



Lotus Steps 2010

Corporate Contribution Information



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Chinese Cultural Dance Club at UCLA

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Dear Prospective *Lotus Steps* Contributor,

The Chinese Cultural Dance Club (CCDC) at UCLA has grown into a professional, promising, and exciting performing arts student organization in the UCLA and Los Angeles communities. Led by a group of students and volunteers, our success is made possible through the enormous support from UCLA, our performers, our volunteers, and our contributors. This year we are pleased to announce our eighth annual production, *Lotus Steps*, to be held in the world-renowned, 1818-seat venue, UCLA Royce Hall. We will proudly celebrate our rich Chinese heritage on Saturday, May 15, 2010 at the **11th Annual Lotus Steps**.

CCDC is a student-run, official UCLA-chartered organization sponsored by the UCLA Dashew Center for International Students & Scholars (DCISS). The mission of CCDC is to provide the campus and surrounding communities the opportunity to learn and explore the diversity of China and the experiences of Chinese-Americans through folk dance, performance art, and music. CCDC organizes free dance instruction, dance performances at local cultural events, and produces an annual dance production, *Lotus Steps*, open to the general public free of charge. CCDC also provides aspiring choreographers, instructors, and dancers opportunities to develop their artistic knowledge and capabilities by creating fresh works of art. In addition, CCDC organizes mentoring programs for adopted children from China and educational programs for disadvantaged and at-risk adolescents from South Scattered Sites and Ujima Village, two low-income public housing units funded by the Community Development Commission (CDC) of the Housing Authority of the County of Los Angeles.

Lotus Steps 2010 will be a celebration of Chinese culture, incorporating various aspects of performance art. The student and alumni-choreographed pieces borrow from classical, contemporary, ethnic, folk, and martial arts dance styles. The show will also feature performances from a collaborating community group, Families with Children from China-So Cal.

Be a part of *Lotus Steps* and join us for an extraordinary year of art and cultural exchange. We are looking for generous corporations willing to make tax-deductible donations for this event. *Lotus Steps 2010* will offer your company the opportunity to take part in the production of one of UCLA's premier cultural events. If you would like more information on this captivating occasion before making a contribution, please do not hesitate to contact us at ccdc.publicrelations@gmail.com. We can provide you with a full corporate contribution package complete with the contribution levels available and their respective benefits. We can also send you digital media of previous *Lotus Steps* productions, or come to your corporation for a presentation.

We sincerely hope you will consider this opportunity to sponsor us. We look forward to working with you and to continuing our commitment to the UCLA and Los Angeles communities.

Sincerely,

Monica Tie
Lotus Steps Production Manager, Public Relations
ccdc.publicrelations@gmail.com

www.ccdcbruins.com

Chinese Cultural Dance Club at UCLA
106 Tom Bradley International Hall
Box 951379
Los Angeles, CA 90095-1379



Lotus Steps 2010 Executive Summary

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LOTUS STEPS 2010 is an eleven-month educational and outreach dance production organized by the student performing arts organization, Chinese Cultural Dance Club (CCDC) at UCLA, sponsored by the Dashew Center for International Students and Scholars (OISS) of UCLA.

Beginning with the programmatic and artistic planning in June of 2009, this project will conclude with a dance production presented free of admission to the general public on Saturday, May 15, 2010. The show will be hosted in the world-renowned, 1818-seat UCLA Royce Hall. The production's primary purpose is to provide an opportunity for UCLA students, local performing arts groups and artists, children from surrounding school districts, and the general community to develop a better understanding and appreciation for the culture and performing arts of Chinese-Americans. For *Lotus Steps 2010*, CCDC will focus on: fostering the growth of student choreographers; incorporating music to accompany dances; and reaching out to underprivileged, low-income, and at-risk youth populations who may not have easy access to live art performances. Also, children from the local community group Families with Children from China - Southern California (FCC So-Cal) will be making their seventh appearance in *Lotus Steps*.

Your corporate contribution will make it possible, not only for CCDC to provide free dance instruction to the 100 performers of this production, but also to purchase stage sets, dance props, and over 50 ethnic costumes. We expect over 1800 audience members, including an anticipated 200 elementary school students from throughout the Los Angeles Unified School District, to benefit from this program.

