

LEAP INTO • THE • NEW YEAR

San Francisco Ballet 2021 Virtual Benefit

• Thursday, January 14 •

Featuring an 88th Season Opening Gala Performance

Event Guide

HELLO! And thanks for participating in Leap into the New Year: San Francisco Ballet's 2021 Virtual Benefit. We cannot wait for you to join us on Thursday, January 14 at 6 pm PST.

We are excited that hundreds of you from the San Francisco Bay Area and across the country will attend SF Ballet's first-ever Virtual Benefit. In addition to Artistic Director & Principal Choreographer Helgi Tomasson and Executive Director Kelly Tweeddale, many incredible dancers and choreographers will make appearances at the event. We are deeply thankful for the support of our Premier Presenting Producer Osterweis Capital Management, and we know this evening is going to be the fun, amazing, and uplifting experience so many of us need.

Whether you will be in pajamas in New York City, your athletic attire in Arizona, or donning an elegant ensemble that has been looking for the perfect occasion, we can't wait to see you. Get ready to feel inspired, enjoy a full evening of ballet, and kick off the historic San Francisco Ballet 2021 Digital Repertory Season.

BUT FIRST, make sure you register early so you can easily sign into the event on January 14, check out the Schedule of Events, and read through the Event FAQs.

Cheers,

Emma Lundberg
Special Events Manager
elundberg@sfballet.org
415-865-6629

Contact
specialevents@sfballet.org
415-865-6639

How to Register for the Digital Event Platform

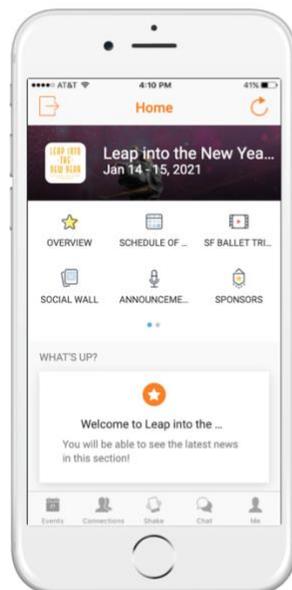
STEP ONE

[Click here](#) to choose from three ways to see the event on **Socio** (page 5), the event platform: web app, Apple app, or Google Play app.

To participate in the event, we recommend:

- Having either your computer or tablet open to the web app using the Chrome browser and connected to a smart TV to view the Main Program + Performance **and**
- Downloading the app on your smartphone for engagement during the live event. (We recommend accepting push notifications for a more interactive experience!)

So yes—both computer/TV plus mobile are ideal for participation! If you can only do one, we recommend watching the event with the Chrome web browser on a computer.



LEAP INTO
THE
NEW YEAR
San Francisco Ballet 2021 Virtual Benefit
Thursday, January 14

Leap into the New Year: San Francisco Ballet 2021 Virtual Benefit

Download our official app:



Scan QR Code Text me the Link

STEP TWO

Download the free **Socio** app from the [Apple app store](#) or [Google Play](#) to register. After the app is installed on your smartphone, sign in and create a profile within the app using the email address you provided to your table host or SF Ballet. You will be prompted to create a password; make sure to write this down and keep handy for January 14! Not sure which email? Contact specialevents@sfballet.org or 415-865-6639.

STEP THREE

Once your profile is created in Socio, under *Looking for An Event?*, tap search for events and look for *Leap into the New Year: San Francisco Ballet 2021 Virtual Benefit*, and join!

STEP FOUR

Once you are logged in, look around and familiarize yourself with all the Leap into the New Year app has to offer. A quick guide to the key event features:

	Schedule of Events	Your customized schedule for January 14 with links to participate.
		Click on the VIP Main Stage or the Main Stage icon at 6:30 pm PST to watch pre-show content and the 7 pm PST livestream of the 88th Season Opening Gala Performance.
	Social Wall	Post photos, comments, and interact with other guests and dancers here.
	Announcements	Special Events staff will send you friendly reminders throughout the event about what's coming next. When you download the smartphone app, make sure to opt into push notifications.
	Sponsors	Learn more about our corporate event sponsors here.
	App Guide	Need help navigating Socio? Check out this resource.
		Your private virtual table! Click on this icon to launch your table's private Zoom room (no additional login required), available starting at 6 pm PST. You can stay on Zoom with your friends as late as you want!
	Donate	Want to make a gift in honor of your table host or favorite SF Ballet artist? Click here to make a fully tax-deductible donation to SF Ballet.
	Social Media	Click here to engage with SF Ballet on social media during the event! Use #BalletNightIn.
	Program	Open the digital event program.

