



Arizona Dance e-Star

a publication of the **Arizona Dance Coalition**

Volume 1, Issue 11

December 2011

Dear Readers,

December is here and so are the many versions of the Nutcracker, holiday shows and semester-end concerts. *We are in the spirit!* Actually, I believe we are *creators* of this spirit and we spread it to others with our energy, theatrical presentations, talent and creativity. And in addition to receiving the customary applause and thank yous, some dancers (and related workers) actually make *real money performing!* *We are creating JOBS!*

In the spirit of celebration, ADC will hold a **Meet & Greet** on December 18, Sunday, 2-4 pm in Tucson (pg 6). All readers and friends of dance are invited. You are also invited to our annual meeting on January 29, Sunday, 11 am-1 pm, at the Morning Glory Café, The Farm at South Mountain, 6106 S 32nd St, Phoenix. Details about this Brunch Meeting with guest speakers will be released in the January issue.

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It has been my pleasure to produce and bring this monthly e-newsletter to all of you this first year. Many have commented on the need for such a publication. Others have been amazed at the volume of dance in AZ. Our subscribers are growing and the list includes those in the know, those that can & do, and those that promote. And if you go to the AzStarNet Calendar, ADC appears everyday under Dance Performances. Dance is gaining greater visibility in AZ.

The submission deadline for the January 2012 issue is moved up to December 20. New member *perks* are extended through December (pg12). Thank you for your referrals.

The **Arizona Dance Coalition Board of Directors** would like to wish all of our members, sponsors, grantors, merchants, volunteers and subscribers a very ***Happy Holiday Season!***

Most sincerely,

Krystyna Parafinczuk
Editor & ADC Treasurer

The **Arizona Dance Coalition** is a membership-based, statewide 501(c)(3) nonprofit dance organization creating connections and communication between the general public and the dance community. ADC membership is available to individuals and organizations interested in the art of dance. You may join online at AzDanceCoalition.org. All questions about membership and sponsorship can be sent to Lisa@AzDanceCoalition.org. Calendar of Events are posted online by ADC members. Article submissions, news, letters to the editor and advertising sales can be sent to Krystyna@AzDanceCoalition.org. Additional ADC contact information is on the last page.

CALENDAR OF EVENTS

SUBMISSION DEADLINE

JANUARY ISSUE
of the
Arizona Dance e-Star

December 20

CALENDAR OF EVENTS listings are taken from the **Arizona Dance Coalition** website postings by ADC members. All postings of events are restricted to 501(c)(3) organizations with the exception of charitable and free events, educational workshops and master classes.

All submissions are monitored. Content may be edited.

AzDanceCoalition.org

December 1, Thursday, 7 pm, December 3, Saturday, 1 pm, North Scottsdale Christian (formerly Scottsdale First Assembly), 28700 N Pima Rd, Scottsdale. **AZDance's A Joyous Christmas** features two inspiring guest artists, Jeffrey Polston, founding dancer of Complexions Contemporary Ballet Company in NYC and Astrit Zejnati, principal dancer of Ballet Arizona; AZDance's professional dance roster, their Children's Christmas company and their moving "Movement E-Motion," a dance program for Individuals with Different Abilities.

December 4, Sunday, 1 pm, Cactus Shadows Fine Arts Center, 33606 N 60th St, Scottsdale. Tickets at both performance venues \$15 Adults, \$10 Students/Seniors and \$5 under 10 years of age. Available at door and local businesses. Cash/check please. For more information, call 480-215-1916 or visit azdance.org for PROMO/friends.



December 1-4, Thursday-Sunday, UApresents @ Stevie Eller Dance Theatre, 1713 E. University Blvd, Tucson. The UA Dance Ensemble's **Premium Blend** will feature George Balanchine's masterwork, *Allegro Brillante*, along with faculty choreography by Douglas Nielsen, Sam Watson and others. Rounding out the program will be Elizabeth George's tribute to Arizona's 100th Birthday. Tickets online: \$15-\$33. See *UA Dance prepare for Allegro Brillante on Arizona Illustrated, PBS TV, which appeared on October 27.*

December 2, Friday @ 6:30 pm, December 3, Saturday @ 7:30 pm, December 4, Sunday @ 2 pm, Arizona State University, Herberger Institute for Design and the Arts, **ASU School of Dance**, Fine Arts Complex, Room 122, Tempe Campus

Emerging Artists II

Featuring original new works by ASU School of Dance MFA candidates Ashlee Ramsey and Whitney Waugh based on original research into audience interaction, social perception and how we engage with the moving body and the stories it tells.

