

**the
national
ballet of
canada
welcomes
you to the
spectacular**



June 3, 2025

MAD HOT BALLET

Co-Chairs Nicholas Mellamphy & Suzanne Cohon

MAD HOT BALLET

Tuesday, June 3, 2025

Four Seasons Centre for the Performing Arts

“The National’s annual MAD HOT BALLET Gala has become a real go-to event in the past few years... sort of like New York’s Met Gala.”

Paula Citron, Ludwig Van Toronto

The National Ballet of Canada’s annual fundraising gala is one of the most highly anticipated events of Toronto’s social calendar. A one-night-only affair, MAD HOT BALLET brings people together to celebrate the excellence, creativity and joy of dance.

The evening is unique amongst galas: you will experience the acclaimed artists of the National Ballet in performance, followed by the opportunity to meet, dine and dance with the dancers onstage at the Four Seasons Centre for the Performing Arts.



The Event

MAD HOT BALLET begins with an hour-long performance of works from the National Ballet's signature repertoire of classical and contemporary work. The performance also includes a new work commissioned specially for the occasion, with new costumes by a designer from the world of fashion.

A reception follows, featuring abundant Hors d'oeuvres and drinks as well as exciting activations, including a photo booth.

The VIP dinner is held onstage with a gourmet three-course meal followed by dancing with the stars of the National Ballet.



The Audience

With an audience of 2,000 attendees for the gala performance and reception and with 550 VIP guests for the dinner and dance, every sphere from arts, culture, finance and philanthropy is represented.



The Theme

Each year the gala committee selects a theme that inspires the look, feel, and fashion of the evening. Stay tuned!

“On Tuesday, the city's most fashionable arts patrons came out to support The National Ballet of Canada's annual fundraising gala.”

Toronto Life

MAD HOT BALLET Garden of Jewels.
Photos by Gaetz Photography AND George Pimentel.

The Cause

A jewel in Canada's cultural landscape, The National Ballet of Canada is the nation's largest dance company.

Beloved at home and celebrated internationally, the National Ballet presents a full season of classical and contemporary ballets to inspire audiences.

The National Ballet is committed to sharing our love of dance within our community, through accessibility and engagement initiatives. Dance is for everyone – and everyone benefits from creative expression, movement and imagination.

The Need

The National Ballet of Canada aims to introduce dance to more people, to foster a greater appreciation for the arts and to work with under-served areas of the community to spark joy.

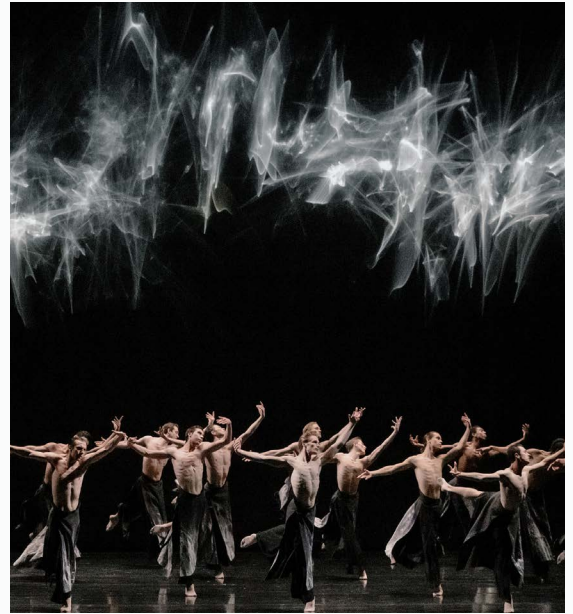
Through accessibility and engagement initiatives, we seek to bring more people into the theatre to experience the National Ballet, and find opportunities for the company to go out into various communities to share the power, beauty and collaborative nature of dance.

Your philanthropic support of MAD HOT BALLETT and The National Ballet of Canada will go to the many initiatives we offer to connect with the community, all of which are made possible solely through private support.

The Results

MAD HOT BALLETT raises over \$1 million each year, an integral part of the National Ballet's overall 2024/25 fundraising goal.

In total, the gala has contributed \$17 million since 2007 to support our artists and activities.



Artists of the Ballet in *Angels' Atlas*. Audience at Share the Magic. Photos by Karolina Kuras. Artists of the Ballet. Photo by Bruce Zinger.

Media

MAD HOT BALLET is featured in a range of media following the event.

- Traditional media (The Globe and Mail, National Post, Toronto Star, Toronto Life)
- Online (FASHION Magazine, HELLO! Canada, BlogTO, Biz Bash, BroadwayWorld)
- The National Ballet of Canada's channels (website, email, social media)
- Social media (shared by sponsors and attendees)

“Entering the Four Seasons Centre felt like stepping into the Met Gala, with everyone dressed to the nines and showcasing unique and playful outfits that embraced the theme.”