About *Lotus Steps 2010*

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What is *Lotus Steps*?

Lotus Steps is an annual dance production produced by CCDC. It is provided free of admission to the UCLA student community and the general public. The goal of *Lotus Steps* is three-fold:

Culture

With 56 ethnic nationalities and seven major folk dance styles, the Chinese culture has a rich and diverse heritage. *Lotus Steps* is an opportunity for CCDC to share the beauty of Chinese traditions, explore the diversity of China, and share the experiences of Chinese-Americans through folk dance, performing arts, and music. *Lotus Steps* also bridges the Chinese and Western cultures by infusing modern dance elements, such as ballet, into traditional Chinese dances.

Education

CCDC's outreach to local community organizations has included: South Scattered Sites, Ujima Village, the Los Angeles Unified School District, Sotos Syndrome Support Foundation, Options Head Start, and WRAP Family Services. These partnerships allow CCDC to share culture and the arts to underprivileged and disadvantaged youth who may not have access to live-performance opportunities. In addition, our collaboration with youth performing groups, such as Families with Children from China, gives community youth the opportunity to perform in a world-renowned concert hall.

Creativity

Through the combination of innovative dance, original live music, and creative short films, CCDC hopes to create an encapsulating visual and aural arts experience. CCDC provides creative opportunities for aspiring choreographers, instructors, and dancers to develop their artistic knowledge and capabilities and to create fresh works of art.

About *Lotus Steps 2010*

Lotus Steps 2010 is themed *New Beginning* and will be the eleventh annual dance production put on by CCDC. This journey represents the growth of our choreographers, our members, our audiences, and most importantly the Chinese culture. Year after year, the purpose of *Lotus Steps* is to highlight the beautifully choreographed dances and to educate our audience members about the Chinese culture. This year is no different. However, this year's theme draws attention to the gradual yet indisputable transformation of Chinese dances, from the traditional to the more contemporary. The principle and flavor of the different Chinese cultural dances are still present, but through each choreographer's interpretation, they transform the dances into more original masterpieces.

Whether it is through struggles or celebrations, the repertoire of dances in *Lotus Steps 2010* exemplifies a journey within each piece as well as a greater journey throughout the program. In fulfilling our club's mission, this production seeks to educate our members and our audiences about the growth of Chinese culture. It is on this note that Chinese Cultural Dance Club proudly presents its 11th annual production, *Lotus Steps 2010 "New Beginning"*.

CCDC is also proud to be collaborating with the following artists and groups:

☞ *Families with Children from China—Southern California (FCC-SoCal)*

Adopted children from China aged 6-12 will be featured as dancers, an experience through which they gain an opportunity to learn about their own heritage.

☞ *South Scattered Sites and Ujima Village*

Middle school students from these low-income public housing facilities will have the opportunity to attend *Lotus Steps* as well as participate in cultural education workshops.

☞ *Los Angeles Unified School District*

Students from various schools of the LAUSD, such as Chester W. Nimitz Middle School of Huntington Park, will be transported to UCLA to experience a professional dance show along with a firsthand experience of a college campus.

Lotus Steps 2010 Program Lineup

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By the River

Choreographed by Yessenia Chau

This is a traditional Dai dance that tells the simple story of girls playing by the river. The calm, pleasant movements represent the beautiful atmosphere of the Yunnan province, where the Dai people traditionally reside. The crisp music is a quiet representation of the long history of Dai music and dance.

Chinese Modern Fan Dance

Choreographed by Michie Cao

This dance combines the traditional with the modern through a combination of contemporary music and movements with red fans of traditional Chinese dance. It portrays the transition of the Chinese culture from traditional origins to its more modern-day development in today's society.

Classical Sleeve Dance

Choreographed by Lillian Chen

This dance personifies the grace and beauty of flowers in nature, as well as their resiliency under pressure from rains and storms. With the passing seasons, new blooms flourish and thrive as the never-ending cycle of life comes full circle to begin yet another cycle.

