

borinquendance.org



45th Anniversary

SPONSORSHIP PACKET

BDT Mission Statement

Borinquen Dance Theatre provides cultural opportunities to explore and celebrate intersectional Puerto Rican heritage through dance and the performing arts in greater Rochester and beyond. We cultivate high academic expectations through disciplined dance training, cultural enrichment, a strong work ethic, and leadership development.

BDT History Celebrating 45 Years of Empowering Youth Through Dance

Founded in 1981 during the Rochester Puerto Rican Festival, Borinquen Dance Theatre (BDT) began when renowned choreographer Garth Fagan announced that his former dancer, Nydia Padilla-Rodríguez, would offer community dance classes. What started with traditional Bomba and Plena quickly grew into a youth-focused mission using dance to build confidence, discipline, and academic success.

For more than four decades, BDT has empowered thousands of Rochester youth through culturally rooted dance education.

A New Home at 1 East Avenue

After years of partnering with the Hochstein School of Music & Dance and local schools, BDT proudly opened its first permanent home in downtown Rochester at **1 East Avenue**. This vibrant studio is a cultural hub where students train in a professional environment, strengthen cultural identity, and connect with a supportive community.

A Legacy of Excellence

BDT has received national, regional and local honors including the “Coming Up Taller” Award from the President’s Committee on the Arts & Humanities and the “Distinguished Cultural Organization of the Year” award from the Arts & Cultural Council for Greater Rochester.

As we celebrate our 45th Anniversary November 7, 2026, your sponsorship will help ensure that Borinquen Dance Theatre continues empowering youth and preserving Puerto Rican culture for generations to come.

Nydia Padilla-Rodríguez, Founder and Artistic Director

A longtime educator and administrator with the Rochester City School District, Borinquen Dance Theatre Founder and Artistic Director Nydia Padilla-Rodríguez is a nationally recognized leader in using the arts as a powerful youth development tool rooted in Latino culture. An original member of the Garth Fagan Dance Company, she has dedicated more than four decades to dance as a performer, choreographer, and cultural educator.

Her distinguished career has earned numerous honors, including Nazareth University’s Woerner Kollmorgen Award for Community Service (2017), SUNY Brockport’s Hall of Heritage Alumni Award (2018), recognition as one of the Rochester Business Journal’s Women of Excellence (2019), and designation as a New York State Woman of Distinction (2022).

As we celebrate our **45th Anniversary** in 2026 and honor Nydia’s transition to Founder and Artistic Director Emeritus, your sponsorship invests in a living legacy of culture, community, and youth empowerment

Sponsorship LEVELS

Sponsorship Level 1: Cacique/Chief Leader (Taino) \$15,000 (limited to 2)

- Category exclusivity
- Identified as lead/title sponsor on all media releases
- Sponsor of VIP Reception
- Company name on GALA ticket event
- Company signage at GALA event
- Acknowledgement and recognition by event host
- Company informational table at GALA event
- Sponsor recognition on website and social media platforms
- Company logo on all marketing materials promoting event (e.g. flyers, posters, etc.)
- Company mentions on radio advertisement
- Full page ad in the GALA souvenir journal
- VIP seating for 8 at the GALA

Sponsorship Level 2: Oba/King (Yoruba, Nigeria) \$10,000 (limited to 2)

- Acknowledgement and recognition by event host
- Company informational table at GALA event
- Sponsor recognition on website and social media platforms
- Company logo on all marketing materials promoting event (e.g. flyers, posters)
- Full page ad in the GALA souvenir journal
- VIP seating for 8 at the GALA

Sponsor Level 3: Olori/Leader (Yoruba, Nigeria) \$5,000

- Acknowledgement and recognition by event host
- Company informational table at GALA event
- Sponsor recognition on website and social media platforms
- Company logo on all marketing materials promoting event (e.g. flyers, posters)
- Half page ad in the GALA souvenir journal
- VIP seating for 4 at the GALA

Sponsor Level 4: Atabey/Goddess of Fertility, Motherhood, & the Earth (Taino) \$3,000

- Acknowledgement and recognition by event host
- Sponsor recognition on website and social media platforms
- Company logo on all marketing materials promoting event (e.g. flyers, posters)
- Half page ad in the GALA souvenir journal
- VIP seating for 2 at the GALA (No informational table)

SPONSORSHIP COMMITMENT FORM

Please indicate sponsorship of choice:

- Sponsorship Level 1: Cacique/Chief Leader (Taino) \$15,000
- Sponsorship Level 2: Oba/King (Yoruba, Nigeria) \$10,000
- Sponsor Level 3: Olori/Leader (Yoruba, Nigeria) \$5,000
- Sponsor Level 4: Atabey/Goddess of Fertility, Motherhood (Taino) \$3,000

Company: _____

Contact Name: _____

Address: _____

Email Address: _____

Telephone: _____

Sponsor Approval: _____

Date: _____

Please return this form to:

Borinquen Dance Theatre, 1 East Ave, Rochester, NY 14604

Or email form to: bdtrochester@gmail.com

Please make check payable to: Borinquen Dance Theatre
For additional information please contact Wanda Pedraza-Santos,
Operations Manager at wpedraza@borinquendancetheatre.org