Deanne Kearney, Dance Debrief



Left: Kirk Pickersgill of Greta Constantine and Krystal Koo. Right: National Ballet Dancers Selene Guerrero-Trujillo and Monika Haczekiewicz. Photos by Gaetz Photography and George Pimentel.

Partnerships

MAD HOT BALLET happens because of you. Our partnerships are key to reaching our fundraising goal as well as creating the atmosphere, energy and excitement of the evening.

You may wish to partner with the National Ballet:

- to host and entertain clients
- to recognize and reward employees
- to launch or feature a product
- to align your brand with ours
- to enjoy a memorable evening
- to support the arts

Each sponsorship features a range of hospitality benefits, recognition (print, electronic, in-person and promotional opportunities). We look forward to working with you to create a package that best meets your goals.



MAD HOT BALLET Garden of Jewels. June 2024.
Photo by Gaetz Photography.

MAD HOT BALLET

Tables

Share the **MAD HOT experience with your guests** – enjoy the evening, support the National Ballet and enjoy the hospitality and recognition of your partnership.

MAD HOT Leadership Table

\$25,000

Hospitality

- 10 VIP tickets to the gala dinner and performance
- **Premiere table placement around the dance floor**
- Complimentary valet parking for you and your guests
- MAD HOT gifts for you and your guests

Recognition

- **Half (½) page colour ad in the gala program**
- Name/logo recognition on the MAD HOT gala website
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT VIP Table

\$15,000

Hospitality

- 10 VIP tickets to the gala dinner and performance
- Complimentary valet parking for you and your guests
- MAD HOT gifts for you and your guests

Recognition

- Name/logo recognition on the MAD HOT gala website
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT BALLET

Sponsorships

As Entertainment or Dinner Sponsor, you create an exciting and memorable evening for all guests. The Entertainment Sponsor supports the other artists we include in the evening, from surprise dance, music or other performance elements to the DJs who set the stage for the dance party. Our Dinner Sponsor is associated with the gourmet meal – the fine food and drink that nourishes us.

MAD HOT Entertainment Sponsor

\$50,000

MAD HOT Dinner Sponsor

\$30,000

Hospitality

- Eight (8) VIP tickets to the gala dinner and performance
- Complimentary valet parking for you and your guests
- Premiere table placement
- MAD HOT gifts for you and your guests

Recognition

- **Full page colour ad in the gala program**
- On-site branding opportunities to be negotiated
- Name/logo recognition on the MAD HOT gala website and advance mailing materials and email where applicable
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

Hospitality

- Six (6) VIP tickets to the gala dinner and performance
- Complimentary valet parking for you and your guests
- MAD HOT gifts for you and your guests

Recognition

- Half (½) page colour ad in the gala program
- **Name/logo recognition on gala menu at every table**
- **On-site branding opportunities to be negotiated**
- Name/logo recognition on the MAD HOT gala website and advance mailing materials and email where applicable
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT BALLET

Sponsorships

Following the MAD HOT performance, all attendees celebrate the National Ballet with signature cocktails, hors d'oeuvres, special surprises and a lively atmosphere. For VIPs, the reception on the Grand Ring sets an elegant and social tone before dinner. All other attendees party in the lobby of the Four Seasons Centre with energy and enthusiasm.

MAD HOT VIP Reception Sponsor

\$25,000

Hospitality

- Four (4) VIP tickets to the gala dinner and performance
- Complimentary valet parking for you and your guests
- MAD HOT gifts for you and your guests

Recognition

- Half (½) page colour ad in the gala program
- **On-site branding opportunities around the VIP reception to be negotiated**
- Name/logo recognition on the MAD HOT gala website and advance mailing materials and email where applicable
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT Party Sponsor

\$25,000

Hospitality

- Four (4) VIP tickets to the gala dinner and performance
- Complimentary valet parking for you and your guests
- MAD HOT gifts for you and your guests

Recognition

- Half (½) page colour ad in the gala program
- **On-site branding opportunities to be negotiated**
- Name/logo recognition on the MAD HOT gala website and advance mailing materials and email where applicable
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT BALLET

Sponsorships

The **MAD HOT portrait studio** is always a highly anticipated part of the dinner **onstage**. The on-theme portrait studio is a wonderful opportunity for VIP guests to pose and capture memories of the evening. VIP guests are offered valet parking, a personal and stylish way to begin and conclude their evening.

