

The House Inc.

Dance Factory



2023-2024 SEASON
SPONSORSHIP PACKAGE

6527 NORMANDY LANE
STE 200, MADISON, WI 53719

WWW.THEHOUSEINC.ORG

About Us

The House Urban Arts Initiative Inc is proud to announce its 5th year as one of Madison's premier dance companies. With the expansion of our center we have been able to expand programming. Urban arts in the Madison area continues to fully operate and have a to call home. The House Inc operates classes Monday-Sunday for youth ages 4-18, as well as adult health and wellness classes.

THI is an African American performing arts center in Dane County and surrounding areas to offer black & brown underserved communities access to performing arts training and much more.

You may have heard about our programs in the past. In 2007, our dance program was on BET (Black Entertainment Television) national live sitcom 106&Park Dance Competition. The House Inc program Crushin All Force won 1st place on live television representing Wisconsin. We've also graced the campaign trail of our former president Barack Obama, even performing on many local stages such as the Overture Center of the Arts, MyArts Theater, even the men's Badger Basketball game at the Kohls Center.

Our 2022 budget allowed us to cover two out of 8 part-time staff & volunteers, one year mortgage, and six Regional & National performances/competitions. We're a for artist-by-artist facility meaning, all programs are run by artists. We plan rehearsals, arrange fundraisers, make costumes, choreograph, and operate the center on a 80% volunteer basis.

This season, we are hoping to minimize costs for families by gaining sponsors who believe in us. Black performing arts have never been considered in this community before, however we work just as hard, train just as hard, and operate at a full capacity for our students and families.

We all have a passion for the future of urban arts in this community and we would like to invite you to be a part of it!

Why Sponsor?

In the Race in the Heartland report data shows that African American youth fall well below the achievement gap versus their fellow peers in Wisconsin. THI is combating this issue with its programming by giving black and brown youth an outlet to express their whole selves through performing arts.

Corporate and business sponsorship is a major source of funding for many performance arts centers, whether professional or community based. Being a sponsor shows that you not only believe in our mission, but you believe in community involvement and activity catered to youth.

Sponsoring opens many doors for a business or corporation. It not only shows community involvement, but it markets your business to groups that may not otherwise use your services. When THI thrives, know the community thrives with it.



SPONSOR LEVELS

ORGANIZATION OF CHOICE

\$\$

Choose The House Inc as an Organization of Choice at your company's 2023-2024 fundraising event. Bring awareness to THI and allow your staff/team to raise funds towards our mission.

- Logo and company/business information on our website as *Friend* of THI
- Logo and company/business name in season pamphlet
- Logo in the 2023 lobbies donor wall/window

BADGER SCHOLARSHIP

\$220

Support 2 months of performing arts programming for 4 youth participants. Monthly tuition for participants is \$110 per student, we offer a \$55 scholarship through our Badger Scholarship Fund.

- Logo and company/business information on our website as *Friend* of THI
- Logo and company/business name in season pamphlet
- Logo in the 2023 lobbies donor wall/window
- Website Social Media Recognition

SILVER SPONSOR

\$500

Support 2 months of performing arts programming for 4 youth participants. Monthly tuition for participants is \$110 per student, we offer a \$55 scholarship through our Badger Scholarship Fund. Cover 100% center monthly needs budget (Clerical & cleaning supplies)

- Logo and company/business information on our website as *Friend* of THI
- Logo and company/business name in season pamphlet
- Logo in the 2023 lobbies donor wall/window
- Website Social Media Recognition
- Logo in calendar year (2023-24) pamphlet

GOLD SPONSOR

\$1000

Support 4 months of performing arts programming for 9 youth participants. Monthly tuition for participants is \$110 per student, we offer a \$55 scholarship through our Badger Scholarship Fund. Cover 100% center monthly needs budget (Clerical & cleaning supplies)

- Logo and company/business information on our website as *Friend* of THI
- Logo and company/business name in season pamphlet
- Logo in the 2023 lobbies donor wall/window
- Website Social Media Recognition
- Logo in calendar year (2023-24) pamphlet
- Logo in the 2023-24 lobbies donor wall/window

BADGER PLUS

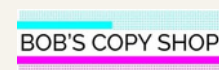
\$2000

Support 6 months of performing arts programming for 18 youth participants. Monthly tuition for participants is \$110 per student, we offer a \$55 scholarship through our Badger Scholarship Fund. Cover 100% center monthly needs budget (Clerical & cleaning supplies)

- Logo on team traveling duffle bag
- Recognition on 93.1 Jamz
- Logo and company/business information on our website
- Logo and company/business name in full season pamphlet
- Logo in the lobbies donor wall/window for full calendar year
- Website Social Media Recognition for full calendar year
- Logo in calendar year (2023-24) pamphlet & Lobby Donor wall/window

ALL MONETARY/CHECK DONATIONS SHOULD BE WRITTEN TO URBAN COMMUNITY ARTS NETWORK (UCAN) IS A 501(C)3 NOT-FOR-PROFIT ORGANIZATION, ALL DONATIONS ARE TAX-DEDUCTIBLE.

THANK YOU TO OUR 2022-23 SPONSORS!



Meet Our Team

CLYDE MAYBERRY

CEO & Founder

18+ Yrs Experience | Artistic Director,
Head Coach, Choreographer, Modern,
Ballet, Musical Theatre Hip Hop

NA'NDI SAMONE HAMBRICK

Marketing & Events Director

6 Yrs Experience | Marketing
Strategist, Event Coordinator, Web &
Graphic Design

TERRELL RICHARDSON

Director of Operations

4 Yrs Experience | Uniforms, Apparel,
Travel Logistics and competition
communication

SHAYLA PORTER

Program Manager

20+ Yrs Experience | Assistant Coach,
Vice President, Instructor, Ballet, Hip-
Hop, Musical Theatre, House & Tap
Dance

ACZAREYEN LYLES

Instructor & Coach

10 Yrs Experience | Contemporary,
Ballet, Jazz, Hip-Hop

COMMUNICATION

CONTACT DETAILS

608-203-6490

6527 Normandy Lane,
Ste 200, Madison WI 53719

OFFICE HOURS

Monday - Friday
5:00pm - 8:00pm CST

WEBSITE

www.thehouseinc.org

SOCIAL MEDIA

@TheHouseInc

LIZ SEXE

Instructor & Ballet Emperor

20+ Yrs Experience | Ballet,
Contemporary

DEZAHN DILLARD

Instructor & Coach

10+ Yrs Experience | Contemporary,
Ballet, Jazz, Hip-Hop, Majorette

MEAGAN RIANE

Instructor & Coach

15+ Yrs Experience | Ballet, Jazz,
Modern, Tap, Musical Theatre

FINANCIAL OBLIGATIONS

2023 – 2024

Insurance	\$6,600.00	
Costumes	\$8,000.00	
Travel Expenses	\$10,000.00	
Center Space	\$36,000.00	
Performance Fees	\$2,000.00	
Marketing/Advertising	\$2,000.00	
Center Overhead	\$7,000.00	
(Gas & Electric, Wifi & Phone, Supplies)		Total Costs \$71,600.00

FUNDRAISING GOALS

Raffles	\$1,000.00	
Car Wash	\$1,000.00	
Fall Showcase	\$4,500.00	
Spring Showcase	\$4,500.00	
Parent Fundraiser	\$1,000.00	Fundraising Goals \$12,000.00

WHERE WE NEED YOU

Where We Need You (Total Costs – Fundraising Goals) = \$59,600.00

Clyde O. Mayberry

CEO & Founder