Cost: \$16 General; \$12 Faculty, Staff, Seniors, Groups, Alumni; \$8 Students



CALENDAR OF EVENTS



December 2-3, Friday & Saturday, 7:30 pm, December 4, Sunday, 2 pm Glendale Community College Performing Arts Center, **KINETIC Fall Dance Concert** by the **Glendale Community College Dance Program** ~ an examination of the body in motion. KINETIC is produced and directed by GCC Dance Program Director/VERVE Dance Company Artistic Director Andrea Hashim, with additional choreographic works by GCC Dance Adjunct Faculty Sarah "Saza" Dimmick and Larisa Perez. Choreography by Michael Williams from the University of Arizona's School of Dance and GCC Dance Major Kayley Thompson will also debut. Guest artists include Dulce Dance Company, EPIK Dance Company, and Christina Sheldon-Anderson. Live music accompanied by GCC Guitar Major Alex Resnick, GCC Music Faculty Dr. Christina Eide, and veteran cellist Richard Bock (who spent 24 seasons as the principal cellist with the Phoenix Symphony). Two Lenna DeMarco Dance Scholarships will be awarded during this special weekend of dance. **FREE** 623-845-3796

December 2-3, Saturday & Sunday, 8 pm

Scottsdale Community College Performing Arts Center, 9000 E Chaparral Rd, Scottsdale, **SCC Dance** presents

Grace, Power and Force

Dancers bring choreography to life through grace, power and force.

\$10 General Admission, \$5 Student/Senior



December 3, 10 & 17, Saturdays, 2 pm & 7 pm; December 4, 11 & 18, Sundays, 2 pm & 5 pm

Herberger Theater Center, 222 E. Monroe St., Tempe.

Frances Smith Cohen's Snow Queen. The Valley's holiday favorite for the entire family, the magical retelling of the Hans Christian Andersen classic to music by Sergei Prokofiev.

Tickets: \$21.50 adults, \$17.50 seniors, \$9.50 students, plus box office fees.
602-252-8497

Non-ADC member performances, workshops, and master classes are mentioned in the **Regional Section** of the *e-Star*.

We welcome your **announcements**: job postings, auditions, scholarships, awards & recognitions, new positions, reorganizations, and invitations to participate in FlashMobs!

CALENDAR OF EVENTS



December 9-10, Friday & Saturday, 7:30 pm, Sinagua School Auditorium, 3950 E Butler Ave, Flagstaff

The Nutcracker Suite in Modern Bare Feet (new location)

What has become the “must see” holiday show of the year?

Canyon Movement Company’s eighth annual **Nutcracker Suite in Modern Bare Feet** – a 21st Century Interpretation of the Holiday Classic.

Changes in the production keep it fresh and exciting each year: new digital technology, updated choreography, new cast members, enhanced contemporary costumes, a cast of over 70, and a street performing scene with hula hoops, free-hand stilts, and juggling clowns! This annual Flagstaff tradition uses music by Peter Tchaikovsky with some contemporary versions inserted among the traditional, and new choreographic interpretations lending a fresh look to this classical favorite. Beautiful backdrops of the San Francisco Peaks bring this holiday favorite home to Flagstaff and

will send you home with the holiday spirit!

Tickets: \$9-\$17 plus fees. BrownPaperTickets.com, 928-774-3937

December 9-10, Thursday, Friday & Saturday, 7:30 pm, Coconino Center for the Arts (CCA), 2300 N. Fort Valley Road (Highway 180), Flagstaff

One Was The Other

Human Nature Dance Theatre returns to the CCA to explore through dance, music, and voice, moments, like the present, when life is most uncertain. During these moments, we all seek relationship as a way of understanding ourselves. One Was The Other concerns these relationships and all their complexities. A fusion of contemporary dance, butoh, tango, spoken word, live and recorded music, it takes us on a journey through the eye of the storm and out the other side. The music is partly recorded and partly composed for this work; it is performed live on grand piano by Scottish pianist and actor Francis Martineau with collaborators and performers Jayne Lee and Paul Moore, artistic direction by Delisa Myles and Breanna Rogers, lighting design by Eric Souders.

