



BALLET NORTH TEXAS

23 | 24
SEASON

SPONSORSHIP
OPPORTUNITIES

2023/24 SEASON SPONSORSHIP & ADS

WHO WE ARE

Ballet North Texas is a nonprofit performing arts organization dedicated to creating new choreographic works, classical and historical masterpieces, excellence in dance training, distinguished community education and outreach for all ages. BNT demonstrates exceptional quality in performances that range from classical ballet to contemporary and modern, bringing the love of dance to the DFW metroplex and beyond.

Some of our projects include adaptive dance and music classes as well as our Sensory Friendly Performance Series (SFPS). The SFPS includes multiple performances of Ballet North Texas productions throughout the season that cater to individuals with sensory processing challenges, such as; autism spectrum disorder, Fragile X, Downs Syndrome, PTSD, PTS and other special needs.

BNT takes pride in its contributions back to the community that include free performances and discounted tickets to: military families, the For the Nations Refugee Center of Dallas, the Boys and Girls Club of America as well as scholarships for dance and music education through BNT's official school, Ballet North Texas Conservatory.

2023/24 PERFORMANCE SERIES

Ballet North Texas presents its 6th Season with a range of works for everyone, reaffirming our commitment to staging the classics while embracing and pioneering creations from contemporary choreographers. The season offers stories that connect with people of all ages and backgrounds. From local to world premieres created by compelling new voices with fresh perspectives, to the revival of critically acclaimed classic repertoire - these are stories created in Dallas for a national stage.

Artistic Director, Nicolina Lawson, has carefully selected each show and choreographer to bring fresh, bold and challenging works to BNT, with a mixture of classical, provocative, and innovative performances.

In appreciation of the strong female leadership within the organization, BNT is taking a bold step in recognizing that dance simply wouldn't exist as we know it today without all the influence that female dancers, instructors, and directors have on the industry.



NEXT + Fall Gala | Nov. 10 - 11, 2023

Moody Performance Hall – Dallas, TX

Kick off the season with BNT's first Fall Gala. Opening night celebrating Ballet North Texas, its dancers, the community, and its commitment to the arts. Begin the evening with a delectable dinner and toast to all those that have participated in the growth of our organization. Then be the first to see three world premieres, all celebrated by local choreographers, demonstrating the versatility, power that highlight the breadth and scope the company has achieved.

Choreography: Nicolina Lawson, Gabriel Speiller, Mackenzie Jones

Music: Mixed repertory

The Nutcracker Suite | Nov. 17, 2023

Jamie Foxx Theater – Terrell, TX

The Nutcracker | Dec. 15 - 17, 2023

Moody Performance Hall – Dallas, TX

One of Ballet North Texas' most enchanting productions, The Nutcracker is a magical story favorite for audiences of all ages. Patrons will enjoy the magnificent sets, complete with a gloriously gigantic Christmas tree, glittering snowflakes, waltzing flowers, the Sugar Plum Fairy and her enchanting castle of characters.

As always, Ballet North Texas' mission is to inspire, educate, and entertain all audiences, while deepening and broadening our reach within communities. Our production of The Nutcracker is suitable for audiences of all ages and can include numerous local dance students. Through productions like The Nutcracker, we hope to give rising young dance students an inspiring experience onstage, as well as expose hundreds of children to their first theatrical ballet experience.

Choreography and Concept: Nicolina Lawson

Music: Pyotr I. Tchaikovsky

BalletNorthTexas.org/Donate

Sleeping Beauty | Feb. 9 - 11, 2024

Moody Performance Hall – Dallas, TX

Come fall under the spell of one of ballet's most romantic fairy tale classics, Sleeping Beauty. Set to the score of perhaps Russia's most famous composer, Pyotr Ilych Tchaikovsky, the Ballet North Texas production of Sleeping Beauty justifies the very essence of traditional ballet technique and storytelling mime. Don't miss this tale of the conflicting forces of good and evil as the curse of the malevolent fairy Carabosse upon Princess Aurora is altered by the selfless gift of the Lilac Fairy and the promise of a Prince's true love kiss.

Choreography and Concept: Nicolina Lawson

Music: Pyotr I. Tchaikovsky

Sonata | April 27 - 28, 2024

Moody Performance Hall – Dallas, TX

This program celebrates choreographers old and new, the music that motivated them and the movement it inspired. The evening is named for the classical structure of a sonata beginning with an Allegro or development of the evening's theme, transitioning into an adagio and then ending the evening in a presto of sorts. Raw and visceral, compassionate and charmed the even brings a vast array of choreography and energy to the stage.

Choreography: Nicolina Lawson, George Balanchine, Hannah Knorr

Music: Mixed Repertory

WHAT DO FRIENDS DO?