Contemporary Dance

Choreographed by Lillian Chen

This dance explores the difficulties and struggles people experience when they try to elicit change. It is always easier to fall back on familiarity than to adapt to a new situation. Conflicts ensue when the group becomes divided and separated. But in the end, the individuals follow each other one by one, heading towards a new beginning.

Galloping on the Prairie

Choreographed by Gladys Liu

This dance focuses more on the technicality and strength of the Mongolian style of dance. The movements center on the bravery and skill of the Mongolian horse riders. Through leaps and jumps throughout the choreography, the dancers portray the energy and dexterity of the Mongolian people.

Miao Girls

Choreographed by Yessenia Chau

Miao Girls, relying on the sole music of the drums to lead the dancers, highlights the simple yet fundamental natures of Miao dance and culture. Subtle, soft steps are interlaced with fast-paced and quick beat swings and jumps, presenting a different perspective and style of Chinese dance that is not commonly seen.

Spirit

Choreographed by Lillian Chen

This is a high-spirited traditional Han dance, full of fun and energy. The dancers begin as individuals lost among chaos and confusion but as they play off of one another and support each other, they become a collective whole in the end, ready to begin a new journey together.

Umbrella Han Dance

Choreographed by Gladys Liu

This dance centers on travelers walking in the rain. After a long dry spell, the clouds break open and a drizzle turns into a storm, bringing relief and happiness to the weary travelers. As relevant to the theme, the travelers are leaving their home to start a new life in another village, coming to a new beginning at the end of the dance. Through the use of footwork and use of formations and spacing, the audience will get a sense of a journey.

Xiao Pi Ma

Choreographed by Gladys Liu

This Mongolian dance for the junior jr. girls is a beginners introduction to Mongolian movements. The dance centers on basic steps and movements that are frequently seen in Chinese dance. It is a light and lively piece full of fun and energy.

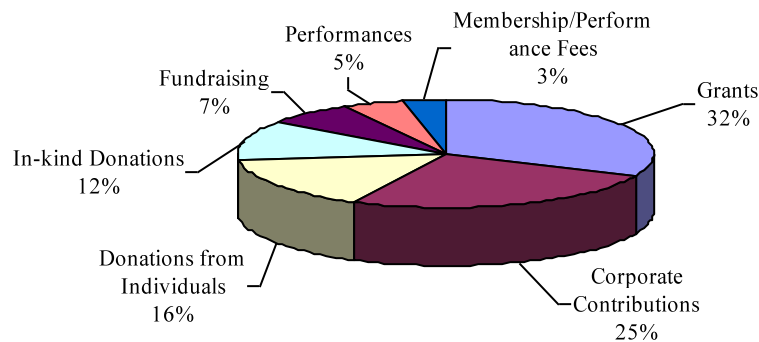
Lotus Steps 2010 Budget Estimate

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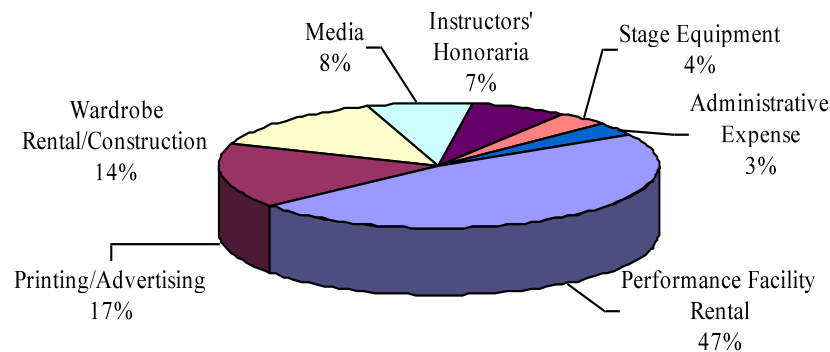
Income Item	Budgeted Income
Grants ¹	\$ 13,750.00
Corporate Contributions	\$ 11,000.00
Donations from Individuals	\$ 7,000.00
In-kind Donations ²	\$ 5,000.00
Fundraising	\$ 3,000.00
Performances ³	\$ 2,000.00
Membership/Performance Fees	\$ 1,500.00
Total Income:	\$ 43,250.00

Expense Item	Budgeted Expense
Performance Facility Rental ⁴	\$ 18,275.00
Printing/Advertising	\$ 6,500.00
Wardrobe Rental/Construction	\$ 5,500.00
Media ⁵	\$ 3,000.00
Instructors' Honoraria ⁶	\$ 2,750.00
Stage Equipment	\$ 1,500.00
Administrative Expense	\$ 1,250.00
Transportation ⁷	\$ 1,240.00
Misc.	\$ 1,000.00
Total Expense:	\$ 41,015.00

Forecasted Income Breakdown



Forecasted Expense Breakdown



¹Grants include the UCLA Campus Programming Fund and the UCLA Undergraduate Students Association Fund.