Tickets: \$14 in advance, \$16 day of show. Children 14 and under receive half priced tickets.

For more information and to purchase tickets, visit humannaturedance.org or culturalpartners.org, call (928) 779-2300, or come in to the CCA.



CALENDAR OF EVENTS

December 21, Wednesday, 7:30 pm, Scottsdale Center for the Performing Arts, 7380 E Second St, Scottsdale.

Big Bad Voodoo Daddy Holiday Party ~ One of the most popular swing bands on the road today, Big Bad Voodoo Daddy cruises into town with its jumpin' and jivin' Christmas extravaganza featuring one-of-a-kind originals and reworked Yuletide classics. \$39-\$49, 480-994-2787.

arts-connect ~ **Open Dance** with *The Savoy Hop Cats*, 9 pm, Dayton Fowler Grafman Atrium

Cut a rug after the Big Bad Voodoo Daddy concert with the swing dancers of the Savoy Hop Cats. **Free to the public.** No-host bar.



December 28-31, Wednesday-Saturday, ASU Gammage, 1200 S Forest Ave, Tempe.

STOMP ~ BACK WITH NEW SURPRISES!

STOMP is explosive, provocative, sophisticated, sexy, utterly unique and appeals to audiences of all ages. The international percussion sensation has garnered an armful of awards and rave reviews, and has appeared on numerous national television shows. The eight-member troupe uses everything but conventional percussion instruments — matchboxes, wooden poles, brooms, garbage cans, Zippo lighters, hubcaps — to

fill the stage with magnificent rhythms. As USA Today says, “STOMP finds beautiful noises in the strangest places.” STOMP. See what all the noise is about. All performances, dates, times and prices are subject to change. 1 hr. 45 mins., no intermission. This production is recommended for audience of all ages. Tickets start at \$23.50.

ARIZONA DANCE COALITION

Meet & Greet

DECEMBER 18, SUNDAY, 2 - 4 PM

TUCSON

You are invited!

See *Announcements* for details!

Announcements

ADC TUCSON MEET & GREET - DECEMBER 18, SUNDAY, 2-4 PM

The **Arizona Dance Coalition** will hold a *Meet & Greet* in **Tucson** on **December 18, Sunday, from 2- 4 pm**, at the **University Dance Project** studio (new ADC member), 6318 E Broadway Blvd, Tucson. The studio is located at the southeast corner of Broadway & Wilmot in the El Mercado Shopping Center (El Charro Café on the corner). Appetizers and beverages will be provided. Everyone is invited! Come learn about the ADC's mission and projects, meet the officers and members. Bring your brochures, flyers and business cards for networking. ADC extends its membership and invitation to everyone associated with dance: musicians/composers, designers (costume, graphics, lighting), photographers/film makers, caterers and advocates for dance. **RSVP**- Krystyna Parafinczuk, ADC Treasurer, Krystyna@AzDanceCoalition.org, 520-743-1349. If we have your email address, you will receive a formal **evite** soon. *We thank UDP for the use of their space.*

After the Meet & Greet: El Charro Café Happy Hour is from 3-6 pm on house Margaritas, house wine and draft beer. Cheers! Let's celebrate the end of 2011, the beginning of 2012 and the one year anniversary of the Arizona Dance e-Star!

DANCING WITH THE STARS 13th season ballroom winners were J.R. Martinez and Karina Smirnoff (11/22/2011). J.R. is an Iraqi war veteran and former All My Children soap star.

Bob Lawson is conducting an accredited 6-week summer "**Site Project**" (3 weeks in Athens, Greece and 3 weeks in Turin, Italy). U.S. students will collaborate with local students in making new art and performance work. The mission is to broaden the way young artists define who they are and what they do when they think of making work for performance. Contact Bob at bomerlawson@usa.net. SiteProject.net.co for more information, dates, application and fees.