Contact

specialevents@sfballet.org
415-865-6639

Schedule of Events

What happens on January 14?

- 12—5 pm (all PST) – Meals, wines, and gifts delivered by McCalls Catering*
- 3—6 pm – Drew Altizer Photography at-home photo-ops for applicable guests
- 5:40 pm – Log on to the Socio platform 15-20 minutes early and connect your main viewing device
 - If you have trouble logging in, contact your staff concierge or Special Events at 415-865-6639 or specialevents@sfballet.org
- 6 pm – Click on the Virtual Table icon to begin socializing on video with your group's private table
 - 6:05—6:50 pm – Helgi Tomasson and Kelly Tweeddale will visit Artistic Director level purchasers' virtual tables; table hosts will receive a text message five minutes in advance of Helgi and Kelly's arrival from Chief Development Officer, Danielle St.Germain-Gordon.
- 6:30 pm – Pre-Show content begins, including:
 - A wine education session from Rodney Strong Vineyards' winemaker (Rodney Strong's first love was dance, and by 15, Rodney was practicing five hours a day, refining his skills with Martha Graham and George Balanchine)
 - Behind-the-scenes studio photography and video content
- 7 pm – Performance livestream begins
 - Intermission I – Dancer drop-ins at Virtual Tables
 - Intermission II – Dancer drop-ins at Virtual Tables
- 8:30 pm – Performance livestream ends
- By 9 pm – Performance video posted and available for viewing again
 - Performance video available for repeat viewing until 11:59 pm on Friday, January 15 in the Socio event platform
 - Please note the Forsythe pas de deux and White Swan pas de deux will not be available for viewing after 11:59 pm on Thursday, January 14
- 11:59 pm, Jan. 15 – Socio event platform closes

*Out-of-Bay-Area guests will receive deliveries via FedEx/UPS.

Event FAQs

Overview

I bought a ticket (or am a table guest), now what?

Please register [HERE](#) for Socio. Sign in using the email address you provided to your table host or SF Ballet. Not sure which email? Contact specialevents@sfballet.org or 415-865-6639. Keep your username and password handy for easy access on January 14. Once you've set up your login, you are ready to go!

What is Socio?

Socio is a secure platform allowing SF Ballet to bring you an interactive, live virtual event experience. Socio can be accessed via web or app and will bring together the 88th Season Opening Gala Performance livestream with fun features like your Virtual Table, a Social Wall for interacting with other event guests, a live SF Ballet Trivia session, a digital event program, and more.

Should I download the Socio mobile app?

Yes! We recommend using the Socio app for an immersive virtual event experience, in addition to viewing the live event on your laptop or TV. Download the Socio app on your smartphone, sign in using your username, and opt into receiving push notifications. On event day, keep your smartphone handy for live announcements, such as "Time to pre-heat your oven to 350° F" and "Your Virtual Table dancer drop-in begins in 5 minutes!"

Are there any in-person elements?

Artistic Director and Principal level table purchasers and guests will have the opportunity to be photographed by Drew Altizer Photography in an at-home, socially distanced, outdoors photo-op between 3 – 6 pm PST on January 14. For all guests, there are many opportunities to engage with fellow attendees and dancers virtually on Socio using the Virtual Table, Social Wall, and SF Ballet Trivia Chat features. We encourage you to participate!

Is there a dress code?

Yes! The dress code is Elegant Night In. We invite you to make this your own, whether it means getting formal, pulling on a cozy sweater, or glowing up with some fabulous accessories. You can share your Elegant Night In look with other guests by posting a photo on the Social Wall or on camera at your virtual table, and if you are a social media person, please tag us @sfballet and #BalletNightIn.

Can I press pause and then play if I need to take a break?

No as the performance is live. However, you will be able to watch again in Socio until Friday, January 15 at 11:59 pm PST.