²In-kind donations include makeup, food for performers, program printing, etc.

³Performances include requests from campus organizations, local non-profit organizations, schools, museums, festivals, and individuals.

⁴Facility Rental includes two days rental price for UCLA Royce Hall, including facility usage, theater administrative personnel support, and technical staff support.

⁵Media includes the hiring of photographer, videographer, and documentation costs.

⁶Honoraria is based on a fixed rate, paid as a small compensation for dance instruction.

⁷Transportation includes bus rental and truck rental for LAUSD schoolchildren.

UCLA CCDC Major Performances

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Recurring Performances

- *Lotus Steps* (2000-2010)
- UCLA World Fest (2000-2002)
- UCLA Bruin Corps Children's Fair (2000, 2002)
- UCLA New Student Welcome Event (2001-2003)
- Families with Children from China - SoCal, National Adoption Month Celebration
- Performing Arts Foundation for Asian Americans (PAFAA) Fundraising Banquet (2002-2003)

2007-2008

- 2007 Los Angeles Lotus Festival
- Asian Pacific Coalition, Graduation Ceremony
- West LA United Methodist Church Ohana Bazaar
- Chinese Family Festival - Pacific Asia Museum Chinese Arts Council
- UCLA Jade Ribbon Charity Showcase
- Kulov 8th Annual Tea Festival
- UCLA Fowler Museum's Fowler Out Loud
- UCLA Ballroom Dance Club and International Folk Dance Club Cultural Night
- Kester Elementary World Music & Arts Festival
- Asian Pacific Heritage Month Celebration and Culture Fair

2006-2007

- Chinese New Year Festival - Wilshire Retirement Center
- International Dance Festival - The Citadel
- UCLA Association of Chinese Americans Lunar New Year Celebration
- Chinese Chamber of Commerce of Los Angeles, Lunar New Year Celebration
- Universal Hilton, Wedding
- Vistamar School Fundraising Event
- West LA United Methodist Church Bazaar

2005-2006

- Intercollegiate Taiwanese American Students Association Conference (ITASA), UCLA
- Dean of Students PAC-10 Conference, UCLA
- Chinese Heritage Night, UCLA
- University High School, Performing Arts Program Enrichment
- University High School, Dance Seminars
- Raffles L'Ermitage Hotel, Promotional Event
- Chinese Student Association's Culture Night, UC Riverside
- USC Campus for Health Sciences, Lunar New Year Festival
- Asia Pacific-USA Chamber of Commerce, Lunar New Year Celebration
- Bel Age Hotel, Rising Sun Extravaganza
- Hilton Waterfront Beach Resort, Passport to the Holidays Associate Party
- Fu-Shing Szechwan Restaurant, Options Head Start Winter Workshop for Teachers

2004-2005

- Lanai Elementary School, Chinese New Year Celebration
- Turnip Rose at The Grand Newport Plaza, Wedding
- Pasadena Young Musicians Orchestra, "America"
- Produce Association, Chinese New Year Banquet
- Chinese Heritage Week, UCLA
- South Scattered Sites, Educational Outreach Workshop
- Ujima Village, Education Outreach Workshop

2003-2004

- Chinese Chamber of Commerce of Los Angeles, 2003 Los Angeles City Moon Festival
- Aga Khan Education Board, Excellence Banquet - Honoring Achievements of Youth
- Chinese Chamber of Commerce, Chinese New Year Celebration
- Boy Scouts of America, Blue and Gold Banquet
- Fowler Outloud, UCLA
- Whirled Music and Dance Festival, UCLA
- Santa Monica College, 2nd Annual Asian Pacific Heritage Celebration
- UCLA Alumni Association, Gardens of the World