Call for Artists and Organizations: The Fourth Annual UA presents Children's Festival January 29, Sunday, 1-3:30 pm. The festival will take place on the Centennial Hall patio right before the show Imago Theatre's ZooZoo at 4pm. We are looking for performing artists and groups to do short (5-15 minutes) performances or workshops. We are also looking for organizations to create interactive projects for kids, demonstrations, workshops, or host tables providing information about your programs. There is no cost to participate and it is a fantastic way to highlight all the things your organization does for the Tucson community. For more info: Contact Sarah K Smith at skbs@email.arizona.edu or 520.626.6904. (2)

eHealthInsurance

Contains a comprehensive list of available plans and best online quoting system for an insurance plan that will work for you. Enter your zip code and date of birth, answer a couple of questions, and you're good to go. The website will give you a list of all of the plans that are available to you and give you the option to apply immediately online.

Workshops / Master Classes

December 10, Saturday, FatCat Ballroom, 3131 E Thunderbird Rd, Phoenix
AZ BALBOA WORKSHOP ~ Jingle Bal Swing with **Jeremy Otth** and **Laura Keat** (seen on *Dancing with the Stars*) \$49 for the first 20 people registered - includes classes and dance! Otherwise \$59 Full Pass or \$15/class / \$10 dance. All ages welcome! Classes start at 12 pm and run until the dance at 9 pm. Lessons include East Coast Swing and Charleston. New Orleans style music of the Bad Cactus Brass Band featuring Joe Hopkins on clarinet. [AZLindyHopSociety](#) to register online. Questions, contact **Steve Conrad**, steveconrad@cox.net.

December 29-31, Thursday–Saturday TUCSON BALLROOM DANCE CAMP 2011
 Hilton Tucson East, 7600 E Broadway Blvd, Tucson. **Ron and Karla Montez** Organizers/
 Instructors: Rondance@comcast.net, 520/744-6272, montezdance.com for schedule/details.
 Instructors include Mariusz Zakrzewski & Stephanie Betts, Thomas and Isabela, Jesse Dixon (WC Swing), Eric Fleming and Kate Rosalik. Event culminates with a NYE dinner/dance.
December 31, Saturday, New Year's Eve Celebration Gourmet Dinner, professional showcase, dancing & champagne toast \$105/person. Late Evening Package: Dancing after 9:30 pm, professional show & champagne toast \$70

Auditions

December 5, Monday, 5-7 pm, Glendale Community College Dance Auditions - VERVE Dance Company
 GCC Dance will host auditions for the spring 2012 VERVE Dance Company. Audition will consist of a ballet barre, modern dance combination, jazz, contemporary, and/or hip hop combination and improvisation. All students must be enrolled in DAN150 or higher. For questions and/or to request information, please contact Andrea Hashim, GCC Dance Program Director, a.hashim@gmail.com, maricopa.edu/ 623-845-3796.

December 5 & 7, Monday & Wednesday, 6-7:30 pm, Desert Dance Theatre is looking for male and female dancers for its 2012 Spring Season. Dance Theater West, 3925 E Indian School Rd, Phoenix. Requirements: Dancers must have flexible schedule and available to rehearse and perform. Dancers must be versatile and have performance experience in modern dance. Experience in ballet, jazz and other dance and performing arts disciplines is a plus. Dancers must be responsible with reliable transportation. Regularly scheduled rehearsals are on Mondays & Wednesdays from 6-9 pm, Saturdays 1-4 pm. Rehearsal schedule may vary or change as needed. For more information, contact us at: 480-962-4584 or Lisa@DesertDanceTheatre.org, DesertDanceTheatre.org

NOTE: When you are submitting information / photos, announcements & events, please include *complete* names of venues, locations, addresses and contact information.



MEMBER SPOTLIGHT: Canyon Movement Company

Canyon Movement Company (CMC) was established in April of 1993 and incorporated in July of 1995 by Gina B. Darlington, the executive director. She received her dance degree from Brigham Young University and moved to Arizona in 1991. In addition to directing the company, she also heads up **Canyon Dance Academy (CDA)**, the company's training school for young dancers. The Academy also houses the teen performing group **Velocity Dance Company**.

Gina has performed in dance companies in Utah, Missouri, Nebraska, and Arizona. Gina and CMC have been Artists-in-Residence for Arizona and have traveled to Ireland (three times), Cesena, Italy, and the Southwest where they have conducted classes and performed for thousands. Gina is on faculty at Coconino Community College, has been a guest teacher at the American College Dance Festival, and recently choreographed for Northern Arizona University Theater. She has served on the Arizona Department of Education (DOE) Committee (to re-write the Arts Standards in 2005-06) and the Arizona DOE National Content Review Committee for Arts Assessments.




