

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 <u>olneyballettheatre.org</u>.

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,

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

Title and Tea Title

- 1. PROGRAM FULL-page Ad Spec: 4.5" wide x 7.5" deep (*Program Ads will be black/white/red*)
- 2. TICKET FULL Ad spec: 2144 wide x 576 high jpg
- 3. WEBSITE Ad: provide a jpg of your logo, 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

Premiere 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

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

Gold Sponsor

- 1. PROGRAM HALF-page Ad spec: 4.5" wide x 3.625" deep (*Program ads will be black & white*)
- 2. WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address

Silver

- 1. PROGRAM THIRD-page Ad spec: 4.5" wide x 2.375" deep (*Program ads will be black & white*)
- WEBSITE Ad: provide a jpg of your logo along with your company phone number, physical address

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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olneyballettheatre.org

2019 NUTCRACKER SPONSOR PLEDGE FORM

| Yes! I would like to sponsor O | lney Ballet Theatre's | The Nutcracker! | • | | |
|--|---|--|---|--|--|
| SPONSORSHIP LEVEL: | TITLET | ΓEA TITLE | PREMIERE | MATINEE | |
| | MAIN STAGE | PRESE | NTING | | |
| | PLATINUM | GOLD | S | ILVER | |
| BUSINESS NAME: | | CON | TACT NAME:_ | | |
| STREET ADDRESS: | | EMA | AIL: | | |
| CITY/STATE/ZIP: | | | | | |
| BUSINESS PHONE: | | CEL | L PHONE: | | |
| BUSINESS URL: | | | | | |
| | plimentary tickets for m; Saturday, 12/14 at 2 ponsor, please reserve m; or Saturday, 12/14 at 3 ponsor, please reserve m; or Saturday, 12/14 at 3 ponsor, please reserve m; or Saturday, 12/14 at 3 ponsor please this year. Find form with payment to reglobt-sponsor porship Coordinator at sponsor premail, please indicate year advertisement, if available or ship commitments are sponsor premail please indicate years and the sponsor please indicate years are sponsor premail. | (circle one): 1:30 p.m., or Saturny complimenta at 7:30 pm mentary tickets as Please donate my OBT. You may als onsorships@olneyleyour Sponsorship Leable (see Ad Specse due November 1 | rday, 12/14 at 7:3 ry tickets for (circles part of my sponstickets. To complete your for evel. attachment) to pho 3. Ad files are due | sorship package rm electronically by reserve the best pos | ssible program |
| | payable to Olney Bal | | ail to: | | |
| • | let Theatre, ATTN: Sp 946, Olney, MD 20830 | • | | | |
| Sponsorship Agreement: Advertisements promised as a benefit Company to OBT in the program for t understood and agreed between the pa advertising promised as a benefit of Sp shall the OBT be liable for any inform NAME OF AUTHORIZED OFFICIA | he 2019 production of "The rties hereto that in no even ponsoring OBT's "The Nutration contained in the adverte: L: | e Nutcracker" on the t shall the liability of tcracker" exceed the aertisement. | Historic Stage, Olne OBT for any error of amount of money pai | y Theatre Center, Olner omission relating to d to OBT with respect | ey, Maryland. It is the publication of the t to Sponsorship; nor |
| SIGNATURE OF AUTHORIZED OF | | | | | |
| OLNEY CHILDREN'S BALLET THEAT RECOGNIZED UNDER SEC. 501(C)(3) (| | | | | |

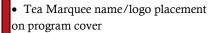
INTERNAL REVENUE CODE AND APPROPRIATE REGULATIONS.

Olney Ballet Theatre's the NUTCRACKER

December 13-24 Olney Theatre Center's Historic Stage

- 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 sol
- Name/logo reagnition on the mapage and appropriate of OBT hebsit (with clickable link to spensor's website)
- Permission to include an insert in the program (elect 3 performance dates)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$1,000 +



- 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 tket for sponsor (over 4,000 ckes sold)
- Name Togo ecognics on the main page and ponsor page of O website (warsh kable inkers sponsor's website)
- Permission o 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 +



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.

- 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 +

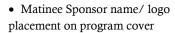
- Main Stage name/ logo placement on program cover
- Main Stage name placement in Nutcracker email marketing campaign
- Main Stage sponsor's name in a press releases
- Event recognition / pre-show announcement (select 3 performandates and at the Tea Event)
- Name/logo recognition on every table at the Tea Event
- Permission to include a sponsor poster in lobby
- 1 full-page, left of Some Lise blankhite, & red con plagram of
- 10 or en ng weeke di ckets (1 ri 12/13 t 7:30 s.m., S t. 2/14 a t. p.m. or s 12/14 at /:31 s.m.)
- ½ Ad spad of every ticket for sponsor (v. 4,000 tickets sold)
- Name/ logo recognition on the page and sponsor page of OBT we (with clickable link to sponsor's website)
- Permission to include an insert the program (select 3 performance dates)
- Recognition email to all OBT patrons
- Social Media recognition post
- Certificate of Recognition

\$1,000 +



Olney Ballet Theatre's the NUTCRACKER

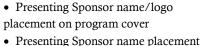
December 13-24 Olney Theatre Center's Historic Stage



- 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 +



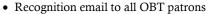


- Presenting Sponsor name placement in Nutcracker email marketing campaign
- Presenting sponsor's name in all press releases
- Event recognition / pre-show announcement select 2 performance dates and at the Tea Event)
- 1 full-page, before autographs page, black, white, red color program ad
- 12 opening 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+

RESENTING 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)



- Social Media recognition post
- Certificate of Recognition

\$500 +

- 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 patron
- Social Media recognition post
- Certificate of Recognition

\$250 +

- 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 +



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

1/2 TICKET AD SPACE

Premiere Sponsor

½ TICKET AD SPACE
Main Stage Sponsor