2002-2003

- UCLA Bruin Belles Service Association, 6th Annual Multicultural Fine Arts Festival
- UCLA Taiwanese American Union "Night Market"
- UCLA Taiwanese American Union Culture Night
- UCLA Chi Alpha Delta Philanthropy Event for Asian-American Network for Cancer Awareness, Research, and Training (AANCART)

2001-2002

- Chinese Students and Scholars Association Chinese New Years Celebration
- UCLA Dance Marathon
- "Dia Del Sol" - Sun Valley Cultural and Health Fair
- UCLA Dance Around the World
- Dashew International Center for Students and Scholars' Jacoby International Award Dinner
- Cystic Fibrosis Foundation "Dolphin Ball Fundraiser"

2000-2001

- California Chinese Students and Scholars Association Annual Cultural Talent Competition
- Los Angeles Business Travel's Association World Travel Fair
- Pasadena Pacific Asian Museum New Year's Celebration
- Los Angeles International Women's Day
- Lions Club of East Valley, California Annual Award Ceremony

*Become a CCDC
Corporate Contributor!*

Become a CCDC Contributor!

Company Name: _____

Contact Name: _____ Company Title: _____

Company Address: _____

City/State/Zip: _____

Contact Phone: _____ Fax: _____

Email: _____

I, _____, authorize the above company to support Lotus Steps 2010 and the Chinese Cultural Dance Club at UCLA as a/an

- | | | |
|---|-----------|---|
| <input type="checkbox"/> Presenting Contributor | \$10,000+ | <i>Please note that, due to printing deadlines, for your logo/ad to appear in this year's programs and postcards, a confirmation of your support, along with your logo/ad, is required by Monday, April 12, 2010. Our posters have been printed and publicity on them is no longer available.</i> |
| <input type="checkbox"/> Supporting Contributor | \$5,000 | |
| <input type="checkbox"/> Patron Contributor | \$2,500 | |
| <input type="checkbox"/> Associate Contributor | \$1,000 | |
| <input type="checkbox"/> Family Contributor | \$500 | |

Please accept our enclosed tax-deductible donation made payable to The UCLA Foundation.

Please send an invoice in the agreed contribution amount to our company at the address above.

Contribution amount indicated above must be received no later than thirty (30) days from the date this agreement is signed to ensure program publicity for the contributor. Any deviations from this agreement must be agreed upon by both parties and confirmed in writing.

We will send our donation in the agreed contribution amount within the next 30 days to the address below to guarantee the benefits offered to us.

_____ Signature of Authorized Contributor Representative	_____ Date	_____ Signature of CCDC Representative	_____ Date
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*All benefits are subject to change with prior notice

Please direct all payments and questions to:
Sophia Yu, Financial Affairs President
Monica Tie, Production Manager of Public Relations
Chinese Cultural Dance Club at UCLA
106 Tom Bradley International Hall, Box 951379
417 Charles E. Young Drive West
Los Angeles, CA 90095-1379
(626) 226-9775 / (310) 206-1612 FAX
ccdc@ucla.edu



The Presenting Contributor

Honored **Presenting Contributors** of *Lotus Steps 2010* will receive the following benefits:

- ☞ Acknowledgement as a Presenting Contributor of *Lotus Steps 2010* at the start of the show and on the cover page of the program booklet
- ☞ A full-page (7" by 8.5") color advertisement on one cover-side of the *Lotus Steps 2010* program*
- ☞ Opportunity to write a foreword in the *Lotus Steps 2010* program
- ☞ Company recognition as the Presenting Contributor by name and/or logo in the program of *Lotus Steps 2010*
- ☞ Announcement as the Presenting Contributor during *Lotus Steps 2010*
- ☞ Media attention alongside *Lotus Steps 2010* publicity items as the Presenting Contributor by name and/or logo including radio, newsprint, Internet promotions, ads, posters, and press releases
- ☞ Company recognition on the CCDC website
- ☞ Official framed *Lotus Steps 2010* cast photo
- ☞ Official *Lotus Steps 2010* 11" x 17" poster
- ☞ Official *Lotus Steps 2010* DVD
- ☞ 4 Advanced Entrance tickets to *Lotus Steps 2010*

*Program size is 14" by 8.5" folded in half.

