

2021/22 SEASON SPONSORSHIP & ADS

WHY WE NEED YOU

"This is our love letter to dance"

Whether you are a longtime patron or new to the world of ballet, we've missed you and we are ready to share our art form once again, LIVE. There is an energy that exists between performer and patron—a unique and powerful thread that connects a room full of people who are experiencing something together. Although we were able to connect in new ways over the last year, there is truly something special about live performances that cannot be replicated or replaced.

We have assembled a 2021-2022 Season that encompasses everything that makes ballet an enduring and cherished art form. This season we will take you on an adventure with productions that will take your breath away. From intimate classic love stories and emotional performances that will move you deeply, to wondrous journeys in fantastical worlds, to the precise and meticulous displays of discipline and athleticism,

We are ready. All we need is you....

WHAT WE CAN GIVE

- 74,000 + unique visitors to our website (based on 2020 stats)
- Dedicated post to our 11,000+ 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 link directly to your website
- Live 'thank you' during the pre-show announcements
- Your business logo on BNT's website, average 4,500 unique visits/month
- Your business logo on all BNT's email communications about the performance.

ANNUAL SPONSORSHIP LEVELS

Stars of the Ballet (\$25,000 +

Your support covers theater costs for one performance and provides 400 free tickets to individuals and families with Sensory Sensitivities.

- Printed and Digital recognition as Presenter of the Performance.
- Invitation to BNT special events.
- Early access to individual ticket sales
- One (1) BNT Season Shirt
- Discount Coupon for BNT merchandise
- Member discount for all shows
- Signed pointe shoe from a Company Artist.
- Opportunity to attend in studio company rehearsals and demonstrations
- Opportunity to attend Dress Rehearsals and backstage tour.
- Recognition on stage at all 2021/22 productions.
- Dinner with Directors.

Director's Circle (\$10,000 – 24,999)

Your support would cover theater costs for one performance.

- Website and Playbill Recognition
- Invitation to BNT special events.
- Early access to individual ticket sales
- One (1) BNT Season Shirt
- Discount Coupon for BNT merchandise
- Member discount for all shows
- Signed pointe shoe from a Company Artist.
- Opportunity to attend in-studio company rehearsals and demonstrations
- Opportunity to attend Dress Rehearsals and backstage tour.
- Recognition on stage of production of your choice.

Dancer's Circle (\$5,000 – 9,999)

Your support would cover theater costs for one performance.

- Website and Playbill Recognition
- Invitation to BNT special events.
- Early access to individual ticket sales
- One (1) BNT Season Shirt
- Discount Coupon for BNT merchandise
- Member discount for all shows
- Signed pointe shoe from a Company Artist.
- Opportunity to attend in studio company rehearsals and demonstrations
- Recognition on stage of production of your choice.

Soloist (\$1,000-4,999)

Your support would cover theater costs for one performance.

- Website and Playbill Recognition
- Invitation to BNT special events.
- Early access to individual ticket sales
- One (1) BNT Season Shirt
- Discount Coupon for BNT merchandise
- Signed pointe shoe from a Company Artist.



SENSORY PERFORMANCE SPONSORSHIP

Stars of the Ballet (\$25,000+) covers theater costs for one performance and provides 400 free tickets to individuals and families with Sensory Sensitivities.

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 Autism Speaks and other local organizations to present sensory-friendly performances for children, families and adults with sensory sensitivities, autism spectrum disorder, Down Syndrome, PTSD, and other special needs. Appropriate changes 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 2021/22 Season.

1/4 Page Ad (2.5in wide X 4.25in tall)	\$375
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 Tall)	\$2,000

Placing an Ad:

Contact Nicolina Lawson with Questions or to reserve your space today!

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

- Annual Ad deadline is August 31st.
- Submit ads in PDF, JPG, PNG format to N.lawson@balletnorthtexas.org. All ads are in color.
- 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