

Nutcracker Sponsorships

Providing you with targeted exposure to BalletNova's key audiences and can be an important vehicle in spreading the word about your business's involvement in the community.

Benefits and Opportunities

Advertising and PR

Banner with company name and logo displayed in theatre lobby (expected attendance - 4500)

Back, Inside Front or Inside Back cover Full page ad in Program (limited availability)

Acknowledgement on all Nutcracker promotional materials (emails, posters, etc)

Listing on Nutcracker page on website

Listing logo and link on Facebook

Listing and link on email blasts

Listing and link on press releases

Full page ad in one performance program

Listing and link on sponsor page of website for 1 year (average of 65,000 visits per year)

Studio Visibility

Listing on Benefactor's Wall in studio lobby

Networking

Invitation to exclusive Gala Preview Reception

Invitation to Nutcracker VIP Reception

Reserved table for 10 at the Nutcracker Tea

Performance

Access to advance ticket reservations

Tickets in Priority Seating section

Thank you recognition from the stage

Opportunity to greet the audience from the stage

Employee Perks

\$25 OFF classes for all employees

20% discount for all employees to any performances

Special commemorative Nutcracker with company name

BalletNova performance at your company holiday party or event

Custom benefit designed for your company

Performance Sponsor Levels

	\$20,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250
Banner with company name and logo displayed in theatre lobby (expected attendance - 4500)	Yes	Yes	-	-	-	-	-
Back, Inside Front or Inside Back cover Full page ad in Program (limited availability)	Yes	Yes	-	-	-	-	-
Acknowledgement on all Nutcracker promotional materials (emails, posters, etc)	Yes	Yes	Yes	-	-	-	-
Listing on Nutcracker page on website	Yes	Yes	Yes	-	-	-	-
Listing logo and link on Facebook	Yes	Yes	Yes	Yes	-	-	-
Listing and link on email blasts	Yes	Yes	Yes	Yes	Yes	-	-
Listing and link on press releases	Yes	Yes	Yes	Yes	Yes	-	-
Full page ad in one performance program	-	-	Yes	Yes	Yes	1/2 page	-
Listing and link on sponsor page of website for 1 year (average of 65,000 visits per year)	Yes	Yes	Yes	Yes	Yes	Yes	-
Listing on Benefactor's Wall in studio lobby	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Invitation to exclusive Gala Preview Reception	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Invitation to Nutcracker VIP Reception	Yes	Yes	Yes	Yes	Yes	Yes	-
Reserved table for 10 at the Nutcracker Tea	Yes	Yes	Yes	-	-	-	-
Access to advance ticket reservations	Yes	Yes	Yes	Yes	Yes	Yes	-
Tickets in Priority Seating section	20 tx.	10 tx.	6 tx.	4 tx.	2 tx.	-	-
Thank you recognition from the stage	Yes	Yes	Yes	-	-	-	-
Opportunity to greet the audience from the stage	Yes	Yes	-	-	-	-	-
\$25 OFF classes for all employees	Yes	Yes	Yes	Yes	Yes	-	-
20% discount for all employees to any performances	Yes	Yes	Yes	Yes	-	-	-
Special commemorative Nutcracker with company name	Yes	Yes	Yes	-	-	-	-
BalletNova performance at your company holiday party or event	Yes	Yes	-	-	-	-	-
Custom benefit designed for your company	Yes	Yes	-	-	-	-	-

* you can choose to sponsor the Spring Show instead of the Nutcracker

All levels and benefits can be tailored to your company's particular needs. Contact Caroline Warren to discuss a custom sponsorship at cwarren@BalletNova.org.

BalletNova is a 501(c) 3 non-profit organization.

