



A NON-PROFIT, PERFORMING ARTS,
EDUCATIONAL ORGANIZATION
P.O. Box 946 • Olney, MD 20830 • 240.342.6063
olneyballettheatre.org

In its 13th year, **Olney Ballet Theatre's *The Nutcracker*** continues to delight area audiences and provided an amazing performance opportunity for local dancers. The production brings families and the community together with over 4,000 attendees at our 13-run show. Our Nutcracker also provides a unique opportunity for you to showcase your company while supporting our locally recognized production.

About *The Nutcracker*: OBT's classic presentation, choreographed by Washington Ballet Founder Mary Day, is staged by nationally recognized, award-winning teacher and **OBT's Artistic Director—Patricia Berrend**. Students from her Gaithersburg studio and from throughout Montgomery and Howard counties are featured prominently in our production. In addition, OBT attracts distinguished professional dancers from American Ballet Theatre, The Suzanne Farrell Ballet, Joffrey Ballet, and more. Student dancers rehearse and perform with professionals, and our audiences enjoy a professional ballet performance in an intimate local setting. More information about OBT's history and programs can be found at olneyballettheatre.org.

Your support is essential to OBT's educational mission and sustained excellence. **Please join us today.** A complete list of advertising benefits is attached. For more information and to secure your sponsorship contact: sponsorships@olneyballettheatre.org. Olney Ballet Theatre is a registered charitable non-profit organization and all donations are 100% tax deductible.

Sincerely,

A handwritten signature in black ink, reading "Patricia Berrend". The signature is fluid and cursive, with a large, stylized "P" and "B".

Patricia Berrend
Artistic Director



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2019 NUTCRACKER SPONSOR AD SPECS

- Please mail your form with payment to OBT. You may also complete your form electronically by going to <https://www.olneyballet.org/obt-sponsor>
- Please email OBT Sponsorship Coordinator at sponsorships@olneyballettheatre.org to reserve the best possible program advertising space. In your email, please indicate your Sponsorship Level.
- Please email to photos@olneyballettheatre.org a black & white, digital file of your ad art **(300dpi high resolution pdf or jpg at the size to be printed in the program)**.
- Previous advertisers - You may request to use your prior Nutcracker Program Ad which may still be on file with OBT.

AD SPECS & REQUESTED INFORMATION

<u>Title and Tea Title</u>	<u>Premiere Sponsor</u>
1. PROGRAM FULL-page Ad Spec: 4.5” wide x 7.5” deep (<i>Program Ads will be black/white/red</i>)	1. PROGRAM FULL-page Ad spec: 4.5” wide x 7.5” deep (<i>Program Ads will be black/white/red</i>)
2. TICKET FULL Ad spec: 2144 wide x 576 high jpg	2. TICKET HALF Ad spec: 1072 wide x 576 high jpg
3. WEBSITE Ad: provide a jpg of your logo, company phone number, physical address, and website url	3. WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address, and website url
4. Sponsor to provide one (1) PRINTED POSTER IN LOBBY (optional): 30” wide x 50” high	4. Sponsor to provide one (1) PRINTED POSTER IN LOBBY (optional): 30” wide x 50” high
5. Sponsor to provide eight hundred (800) PRINTED PROGRAM INSERTS (optional): 5.5” wide x 8.5” high / provide 3 performance dates	5. Sponsor to provide eight hundred (800) PRINTED PROGRAM INSERTS (optional): 5.5” wide x 8.5” high / provide 3 performance dates
6. PRE-SHOW ANNOUNCEMENT: Provide 3 performance dates	6. PRE-SHOW ANNOUNCEMENT: Provide 3 performance dates

Main Stage Sponsor

1. PROGRAM FULL-page Ad spec: 4.5” wide x 7.5“ deep (*Program Ads will be black/white/red*)
2. TICKET HALF Ad spec: 1072 wide x 576 high jpg
3. WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address, and website url
4. Sponsor to provide one (1) PRINTED POSTER IN LOBBY (optional): 30” wide x 50” high
5. Sponsor to provide eight hundred (800) PRINTED PROGRAM INSERTS (optional): 5.5” wide x 8.5” high / provide 3 performance dates
6. PRE-SHOW ANNOUNCEMENT: Provide 3 performance dates

Presenting Sponsor

1. PROGRAM FULL-page Ad spec: 4.5” wide x 7.5“ deep (*Program Ads will be black/white/red*)
2. WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address, and website url
3. Sponsor to provide six hundred (600) PRINTED PROGRAM INSERTS (optional): 5.5” wide x 8.5” high / provide 2 performance dates
4. PRE-SHOW ANNOUNCEMENT: Provide 2 performance dates

Matinee Sponsor

1. PROGRAM FULL-page Ad spec: 4.5” wide x 7.5“ deep (*Program Ads will be black/white/red*)
2. WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address, and website url
3. Sponsor to provide one thousand two hundred (1,200) PRINTED PROGRAM INSERTS (optional): 5.5” wide x 8.5” high / provide 3 performance dates.
4. PRE-SHOW ANNOUNCEMENT: Provide 3 performance dates

Platinum Sponsor

1. PROGRAM FULL-page Ad spec: 4.5” wide x 7.5“ deep (*Program ads will be black & white*)
2. WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address, and website url

<u>Gold Sponsor</u>	<u>Silver</u>
<p>1. PROGRAM HALF-page Ad spec: 4.5” wide x 3.625” deep (<i>Program ads will be black & white</i>)</p> <p>2. WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address</p>	<p>1. PROGRAM THIRD-page Ad spec: 4.5” wide x 2.375” deep (<i>Program ads will be black & white</i>)</p> <p>2 WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address</p>

PLEASE PAY IN FULL AND RESERVE YOUR SPACE BY: **NOVEMBER 13**

SUBMIT AD FILES BY: **NOVEMBER 15**

THANK YOU!

