500,000 allow naming for a ten-year period. Gifts of \$750,000 or more allow for naming of a fifteen-year period.

### Donor Recognition

All campaign donors contributing \$5,000 and above will be acknowledged as *Ballet Des Moines* campaign donors on permanent signage located in the Ballet Des Moines Campus for Arts & Education.

Naming Opportunity	Gift Level	Duration
Studio Theater	\$750,000	15 years
Rehearsal Studio	\$250,000	10 years
Campus Lobby	\$250,000	10 years
Costume Shop	\$100,000	10 years
Campus Conference Room	\$100,000	10 years
Dancers Lounge	\$100,000	10 years
Dressing Rooms	\$100,000	10 years
Stage Door	\$100,000	10 years