When will my meals, wines, and gifts arrive?

For Bay Area guests receiving a meal delivery, McCalls maître d's will arrive between 12 – 5 pm PST.

For out-of-town guests who have opted for a meal and wine delivery via mail, you will receive tracking information for your deliveries from Special Events staff.

Contact

specialevents@sfballet.org
415-865-6639

When will Drew Altizer Photography arrive?

For Bay Area Artistic Director and Principal level guests, Drew Altizer Photography will arrive between 3 – 6 pm PST. If a guest does not want their photo taken, please contact elundberg@sfballet.org or 415-865-6629 to be removed from the shot list.

Following SF Ballet’s health and safety protocol, in accordance with SFPD and CDC guidelines, guests being photographed will be required to check in and answer three COVID-19 symptom and exposure screening questions upon the photographer’s arrival.

A face covering mask will be worn by the photographer at all times, but guests can be unmasked while they are being photographed outdoors, as long as they are 6 feet away from anyone who is not a part of their household.

Guests being photographed and photographers must comply with city social distancing requirements. No photos may be taken indoors, only outdoors.

How can I make a donation to support SF Ballet?

On Socio, you can click on the Donate feature, or use [THIS LINK](#) to make a gift in honor of your host or favorite SF Ballet artist.

Technical Requirements

What is the best viewing experience?

We recommend watching Leap into the New Year with your laptop and using Chrome as your browser; then, connect your TV with an HDMI cable or by using AirPlay on your Apple device.

What are the system requirements to watch Leap into the New Year?

Here are the recommended system requirements for watching on these devices:

- PC: Windows 7, Windows 8.1 or Windows 10
- Mac: Mac OS X 10.12 or later
- Recommended Web Browser: Use the newest version of Google Chrome (Do NOT use: Safari, Firefox, Microsoft Edge, Opera, Internet Explorer)
- iPhone/iPad: iOS 11.2 or newer, using Safari or Chrome Browser

What are the system requirements for accessing my Virtual Table?

Access your Virtual Table in Socio by clicking on the table icon in the menu bar (). After clicking on the table icon, your private, secure, SF Ballet-hosted Zoom Virtual Table will launch. All guests must complete the following prior to the event:

- Download the latest version of Zoom on your computer or tablet: <https://zoom.us/download>
- Test to ensure your video and audio works (you will be using both for this event!): <https://zoom.us/test>
- If you’re unable to download the Zoom app, you can join via Chrome Zoom Extension with full features: [Zoom - Chrome Extension](#)

Contact

specialevents@sfballet.org
415-865-6639

- If you're unable to download the Zoom app or install the extension, you can join via web browser

How can I watch on my TV?

The best ways to watch on your TV:

- HDMI cable from your laptop to TV
- Apple mirror play or a Chrome browser on your smart TV

Can I watch a screening using my Amazon Fire Stick?

No, unfortunately our platform does not support this.

Can I use AirPlay or Chromecast to watch on my TV? What if I have an Apple TV?

Yes! You can Chromecast from a Chrome web browser on PC and Mac computers. [Click here for a guide to Chromecast](#). You can AirPlay video from an iPad/iPhone to an Apple TV or select Samsung Smart TVs compatible with AirPlay (check to see if there is an AirPlay badge on the TV if uncertain). Follow these instructions:

- Check that the TV and device are on the same Wi-Fi network.
- Ensure Screen Mirroring is turned off in your device's settings.
- Open the video player on your computer or device.
- Click on AirPlay button on the bottom right-hand side of the player.
- Select the device you'd like to watch the video on when prompted.
- If prompted to, enter code from TV into device.

Can I use a tablet?

If you are using a tablet use [THIS LINK](#) rather than the Socio app.

Can I watch Leap into the New Year on my iPhone or Android phone?

This is not recommended. For the best viewing experience, watch Leap into the New Year on a laptop with Chrome as your browser, with the option to cast or connect via HDMI to your TV. However, we do recommend downloading the mobile app to your phone to chat and post on the Social Wall while watching on a different device.

What if I am having trouble connecting on the night of the event?

Please contact your Staff Concierge or Special Events at specialevents@sfballet.org or 415-865-6639.

Contact

specialevents@sfballet.org
415-865-6639