OLNEY CHILDREN’S BALLET THEATER, INC., T/A OLNEY BALLET THEATRE, IS A CHARITY REGISTERED IN MARYLAND (3019) AND RECOGNIZED UNDER SEC. 501(C)(3) OF THE INTERNAL REVENUE CODE. CONTRIBUTIONS ARE DEDUCTIBLE UNDER SEC. 170 OF THE INTERNAL REVENUE CODE AND APPROPRIATE REGULATIONS.



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2019 NUTCRACKER SPONSOR PLEDGE FORM

Yes! I would like to sponsor Olney Ballet Theatre's The Nutcracker!

SPONSORSHIP LEVEL: ___ TITLE ___ TEA TITLE ___ PREMIERE ___ MATINEE
 ___ MAIN STAGE ___ PRESENTING
 ___ PLATINUM ___ GOLD ___ SILVER

BUSINESS NAME: _____ CONTACT NAME: _____

STREET ADDRESS: _____ EMAIL: _____

CITY/STATE/ZIP: _____

BUSINESS PHONE: _____ CELL PHONE: _____

BUSINESS URL: _____

I am a Title, Tea, Premiere, Matinee, Main Stage or Presenting Sponsor,
 please reserve my complimentary tickets for (circle one):
 Friday 12/13 at 7:30 pm; Saturday, 12/14 at 1:30 p.m., or Saturday, 12/14 at 7:30 pm
 I am a Platinum or Gold Sponsor, please reserve my complimentary tickets for (circle one)
 Friday 12/13 at 7:30 pm; or Saturday, 12/14 at 7:30 pm
 I am a Silver Sponsor and do not receive complimentary tickets as part of my sponsorship package
 I am unable to attend *The Nutcracker* this year. Please donate my tickets.

1. Please mail this completed form with payment to OBT. You may also complete your form electronically by going to <https://www.olneyballet.org/obt-sponsor>
2. Please email OBT Sponsorship Coordinator at sponsorships@olneyballettheatre.org to reserve the best possible program advertising space. In your email, please indicate your Sponsorship Level.
3. Please submit your digital advertisement, if available (see Ad Specs attachment) to photos@olneyballettheatre.org.

All Sponsorship commitments are due November 13. Ad files are due November 15.

Please make check payable to Olney Ballet Theatre and mail to:
 Olney Ballet Theatre, ATTN: Sponsorships
 P.O. Box 946, Olney, MD 20830

Sponsorship Agreement:

Advertisements promised as a benefit of above named Company's Sponsorship of Olney Ballet Theatre (OBT) will appear as submitted via email by Company to OBT in the program for the 2019 production of "The Nutcracker" on the Historic Stage, Olney Theatre Center, Olney, Maryland. It is understood and agreed between the parties hereto that in no event shall the liability of OBT for any error or omission relating to the publication of the advertising promised as a benefit of Sponsoring OBT's "The Nutcracker" exceed the amount of money paid to OBT with respect to Sponsorship; nor shall the OBT be liable for any information contained in the advertisement.

NAME OF AUTHORIZED OFFICIAL: _____ : TITLE: _____

SIGNATURE OF AUTHORIZED OFFICIAL: _____ DATE: _____

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Olney Ballet Theatre's the NUTCRACKER

December 13-24
Olney Theatre Center's Historic Stage



In its 13th year, with 4,000+ attendees at our 13-run show, Olney Ballet Theatre's the Nutcracker provides a unique opportunity to showcase your company while supporting our locally recognized production with a broad-reaching audience. OBT's classic presentation, choreographed by The Washington Ballet Founder Mary Day, is staged by nationally recognized, award-winning teacher and OBT's Artistic Director, Patricia Berrend. Olney Ballet Theatre is a registered charitable non-profit organization and all donations are 100% tax deductible.