MAD HOT VIP Portrait Studio Sponsor

\$20,000

Hospitality

- Two (2) VIP tickets to the gala dinner and performance
- Complimentary valet parking for you and your guests
- MAD HOT gifts for you and your guests

Recognition

- Quarter (¼) page colour ad in the gala program
- **Name/logo recognition at the portrait studio with opportunity to activate within the space**
- Name/logo recognition on the MAD HOT gala website and advance mailing materials and email where applicable
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT Valet Sponsor

\$15,000

Hospitality

- Two (2) VIP tickets to the gala dinner and performance
- Complimentary valet parking for you and your guests
- MAD HOT gifts for you and your guests

Recognition

- Quarter (¼) page colour ad in the gala program
- **Opportunity for promotional materials to be associated with valet parking**
- Name/logo recognition on the MAD HOT gala website and advance mailing materials and email where applicable
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT BALLET

Sponsorships

The MAD HOT photo booth is the centre of activity during the gala party in the lobby of the Four Seasons Centre. Your partnership will provide guests with a keepsake from the event. MAD HOT BALLET is enriched by the presence of our dancers – a unique opportunity for VIP guests to mingle and share some dance moves. Each dancer table ensures that we can host all dancers, from the Principal level to our Apprentices.

MAD HOT Performance Party
Photo Booth Sponsor

\$10,000

Hospitality

- Four (4) tickets to the MAD HOT gala performance and party

Recognition

- **Name/logo on signage at the photo booth and on images**
- Opportunity to host social media contest by tagging your brand along with ours to win
- Name/logo recognition on the MAD HOT gala website
- Name/logo recognition in the gala program
- Name/logo recognition on signage at the venue on the night of the gala

MAD HOT Dancer Table Sponsor

\$5,000

Recognition

- Name recognition in the gala program
- Name recognition on the MAD HOT gala website
- Name recognition on signage at the venue on the night of the gala
- Tax receipt or donation confirmation as per CRA regulations and guidelines

MAD HOT BALLET

Sponsorships

Artistic Director Hope Muir curates a program of inventive and dynamic pieces to showcase the talent, dedication and passion of our artists.

Each segment can be sponsored to support the dancers' performance and the essential live music of the orchestra.

MAD HOT Performance Segment Sponsor

\$5,000 – \$10,000

MAD HOT Orchestra Segment Sponsor

\$5,000

Hospitality

- Four (4) tickets to the MAD HOT gala performance and party

Recognition

- Name/logo recognition on the performance page of the gala program, associated with the segment
- Name/logo recognition on the MAD HOT gala website
- Name/logo recognition on signage at the venue on the night of the gala
- Name/logo recognition on the sponsor page in the gala program
- Tax receipt or donation confirmation as per CRA regulations and guidelines

Hospitality

- Four (4) tickets to the MAD HOT gala performance and party

Recognition

- Name/logo recognition on the performance page of the gala program, associated with the segment
- Name/logo recognition on the MAD HOT gala website
- Name/logo recognition on signage at the venue on the night of the gala
- Name/logo recognition on the sponsor page in the gala program
- Tax receipt or donation confirmation as per CRA regulations and guidelines

Demographics

With a 73-year legacy of excellence, The National Ballet of Canada has inspired trust with our audiences and community. Our partners benefit greatly from the opportunity to associate with our much-loved productions and our loyal and engaged ticket buyers.

The National Ballet's audience comprises one of the most affluent and influential demographic clusters. These consumers spend more on homes, second homes, automobiles, memberships, luxury items, travel and investments than any other group.



Audience members at the Four Seasons Centre for the Performing Arts. Photo by Karolina Kuras.

The National Ballet of Canada attracts the following demographics:



64%
female



\$100,000+
average household income



71%
are homeowners

Social Media Presence



152,180 Followers



156,370 Followers

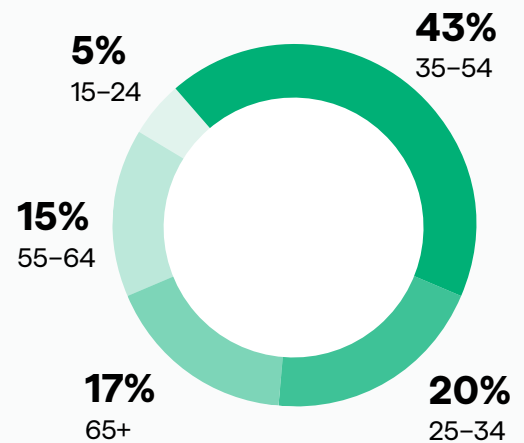


307,600 Likes
1.8 million Views



26,300 Subscribers

Audience





Join Us

If you wish to partner with The National Ballet of Canada and contribute to the excitement and success of MAD HOT BALLET, please contact us!

Rebecca Hodge

Manager, Special Events and
Corporate Partnerships

416 345 9686 Ext. 326
rhodge@national.ballet.ca

Martha Buss

Officer, Special Events

416 345 9686 Ext. 374
mbuss@national.ballet.ca

Mailing Address

The Walter Carsen Centre for
The National Ballet of Canada
470 Queens Quay West
Toronto, ON M5V 3K4 Canada

Website

national.ballet.ca

Charitable Registration Number

11905 1449 RR0001