Under her direction, CMC was awarded the prestigious Viola Award for Best Performing Arts Organization in Flagstaff in 2011. CMC is a collective dance company with each of the dancers contributing choreographically and in production. CMC has produced and performed in numerous venues in the past 18 years:

- 8th annual Nutcracker Suite in Modern Bare Feet (See Calendar of Events)
- DanCelebration summer dance festival for 9 years
- co-produce Flagstaff Performing Arts Festival
- new annual Halloween show
- annual Spring Concert



CMC has performed for residencies and lecture demonstrations in Aspen, Colorado, County Wexford, Ireland, Flagstaff Unified Public and charter schools, Crown King, Tuba City and Grand Canyon schools. The company was commissioned by international conductor Maestro Irwin Hoffman to perform with the Flagstaff Festival of the Arts Orchestra in 1994, 1995 and 1996. CMC frequently collaborates with other artists including choreographers, musicians, sculptors, visual artists and writers/poets. The company has performed in the Arizona Contemporary Dance Festival from 1996- 2003, 2006 and 2008-10. They also perform in the Dance in the Desert Festival in Las Vegas, NV each year.

For more information: Gina Darlington, cmcgina1@gmail.com, canyonmovementcompany.org, 5680 East Sunset Drive, Flagstaff AZ 86004, 928-774-3937; 

2812 N Izabel St, Flagstaff AZ 86004, canyondance.org



Photos by Scott Sawyer

Mission: CMC is a modern dance ensemble dedicated to sharing our passion and excitement with a growing audience by creating and presenting the art of dance through performance, education, and community and collaborative projects.

Regional News

Central Arizona

- December 2-3, Friday-Saturday, 7:30 pm, PVCC Center for the Performing Arts, 18401 N 32ndSt, Phoenix, Fall Dance Collection by the **Paradise Valley Community College Dance**. \$6-\$12, 602-787-6686
- December 2-4, Friday 7 pm, Saturday 2 & 8 pm, Sunday 3 pm, Chandler Center for the Arts, 250 N Arizona Ave, Chandler. **Ballet Etudes Nutcracker**, \$16-22, 480-782-2683
- December 3, Saturday, 2:30 pm, Tempe Marketplace, 2000 Rio Salado Parkway, Tempe. **Paula Carr Dance Academy Holiday Performance**. **FREE** 480-966-9338.
- December 9-10, Friday-Saturday, 8 pm, Chandler-Gilbert Community College Performing Arts Center, 2626 E Pecos Rd, Chandler. **CGCC Student Dance Showcase** ~ \$3-5, 480-732-7343
- December 9-24, Symphony Hall, 75 N Second St, Phoenix - 18 performances! **Ballet Arizona** presents **The Nutcracker**, \$17-\$121, 602-381-0184
- December 9, Friday, 5:30 pm, Tempe Marketplace, 2000 Rio Salado Parkway, Tempe. **Maricopa Dance Dynamics Holiday Performance**. **FREE** 480-966-9338.
- December 10, Saturday, 4:30 pm, Phoenix Convention Center, 100 N Third St, Phoenix. **Nutcracker Family Affair** presented by **Ballet Arizona**. \$75-\$197, 602-343-6520.
- December 10-18, Saturday @ 2:30 & 7:30 pm, Sunday 2:30 pm, Chandler Center for the Arts, 250 N Arizona Ave, Chandler. **24th Annual Spirit of Christmas** hosted by Tom Booth. \$24-\$28, 480-782-2683.
- December 16, Friday, 4 pm, Tempe Marketplace, 2000 Rio Salado Parkway, Tempe. **Dance Express Holiday Performance**. **FREE** 480-966-9338.
- December 16-17, Friday @ 7 pm & Saturday @ 2 & 6:30 pm, Higley Center for the Performing Arts, 4132 E Pecos Rd, Gilbert. **The Nutcracker** presented by the **Southwest Youth Ballet Theatre Inc.** \$10-30, 480-279-7190.
- December 17, Saturday, 4:30 & 7 pm, Mountain View High School, 2700 E Brown Rd, Mesa. **The Nutcracker** presented by the **Arizona Youth Ballet and Jazz Ensemble**. \$10, 480-483-7121.
- December 20, Tuesday, 7 pm, Comerica Theatre, 400 W Washington St, Phoenix. **Moscow Ballet's Great Russian Nutcracker**. \$28-\$101.50, 602-379-2800.
- December 31, Saturday, Fatcat Ballroom, 3131 E Thunderbird Rd, Phoenix. **New Year's Dance** ~ 7:30-9 pm: Dance Lesson/East Coast Swing; 9 pm: Open dancing/Swing and ballroom, Toast 11:59 pm (*no price provided*)

