



2023 SEASON



About Us

Founded by Ashley McQueen, Smashworks Dance is a New York-based group of movers dedicated to accessible dance performance and confidence-building education.

MISSION: Smashworks Dance is a New York-based dance company founded and directed by choreographer Ashley McQueen. We dance to advocate for women's empowerment through performing arts, educational programming, and community outreach. We make dance accessible and inspire audiences to take action through our performances both onstage and in site-specific environments. We view artistic expression as power—smashing stereotypes and promoting dance as a unifying and confidence-building practice for all.



OUR PARTNERS

- Girl Scouts of Greater New York
 - Troop 6000
- Yap About It
- Rebel Girls Productions
- Dance The Vote
- Dance Rising



SOCIAL MEDIA STATS

1086

facebook followers



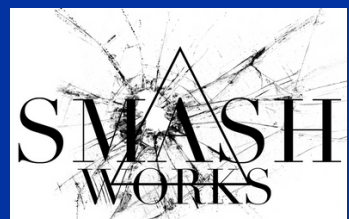
1606

instagram followers



800

newsletter contacts



“Smashworks . . . what a perfect name for these powerful sisters. McQueen’s company is tightly precise and fearless.”

- Echeverria, Front Row Center

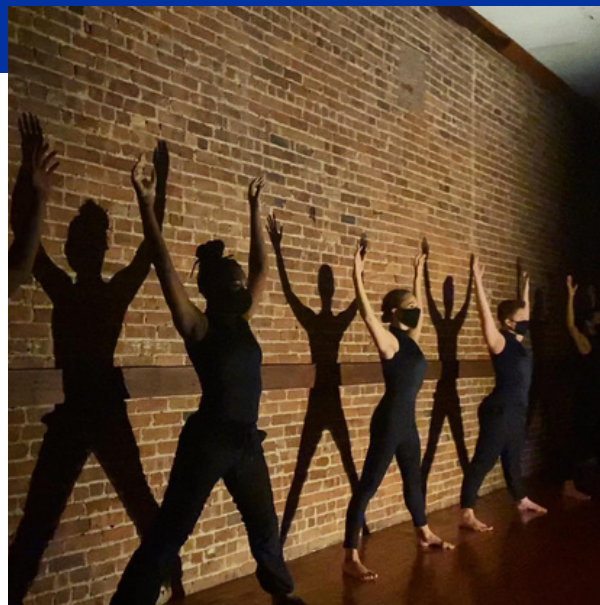


Company History

Originally founded in St. Louis amidst performances presented by ANNONYArts, McQueen relocated Smashworks to New York City in 2015. Since inception, Smashworks Dance has performed throughout the greater New York City metropolitan area and toured in San Antonio, Santa Barbara, Los Angeles, Milwaukee, Kalamazoo, and St. Louis.

Smashworks Dance was named a Village Voice "Voice Choices" for their evening length performance of City Stories at Center for Performance Research, and their evening length political satire For Which It Stands was featured in Time Out New York, Brooklyn Magazine's "Top 20 Cheap Things To Do," and the Dance Enthusiast. As a community group, Smashworks Dance was invited to hear Michelle Obama speak at the Barclays Center in Brooklyn. In 2019, Smashworks and collaborator Hope Salas were awarded the Hotel New Works Residency, a 40 hour space grant and showing opportunity with Theater Lab NYC under the direction of Justin Cimino. Smashworks was also awarded two evening length performances with The Tank for LADYFEST, where they presented excerpts from their newest dance work, FEMPIRE.

During the COVID pandemic, Smashworks Dance adapted their 2020 season to a virtual platform, including an online open rehearsal and video showing presented by Women of Culture. In addition to multiple virtual screenings and online classes, Smashworks Dance was presented by Arts On Site's Arts Alive series, and performed an evening length excerpt of DRENCHED (masked up and socially distant). Their education outreach expanded to collaborate with Yap About It (a nonprofit dedicated to destigmatizing talk therapy through arts therapy) and Troop 6000 (a Girl Scouts program for girls of the New York Shelter System). Smashworks also partnered with Rebel Girls Productions to co-write movement activities for their newest chapter book, Alicia Alonso Takes The Stage.



WHAT WE'VE ACCOMPLISHED



Rebel Girls Productions Partnership: co-wrote movement activities for their recent chapter book, *Alicia Alonso Takes The Stage*.

Girl Scouts of Greater New York Partnership: developed Dance Badge workshops for NY troops and partnered with **Troop 6000**, a program specially designed to serve girls in the New York City Shelter System.

Village Voice "Voice Choices" for City Stories: our first evening length performance at Center for Performance Research in Brooklyn was featured in the Village Voice.

For Which It Stands: performance featured in "Brooklyn's Top 20 Things To Do," "Time Out NY," and the Dance Enthusiast. Also toured to St. Louis, MO.

Michelle Obama's Becoming Tour: invited as a community group to hear Michelle Obama speak at the Barclays Center.

Lake Arts Project and Bright Hill Press Collaboration: created original choreography in collaboration with Feast of Crispian and local students' poetry; sponsored by the National Endowment for the Arts.

Hotel New Works Residency: awarded a 40 hour space grant and showing opportunity with Theater Lab NYC under the direction of Justin Cimino in collaboration with Hope Salas.

LADYFEST at The Tank: awarded two evening length performances and presented excerpts from the collaborative work-in-progress FEMPIRE.



EDUCATION OUTREACH

SMASHWORKS DANCE IS DEVOTED TO PROVIDING ACCESSIBLE DANCE EDUCATION TO THE NEW YORK COMMUNITY AND BEYOND

ARTS IN ACTION

The arts are a key component of STEAM education, supplementing traditional STEM curricula with the skills kids need to become truly well-rounded. Arts education has been proven to teach creativity, collaboration, cultural awareness, critical thinking,



Smashworks Dance partnered with Girl Scouts of Greater New York to provide dance movement and choreography workshops that focus on building confident leaders. Girl Scouts can earn their Dance Badge by completing our dance workshop, "Confident Movers, Community Builders."



