

Organization Mission

Northwest Michigan Ballet Theatre is a 501(c)(3) non-profit youth ballet company dedicated to nurturing the next generation of dancers and enriching our community through the art of ballet. Our mission is twofold: to provide dance students with professional-level performance opportunities and to share the magic of live ballet theater with audiences across our region.

As a company, we are made up of passionate dancers, committed volunteers, and generous donors who work together to bring full-length ballet productions to life. Every rehearsal, every costume, and every step on stage reflects the heart and dedication of our students and supporters. By hosting this event, Northwest Michigan Ballet Theatre fulfills its responsibility not only to create transformative performance experiences for young artists but also to ensure our community has access to high-quality, equitable, and inspiring cultural programming.

Event Purpose

The central purpose of *Gala en Pointe* is to celebrate and sustain the artistic excellence of youth ballet while ensuring that our community continues to have access to professional-quality dance productions. As a non-profit youth ballet company, Northwest Michigan Ballet Theatre faces the challenge of balancing high-level training and production standards with the financial realities of providing affordable and equitable arts opportunities. This event highlights our unique niche as an organization that bridges student learning with professional performance experiences, offering young dancers a stage on which to grow while engaging audiences with the beauty of classical ballet. By gathering our community of supporters together, *Gala en Pointe* ensures that we can continue to mentor dedicated students, stage full-length productions, and inspire the next generation of artists and audiences alike.

Event Stakeholders

Internal:

- Venue

- The venue is being seen by everyone involved in the event and those in attendance, so they have a lot they could gain or lose. People at the event might like the venue and consider hosting an event of their own there.
- Vendors
 - The restaurant's catering has a lot at stake because they want all of the attendees to enjoy their food to maintain their reputation and gain new customers.
 - Beverages are donated from local restaurants which will improve awareness of those restaurants.
- Sponsors
 - The sponsors want to maintain their reputations and gain new business, and being associated with the event they want the event to be successful.
 - The sponsors are donating their products for the silent auction.
- Attendees
 - The attendees are stakeholders because they paid to attend this event, so they want it to be enjoyable and feel like it was worth their time and money.
- Participating Dancers
 - The dancers are a direct stakeholder because the gala is for them and to fundraise their journey in dance.
- Dance Studio
 - The dance studio that the company is based in could either lose or gain business depending on how the event goes.

External:

- Media
 - Local media channels will promote the event.
- Local Businesses
 - Local businesses near the venue will be impacted by the attendees that could possibly give them business.
- Community Members
 - They support the event because it benefits their community and brings awareness to other businesses.