Southern Arizona

- December 2-4, Friday @ 7 pm, Saturday-Sunday @ 2 pm, Sahuarita Auditorium, 350 W Sahuarita Rd, Sahuarita. **Ballet Continental's Nutcracker**. \$8-17. Tickets at young Artists' Community Ballet Academy of Dance, 1100 White House Canyon Rd, Green Valley.
- December 4, Sunday, 11-3 pm, Tucson Marriott University Park, 880 E Second St, Tucson. **Ballet Tucson 11th Annual Sugar Plum Tea**, \$75 per person, RSVP 520-903-1445
- December 10-11, Saturday @ 2 & 7:30 pm, Sunday @ 2 pm, Tucson Convention Center Music Hall, 260 S Church Ave, Tucson. **Tucson Regional Ballet** presents **A Southwest Nutcracker** with the Tucson Symphony Orchestra & Guest Soloists formerly from Joffrey Ballet. Tickets: \$23-38 or (800)745-3000
- December 10-11, Saturday @ 7 pm & Sunday @ 2 pm, Centennial Hall, Tucson. **The Spirit of Christmas** is a Broadway-like production by the **Tucson Dance Academy**. Proceeds will benefit Interfaith Community Services and the Tucson Dance Foundation. \$24-28, 520-621-3341, Centennial Hall Box Office.
- December 9-10, Friday @ 7:30 pm, Saturday @ 2 and 7:30 pm, Pima Community College Center for the Arts, Proscenium Theatre, 2202 W Anklam Rd, Tucson. **PCC Dance** presents **Dance Fusion**. \$10, 520-206-6986
- December 9, Friday @ 11 am, **ZUZI! Dance Co** presents **Sombra y luz Preview Matinee**, 738 North Ave, Tucson. \$7 & December 16-18, 21, 7:30 pm, **14th Annual Winter Solstice Celebration: "Sombra y luz"** \$15-20, 520-629-0237

Regional News continued

December 9-10, Friday & Saturday, 7 pm, Berger Performing Arts Center, 1200 W Speedway Blvd, Tucson. **Nutcracker Ballet/Jazz Performance** by **Center Stage Dance Studio**. \$5, 520-406-0557.

December 16-17, Friday @ 7 pm, Saturday @ 2 & 7 pm

Vail Theatre of the Arts, 10701 E Mary Ann Cleveland Way, Vail. **Ballet Rincon's The Nutcracker**. \$8-12, 520-574-2804, ballet-rincon.com.

December 16-17, Friday @ 7:30 pm, Saturday @ 2 pm, Berger Performing Arts Center, 1200 W Speedway Blvd, Tucson. **A Time to Dance** presents the **Nutcracker**. \$10 at the door, \$8 in advance. 520-272-2400.

December 17-18, Saturday-Sunday, 2 pm, Pima Community College Proscenium Theatre, 2202 W Anklam, Tucson **Arizona Dance Theatre Nutcracker**. \$15-25, 520-887-5658.

December 18, Sunday, 3 pm, Fox Tucson Theatre, 17 W Congress St, Tucson. **Dancing in the Streets** presents **El Cascanueces**. \$10-\$44, \$50 includes preconcert lunch. 520-547-3040.

December 22, Thursday, 4 & 8 pm, Fox Tucson Theatre, 17 W Congress St, Tucson. **Moscow Ballet's Great Russian Nutcracker**. \$27-\$350, 520-624-1515

December 31, Saturday, Hilton Tucson East, 7600 E Broadway Blvd, Tucson. **New Year's Eve Celebration with Ron and Karla Montez**. (See Workshops for Ballroom Camp information.) Rondance@comcast.net, 520-744-6272, montezdance.com



Photo of the Month

Frances Cohen Smith's Snow Queen

D Daniel Hollingshead as Kai, Amber Robins as the Snow Queen

Photo by Tim Fuller

Arizona Dance e-Star Editor/Designer, Krystyna Parafinczuk
Contributors: Marlina Kessler and Gina Darlington

Corporate Sponsorship or Taxable Advertising?