Contribution Amount:

\$10,000+



The Supporting Contributor

Distinguished **Supporting Contributors** of *Lotus Steps 2010* will receive the following benefits:

- ☞ A full-page (7" by 8.5") black and white advertisement in the *Lotus Steps 2010* program*
- ☞ Company recognition as a Supporting Contributor by name and/or logo in the program of *Lotus Steps 2010*
- ☞ Announcement as the Supporting Contributor during *Lotus Steps 2010*
- ☞ Media attention alongside *Lotus Steps 2010* publicity items as a Supporting Contributor by name and/or logo including radio, newsprint, Internet promotions, ads, posters, and press releases
- ☞ Official framed *Lotus Steps 2010* cast photo
- ☞ Company recognition on the CCDC website
- ☞ Official *Lotus Steps 2010* 11" x 17" poster
- ☞ 4 Advanced Entrance tickets to *Lotus Steps 2010*

*Program size is 14" by 8.5" folded in half.

Contribution Amount: \$5,000
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The Patron Contributor

Esteemed **Patron Contributors** of *Lotus Steps 2010* will receive the following benefits:

- ☞ A half-page (7" by 4.25") black and white advertisement in the *Lotus Steps 2010* program*
- ☞ Company recognition as a Patron Contributor by name and/or logo in the program of *Lotus Steps 2010*
- ☞ Media attention alongside *Lotus Steps 2010* publicity items as a Patron Contributor by name and/or logo including radio, newsprint, Internet promotions, ads, posters, and press releases
- ☞ Company recognition on the CCDC website
- ☞ Official *Lotus Steps 2010* cast photo
- ☞ Official *Lotus Steps 2010* 11" x 17" poster
- ☞ 4 Advanced Entrance tickets to *Lotus Steps 2010*

*Program size is 14" by 8.5" folded in half.

Contribution Amount:

\$2,500



The Associate Contributor

Valued **Associate Contributors** of *Lotus Steps 2010* will receive the following benefits:

- ☞ A quarter-page (3.5" by 4.25") black and white advertisement in the *Lotus Steps 2010* program*
- ☞ Company recognition as an Associate Contributor by name and/or logo in the program of *Lotus Steps 2010*
- ☞ Media attention alongside *Lotus Steps 2010* publicity items as an Associate Contributor by name and/or logo including radio, newsprint, Internet promotions, ads, posters, and press releases
- ☞ Company recognition on the CCDC website
- ☞ Official *Lotus Steps 2010* cast photo
- ☞ Official *Lotus Steps 2010* 11" x 17" poster
- ☞ 2 Advanced Entrance tickets to *Lotus Steps 2010*

*Program size is 14" by 8.5" folded in half.

Contribution Amount:

\$1,000



The Family Contributor

Valued **Family Contributors** of *Lotus Steps 2010* will receive the following benefits:

- ☞ Company recognition as a Family Contributor by name and/or logo in the program of *Lotus Steps 2010*
- ☞ Media attention alongside *Lotus Steps 2010* publicity items as a Family Contributor by name and/or logo including radio, newsprint, Internet promotions, ads, posters, and press releases
- ☞ Company recognition on the CCDC website
- ☞ 2 Advanced Entrance tickets to *Lotus Steps 2010*

Contribution Amount:

\$500





Promotional poster for "Lotus Steps 2009"

The Chinese Cultural Dance Club at UCLA presents

Lotus Steps ²⁰⁰⁸

From Within...

May 17, 2008 7:00 PM
UCLA Royce Hall

Artistic Team: Emily Chien, Alison Hu, Patrick Pieng

Featuring: Guest performances by Chinese Folk Dance Troupe, Jia Wu

Funded by: the Campus Programs Committee of the Program Activities Board and
the Undergraduate Students Association (USA) Programming Fund

Paid for by USAC



Free tickets at the UCLA Central Ticketing Office and online at www.ccdcbruins.com



Promotional poster for "Lotus Steps 2008"
-Actual size: 11" wide x 17" high