Your contributions support our community scholarship program for dance students, our financial aid program for aspiring artists, and our company dancers by keeping them on their toes – quite literally with pointe shoes, and it provides the BNT arts access programs across DFW.

Your donation is the most important source of support for BNT. We are committed to making a positive impact on individuals and communities by championing the power of dance.

When you become a sustaining member, you join the community of monthly donors that provide BNT ongoing and dependable support, allowing the company to operate, plan for the future and grow.

WHAT WE CAN GIVE

- 75,000 + unique visitors to our website (based on 2022 stats)
- Dedicated post to our 14,000+ social media followers on FB and Instagram
- Printed marketing materials unique to each performance
- BOTH printed and digital programs unique to each performance
- Digital program ads linked directly to your website
- Live ‘thank you’ during the pre-show announcements
- Your business logo on our website, average 5,500 unique visits/monthly
- Your business logo on all email communications about the sponsored performance(s)



BECOME PART OF THE BNT FAMILY TODAY!

**\$10 per month
(\$120/year)**

Recognition on
website and playbills

**\$15 per month
(\$180/year)**

Recognition on
website and playbills

+

BNT Season Shirt

**\$20 per month
(\$240/year)**

Recognition on
website and playbills

+

BNT Season Shirt *or*
Coffee Mug

Corps De Ballet: \$25 - 75 per month (\$300-999/year)

Your support would help support Student Scholarships and Financial Aid.

Recognition on website and playbills

- + BNT Season Shirt *and* Coffee Mug
- + Signed Pointe Shoe by BNT Company Member

Soloist: \$85 - \$200 per month (\$1,000-2,499/year)

Your support would help support Student Scholarships and Financial Aid.

Recognition on website and playbills

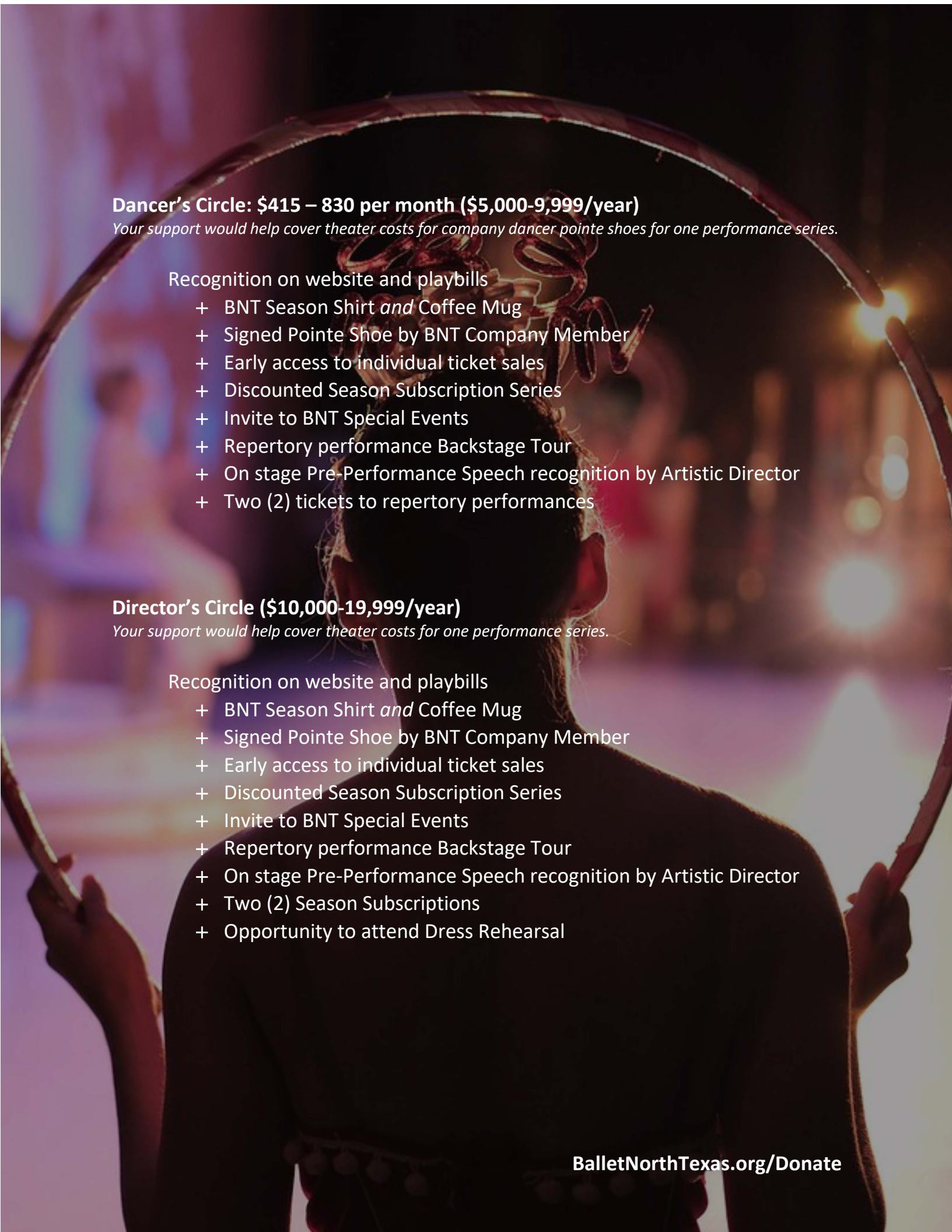
- + BNT Season Shirt *and* Coffee Mug
- + Signed Pointe Shoe by BNT Company Member
- + Early access to individual ticket sales
- + Discounted Season Subscription Series
- + Invite to BNT Special Events