Generally, exempt organizations are taxed on income from any unrelated trade or business activities regularly carried on by the organization, less any permitted deductions. Promotion of private companies is generally considered advertising, an unrelated business activity. If the recognition given to corporate sponsors is deemed to be advertising, then the sponsorship payment may be taxed as unrelated business income and will not be counted as public support for purposes of qualifying as a public charity.

Fortunately, the IRS has created a safe-harbor to help tax-exempt organizations distinguish between taxable advertising and mere acknowledgement of sponsors. The IRS exempts payments that fit within the safe harbor, known as “qualified sponsorship payments,” from unrelated business income tax (“UBIT”). To ensure this favorable tax treatment, it is important that the sponsorship be structured so that it is a qualified sponsorship payment rather than taxable advertising.

Qualified Sponsorship Safe Harbor. Payments accepted with no expectation that the sponsor will receive a “substantial return benefit” in exchange for the payment are not considered taxable advertising.

The use or acknowledgement of a sponsor’s name, logo, or product lines in connection with charitable activities is not considered a substantial return benefit and will not cause a sponsorship payment to be treated as taxable advertising income.

Payments that are contingent on the level of attendance at events, broadcast ratings, or other factors indicating the degree of public exposure will not qualify for the sponsorship safe harbor.

Substantial return benefits do not include goods or services that have an insubstantial value. The regulations disregard benefits having a fair market value of less than 2% of the sponsorship payment. In determining whether the 2% threshold has been exceeded in any year, all return benefits (other than use or acknowledgement) must be considered. If the fair market value of the benefit is greater than 2%, only the portion of the payment that can be demonstrated to be a qualified sponsorship payment will avoid UBIT.

The right to be the only sponsor of an activity or the only sponsor representing a particular trade, business or industry is generally not a substantial return benefit. The portion of any payment attributable to an exclusive sponsorship arrangement, therefore, may be a qualified sponsorship payment. However, if the exempt organization agrees to limit distribution of competing products or services in connection with the payment, the benefit will be deemed a substantial return benefit and will be taxable.

Activities that are considered to fall within the safe harbor include:

- * an acknowledgment of a sponsor as the exclusive sponsor of an activity of the organization;
- * use of a sponsor’s logo or slogan (so long as they do not contain qualitative or comparative descriptions of the sponsor’s products, services, facilities or company) in connection with an exempt organization’s activities; a list of the sponsor’s locations, telephone numbers or Internet addresses, and value-neutral descriptions on the nonprofit’s website or in connection with its activities.

Taxable Advertising. In contrast, taxable advertising is defined as any message or material (whether broadcast, transmitted, published, displayed, or distributed) that promotes or markets the sponsor’s trade or business or any of its services, facilities, or products. This includes any messages containing:

- * qualitative or comparative language
- * price information or other indications of savings or value, or
- * an endorsement or an inducement to purchase, sell, or use any company, service, facility or product.

Conclusion. The corporate sponsorship regulations enable exempt organizations to recognize the support of a sponsor without having to pay tax on the income. If, however, the nonprofit promotes or markets the goods or services of a sponsor, the sponsorship will be treated as advertising and the income may be taxable as UBI and will not count as public support.

To protect corporate sponsorship payments from treatment as taxable advertising, nonprofits should consider entering into written Corporate Sponsorship Agreements that appropriately limit acknowledgment to communications or displays that qualify for the sponsorship safe harbor.

*About the Author: **Ellis Carter** is a nonprofit lawyer practicing in Phoenix, Arizona. Her practice is 100% devoted to advising tax-exempt, nonprofit, and socially responsible companies on corporate, tax and regulatory laws that are unique to tax-exempt, nonprofit, and socially responsible companies. She publishes the [CharityLawyer blog](#). [Learn more.](#)*

2011 ADC MEMBERSHIP CAMPAIGN

Some of you may be reading the *Arizona Dance e-Star* for the first time. This publication is produced by the **Arizona Dance Coalition**. The following is a brief description of our organization and member benefits. If you like what you read, please see the last page of this newsletter for links to [JOIN ADC](#). Subscription to the *e-Star* is always free and you can visit/join our [facebook](#) page as well.