Smashworks Dance partnered with Yap About It to teach virtual dance classes as part of their mission to provide free access to mental wellness resources to young people in need. Yap About It is a 501(c)3 Non-Profit organization Established in 2017.



SMASHWORKS ADVOCACY

EDUCATION & COMMUNITY ACTION

Smashworks Dance is committed to community outreach through arts advocacy, and launched an Advocacy Initiative in 2018. Past community events include **Smashworks Film Festival, which donated profits to Planned Parenthood;** and **Girls Move Free, which invited donations to the Global Girls Alliance.**

We partnered with the **Girl Scouts of Greater New York & Troop 6000, a program specially designed to serve girls in the New York City Shelter System,** to teach confidence-building dance workshops. Company dancers have volunteered with **New Sanctuary Coalition** by leading small dance groups with their child care program. Our newest collaboration includes movement classes for **Yap About It, a nonprofit that destigmatizes talk therapy and provides mental health resources for local youth.**

In 2020, Smashworks collaborated with political activist **Joan Lipkin & Dance The Vote STL** to encourage voter registration and turnout in St. Louis, Missouri. Smashworks also collaborated with **Rachel Neville for her Move The Vote campaign.**



Photo courtesy of Rachel Neville

CORPORATE MOVEMENT WORKSHOPS



BRINGING MOVEMENT TO YOUR TEAM

INCREASE PRODUCTIVITY
RELIEVE STRESS
BUILD COMMUNITY

VIRTUAL CLASSES

WE OFFER 3 WORKSHOPS TAILORED SPECIFICALLY FOR YOUR COMPANY

EMAIL SMASHWORKSDANCE@GMAIL.COM FOR PRICING & INQUIRIES



WHY SPONSOR?

IN GIVING TO SMASHWORKS DANCE, YOU ARE DIRECTLY SUPPORTING THE ARTISTS AND COMMUNITIES THAT ARE IMPACTED BY UNIQUELY EMPOWERING DANCE PROGRAMMING. YOUR SUPPORT ENABLES THE CREATION OF ACCESSIBLE AND RELATABLE DANCE THAT CHALLENGES AUDIENCES THROUGH VISCERAL AND IMMERSIVE PERFORMANCES.

WITH A TAX-DEDUCTIBLE DONATION, YOU ARE ALLOWING FOR OUR PERFORMANCES AND DANCE EDUCATION TO BE AVAILABLE TO OUR NEW YORK COMMUNITY AND BEYOND. YOUR FUNDS DIRECTLY SUPPORT DANCER AND TEACHING ARTIST PAY, THEATRE AND SPACE RENTAL, MARKETING AND ADMINISTRATION, AND THE EXPANSION OF OUR EDUCATION OUTREACH PROGRAMMING.

TARGET AUDIENCE:

Girls, aged 7-12 (Brownies and Juniors, Girl Scouts)

Young women

Adult women

New York community

OUR VALUES AND PRINCIPLES:

Internationalism

Gender diversity and inclusivity

Universal human rights

Political activism

Freedom of Expression

Anti-racism





Smashworks Dance is an inclusive company, recognizing and celebrating gender in its diversity and beyond the binary. All those identifying as girls and women, including transgirls and women, and non-binary or gender non-conforming folks are welcome.

Development Board

As a Development Board member, we are looking for your leadership and your charity, including an upfront 2021 commitment of \$500 (option for in-kind) and a target additional \$500 recruited donation over the course of the calendar year.

We have the following donation tiers:

\$2,500 and above - Producer

\$1,500 and above - Benefactor

\$750 and above - Patron

\$250 and above - Supporter

DEVELOPMENT BOARD CONTRIBUTIONS

EXAMPLES:

FUNDRAISING: Personal and Outside Donations

COMMUNITY OUTREACH: Audience Growth

GRANT WRITING: Identifying and Applying For Funding

NETWORKING & PARTNERSHIPS: Developing New Opportunities

SPACE DONATIONS: Performance Venues, Rehearsal Space, Workshop Locations



Obligations & Expectations

Volunteer Time Support

Volunteer for at least two (2) events per year. Examples include:

- Staff concessions (wine or hors d'oeuvres) Usher for performances (giving out programs)
- Collect money/tickets
- Give a speech about Smashworks and contributing
- Attend a minimum of 2 Smashworks events per year
- Network/Promote Smashworks
 - Spread the word about Smashworks Dance and its programming
- Invite friends to our events
- Active social media engagement:
 - Link to website
 - Share Smashworks posts (Instagram, Facebook, etc.)
 - Write Instagram stories
 - Invite friends to like our Facebook/Instagram page
 - Invite friends to events on Facebook
- Connect Smashworks with potential collaborative partners (grant or press writers, performance spaces, women's rights orgs, etc.)
- Seek external in-kind donations
- Contact vendors to obtain wine and/or food donations for events
- Contact vendors to identify/procure performance or event venues



Financial Support

Donor Cultivation

- Recruiting at least 3 new donors or supporters in 2022
- Financial Commitment
- Raise \$1000 in total donations
- At least \$500 in recruited donations from others
- Personal donation of \$500 or the equivalent in-kind donation



NEXT STEPS

Reach out to Artistic Director, Ashley McQueen, to discuss giving levels and how you would like to contribute!

smashworksdance@gmail.com

334.322.3897

Please send in required logos and materials and we will send you collateral to approve with your logo/branding attached. Our goal is to give you the best possible coverage as a donor for Smashworks Dance's second season as a 501c3 organization.