- Marquee name/logo placement on program cover
- Marquee name placement in Nutcracker email marketing campaign
- Title sponsor's name in all press releases
- Event recognition / pre-show announcement (select 3 performance dates and at the Tea Event)
- Name/logo recognition on every table at the Tea Event
- Permission to include a sponsor poster in lobby
- 1 full-page, back-cover, black, white, & red color program ad
- 10 opening weekend tickets (Fri., 12/13 at 7:30 p.m., Sat. 12/14 at 1:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- 1 Ad space on every ticket for sponsor (over 4,000 tickets sold)
- Name/ logo recognition on the main page and sponsor page of OBT website (with clickable link to sponsor's website)
- Permission to include an insert in the program (select 3 performance dates)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$1,000 +

- Tea Marquee name/logo placement on program cover
- Tea Marquee name placement in Nutcracker email marketing campaign
- Tea title sponsor's name in all press releases
- Event recognition / pre-show announcement (select 3 performance dates and at the Tea Event)
- Name/logo recognition on every table at the Tea Event
- Permission to include a sponsor poster in lobby
- 1 full-page, inside front-cover black, white, & red color program ad
- 10 opening weekend tickets (Fri., 12/13 at 7:30 p.m., Sat. 12/14 at 1:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- 1 Ad space on every ticket for sponsor (over 4,000 tickets sold)
- Name/ logo recognition on the main page and sponsor page of OBT website (with clickable link to sponsor's website)
- Permission to include an insert in the program (select 3 performance dates)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$1,000 +

- Premiere Sponsor name/logo placement on program cover
- Premiere Sponsor name placement in Nutcracker email marketing campaign
- Premiere sponsor's name in all press releases
- Event recognition / pre-show announcement select 3 performance dates and at the Tea Event)
- Name/logo recognition on every table at the Tea Event
- Permission to include a sponsor poster in lobby
- 1 full-page, inside back-cover, black, white, red color program ad
- 10 opening weekend tickets (Fri., 12/13 at 7:30 p.m., Sat. 12/14 at 1:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- ½ Ticket Ad space for sponsor on each ticket (over 4,000 tickets sold)
- Name/ logo recognition on the main and sponsor page of OBT website (with clickable link to sponsor's website)
- Permission to include an insert in the program (select 3 performance dates)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$1,000 +

- Main Stage name/ logo placement on program cover
- Main Stage name placement in Nutcracker email marketing campaign
- Main Stage sponsor's name in all press releases
- Event recognition / pre-show announcement (select 3 performance dates and at the Tea Event)
- Name/logo recognition on every table at the Tea Event
- Permission to include a sponsor poster in lobby
- 1 full-page, left of Scene List, black, white, & red color program ad
- 10 opening weekend tickets (Fri., 12/13 at 7:30 p.m., Sat. 12/14 at 1:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- ½ Ad space on every ticket for sponsor (over 4,000 tickets sold)
- Name/ logo recognition on the main page and sponsor page of OBT website (with clickable link to sponsor's website)
- Permission to include an insert in the program (select 3 performance dates)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$1,000 +

TITLE SPONSOR

TEA TITLE SPONSOR

PREMIERE SPONSOR

MAIN STAGE SPONSOR

SOLD!

SOLD!

Olney Ballet Theatre's the NUTCRACKER

December 13-24
Olney Theatre Center's Historic Stage



- Matinee Sponsor name/ logo placement on program cover
- Matinee Stage name placement in Nutcracker email marketing campaign
- Matinee Sponsor's name in all press releases
- Event recognition / pre-show announcement (select 3 performance dates and at the Tea Event)
- Name/logo recognition on every table at the Tea Event
- 1 full-page, left of inside back cover, black, white, & red color program ad
- Permission to include an insert in the program at all Matinees!
- 10 opening weekend tickets (Fri., 12/13 at 7:30 p.m., Sat. 12/14 at 1:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- Name/ logo recognition on the main page and sponsor page of OBT website (with clickable link to sponsor's website)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$1,000 +

MATINEE SPONSOR

- Presenting Sponsor name/logo placement on program cover
- Presenting Sponsor name placement in Nutcracker email marketing campaign
- Presenting sponsor's name in all press releases
- Event recognition / pre-show announcement select 2 performance dates and at the Tea Event)
- 1 full-page, before autographs page, black, white, red color program ad
- 12 opening weekend tickets (Fri. 12/13 at 7:30 p.m., Sat. 12/14 at 1:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- Name/ logo recognition on the main and sponsor page of OBT website (with clickable link to sponsor's website)
- Permission to include an insert in the program (select 2 performance dates)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$750+

PRESENTING SPONSOR

- Full-page interior program black/white ad
- Platinum Sponsor name placement in Nutcracker email marketing campaign
- 4 tickets (Fri. 12/13 at 7:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- Recognition of Name/ logo on the Sponsor page and Main page of OBT website (with clickable link to sponsor's website)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$500 +

PLATINUM

- 1/2-page interior program black/white ad
- 2 performance tickets (Fri. 12/13 at 7:30 p.m. or Sat. 12/14 at 7:30 p.m.)
- Recognition of Name/ logo on the Sponsor page of OBT website
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$250 +

GOLD

- 1/3-page interior program black/white ad
- Recognition of Name/ logo on the Sponsor page of OBT website
- Recognition Email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$150 +

SILVER

SAMPLE TICKETS

FOR TITLE, TEA TITLE & PRESENTING SPONSORS

Every performance and tea ticket will have the ticket at the top followed by three Ad Spaces.



1 FULL TICKET AD SPACE

Title Sponsor

1 FULL TICKET AD SPACE

Tea Title Sponsor

½ TICKET AD SPACE

Premiere Sponsor

½ TICKET AD SPACE

Main Stage Sponsor