The **Arizona Dance Coalition** is a membership-based, statewide 501(c)(3) nonprofit dance organization creating connections & communication between the general public & the dance community. It offers ~

- **Arizona Dance e-Star** Monthly e-Newsletter featuring news, articles, tips & events across the state
 - Website with Resources, Articles, Member Directory, Events Calendar
 - Member-to-Member Discounts & Merchant Discounts (*new*)
- Master Classes & Dance Forums, Lectures & Performances, Sponsorship & Scholarship
- Dance Festival Cooperation, Business Services & Opportunities, Venue Liability Coverage

SMALL BUSINESS SERVICE TO NEW MEMBERS - *extended offer*

As a special promotion to **new** ADC members joining before January 2012, ADC is offering a **free Small Business Service** ~ (*one of the following*) designing a one-page flyer, postcard, e-promo, one-page business form (*fill-in PDF option*) and minimal Photoshop editing & image conversions.

NEW ~ MERCHANT DISCOUNTS (*presenting ADC membership card required to receive discount*)

The following merchants have agreed to provide a 10% discount or more to ADC members. We are very excited to offer this new benefit to our members and we graciously thank the following merchants ~

Northern Arizona: Canyon Dance Academy, Canyon Dance Supply

Central Arizona: Barry's Capezio, Dee's Dancewear, Evolution Dancewear, Misha's Dance & Activewear

Southern Arizona: Dancers Boutique, Danswest Dancewear, Hirsh's Shoes, Shelli's Shoes (ballroom)

Printing and Manufacturing: Watermark Resources LLC - *wholesale to the public*

ADC MEMBER-TO-MEMBER DISCOUNTS

Throughout the year our members ~ individuals (*dancers, choreographers, costume designers, educators, etc.*), dance organizations (*dance companies, studios, college/university dance programs, etc.*), and venues/presenters ~ offer discounts on dance classes, workshops & performances to our members. ADC members offer these discounts because they are interested in promoting dance, creating enthusiastic audiences and building a supportive community for dance artists. *ADC thanks our members for their generosity.*

WHY JOIN THE ARIZONA DANCE COALITION?

ADC has a mission to serve the dance community statewide and to serve the general public by making "connections." It needs your help to become an organization that can assist our members in their professional needs as well as serve the general public by promoting dance and its benefits. Your membership will help fund website maintenance, master classes, presenter events & festival cooperation, scholarship & sponsorship. It also presents you with an opportunity to become involved in our projects.

You can join ONLINE or download a fill-in PDF form and mail it in with your annual membership dues:
Individuals \$20, Organizations \$50, Venue/Presenters \$100

ADC BOARD MEMBERS NEEDED

If you have an interest in organization/event planning, fundraising/grant writing, developing TV public service announcements/dance shorts, reviewing dance events, writing dance articles, designing art/promos for dance, etc., contact us NOW! *You are needed.*

Event Essentials: Marketing Events and Leveraging Events for Publicity

There's no PR like event PR. Events are news, events build community, events build brands - and there are infinite opportunities for creativity.

- Event Concept • Target Audience • Marketing Materials • Sponsors •
- Marketing Partners • Social Media • Photography & Video • Media Coverage •
- Data Capture • Recaps •

Ciara Pressler, marketing & promotions consultant in NYC, discusses these essentials in this [Fractured Atlas Blog](#) on November 4, 2011.

COSTUME DYEING TIP

by *Marlina Kessler*

When you are color dyeing, add about a cupful of *white distilled vinegar* to the last rinse water to help set the color. Or place small articles in a cold water wash. Line dry or lay flat to dry on a towel. Other uses for vinegar are more plentiful ([link](#)) then last month's vodka uses.



MUSIC TIP

by *Krystyna Parafinczuk*

The **AMAZING SLOW DOWNER** is a application to slow down your music *without* changing the pitch. It works on the iPhone and iPad ~ \$14.99 ([link](#)). Windows version ~ \$49.99 ([link](#)). The software can *almost* eliminate vocals for karaoke! You can dance and sing too!



Subscribe to email

Unsubscribe

JOIN ADC



Become an Arizona Dance Coalition Member ~ online (PayPal) or snail mail / click on the icon to download application

Board Members are needed with expertise in organization & event planning, marketing/graphics, writing and computer/website maintenance.
Help us grow and make a difference.

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