Principal: \$200 - 410 per month (\$2,500-4,999/year)

Your support would help support Student Scholarships and Financial Aid.

Recognition on website and playbills

- + BNT Season Shirt *and* Coffee Mug
- + Signed Pointe Shoe by BNT Company Member
- + Early access to individual ticket sales
- + Discounted Season Subscription Series
- + Invite to BNT Special Events
- + Repertory performance Backstage Tour



Dancer's Circle: \$415 – 830 per month (\$5,000-9,999/year)

Your support would help cover theater costs for company dancer pointe shoes for one performance series.

Recognition on website and playbills

- + BNT Season Shirt *and* Coffee Mug
- + Signed Pointe Shoe by BNT Company Member
- + Early access to individual ticket sales
- + Discounted Season Subscription Series
- + Invite to BNT Special Events
- + Repertory performance Backstage Tour
- + On stage Pre-Performance Speech recognition by Artistic Director
- + Two (2) tickets to repertory performances

Director's Circle (\$10,000-19,999/year)

Your support would help cover theater costs for one performance series.

Recognition on website and playbills

- + BNT Season Shirt *and* Coffee Mug
- + Signed Pointe Shoe by BNT Company Member
- + Early access to individual ticket sales
- + Discounted Season Subscription Series
- + Invite to BNT Special Events
- + Repertory performance Backstage Tour
- + On stage Pre-Performance Speech recognition by Artistic Director
- + Two (2) Season Subscriptions
- + Opportunity to attend Dress Rehearsal

Stars of the Ballet (\$20,000+)

Your support covers theater costs for one performance series and provides 750 free tickets to individuals and families with sensory challenges and sensitivities.

Recognition on ALL marketing as Presenter of the Performance

- + Recognition on website and playbills
- + BNT Season Shirt *and* Coffee Mug
- + Signed Pointe Shoe by BNT Company Member
- + Early access to individual ticket sales
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SENSORY PERFORMANCE SPONSORSHIP

Ballet North Texas' performances are cherished experiences for many. But, for some families whose loved ones have sensory sensitivities, this experience has seemed out of reach... until now.

Ballet North Texas has partnered with Sensory Access and other local organizations to present sensory-friendly performances for families with children and adults who have sensory processing challenges that include autism spectrum disorder, Down Syndrome, Fragile X, PTSD, PTS and other special needs. Appropriate modifications in sound, lighting and theatre protocol have been made to our traditional performances to create a welcoming and safe space for all in attendance.



ANNUAL PROGRAM AD OPTIONS & FEES

Ads are featured for all FOUR productions of the 2023/24 Season.

1/4 Page Ad (2.5in wide X 4.25in tall)	\$450
1/2 Page Ad (5.5in wide X 4.25in tall)	\$700
Full Page Ad (5.5in wide X 8.5in tall)	\$1,200
Inside Front/Back Cover (5.5in wide X 8.5in tall)	\$1,600
Back Cover (5.5 wide X 8.5in all)	\$2,000

Placing an Ad:

Contact Nicolina Lawson with questions and to reserve your space today!

Email N.lawson@balletnorthtexas.org or (530) 605-7250

- Annual Ad deadline is September 30th.
- Submit ads in PDF, JPG, PNG format to Info@balletnorthtexas.org.
- Payment is due by the ad deadline; make checks payable to:

Ballet North Texas
10675 E. Northwest Highway, Suite 2400
Dallas, TX 75238

BECOMING A SPONSOR

Ballet North Texas is a 501(c)3 non-profit organization sponsorships and donations are tax-deductible.

Contact Nicolina Lawson for more information
(N.lawson@balletnorthtexas.org)

Donation check can be made out to “Ballet North Texas”

And mailed to:

Ballet North Texas
10675 E. Northwest Highway, Suite 2400
Dallas, TX 75238

BalletNorthTexas.org/Donate