



**Dear Community Partner,**

The Tallahassee Ballet is a not-for-profit institution that has enhanced our community through the art of ballet for more than 50 years. The Tallahassee Ballet—the only professional ballet company in the Big Bend area—performs four major ballets each season. The performances include live musical accompaniment, tailor-made costumes, and extravagant sets, performed by talented, professional artists and local youth company dancers.



Through corporate partnerships and advertising, we continue to expand our programming, focus on our mission to strengthen the cultural landscape of our city—making our state capital a thriving center for Florida arts and culture.

Particularly during this season when all state and local funding has been eliminated, corporate support is of the utmost importance in keeping our invaluable organization alive and thriving.

I am eager to serve as your ambassador to support The Tallahassee Ballet and assist you in determining the ideal support level for you. We cannot do it without your support. We look forward to your organization being a valued part of The Tallahassee Ballet family.

Sincerely,  
*Lauren Hernandez*  
Lauren Hernandez  
Chief Operating Officer  
(850) 556-6618 (call/text)  
Lauren@TallahasseeBallet.org

*The Tallahassee*  
**BALLET**

2910 Kerry Forest Parkway, Suite C1  
Tallahassee, FL 32309  
Phone: (805) 224-6917, ext. 21

Lauren Hernandez, Chief Operating Officer  
Text or Call: (850) 556-6618  
Lauren@TallahasseeBallet.org

**TallahasseeBallet.org**



# CORPORATE SPONSORSHIP

## Reasons to Sponsor

- 1 Your business will receive considerable exposure – in Tallahassee and beyond – through our performances and playbills.
- 2 Now more than ever your donations help to support the arts and contribute to a healthy and vibrant cultural community.
- 3 Corporate Sponsors of The Tallahassee Ballet are vital to the survival and future of North Florida's premier dance company and one of Tallahassee's oldest performing arts organization.

For your convenience, payments can be paid online in one-time or monthly installment(s).

Ensemble Circle—\$1,000	Encore Circle—\$1,500	Choreographer Circle—\$3,000	Producer Circle—\$5,000	Danseur Circle—\$10,000
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### BENEFITS

Opportunity to view the Company in working rehearsals					✓
Opportunity to host a special mini-performance					✓
Logo on home page of TTB's website					✓
Premium placement of your full-page Ad in playbills					✓
Your business' presence in all radio Public Service Announcements					✓
One team to play in the Lisa Graganella Nutcracker Golf Classic					✓
Business Logo featured in programs published for <i>An Evening of Music &amp; Dance</i> and <i>Intimate</i>				✓	✓
Cart Sponsorship at the Lisa Graganella Nutcracker Golf Classic				✓	✓
Business name noted under corresponding Sponsor Level in programs published for <i>An Evening of Music &amp; Dance</i> and <i>Intimate</i>			✓	✓	✓
Hole Sponsorship at the Lisa Graganella Nutcracker Golf Classic			✓	✓	✓
Logo on TTB's website Support section			✓	✓	✓
Noted under corresponding Sponsor Level on TTB's website	✓	✓	✓	✓	✓
Direct link to your website from TTB's website	✓	✓	✓	✓	✓
Special invitation to the Lisa Graganella Nutcracker Golf Classic	✓	✓	✓	✓	✓
Noted as Sponsor of the Lisa Graganella Nutcracker Golf Classic	✓	✓	✓	✓	✓
Invitation to exclusive events and VIP Previews with members of the Board of Directors	✓	✓	✓	✓	✓
Recognized under corresponding Sponsor Level in playbills published for <i>The Nutcracker</i> and <i>Cinderella</i>	✓	✓	✓	✓	✓
Full-color ad in playbills published for <i>The Nutcracker</i> and <i>Cinderella</i>	QUARTER PAGE	THIRD PAGE	HALF PAGE	FULL PAGE	FULL PAGE

# PREMIERE TITLE SEASON SPONSORSHIP

Attach your corporate name to the most acclaimed dance organization in our area, while enriching the arts community for generations.

**\$20,000** One-time or monthly installments.

With Premiere Title Season Sponsorship, your business receives all the benefits outlined in the corporate sponsorship section, plus:

- » Your brand identity will accompany all promotional assets and advertising for ALL FOUR of the annual performances, including your sponsor logo on billboards, posters, website, commercials, and paid advertising.
- » A representative of your company will be offered the opportunity to do a 1-2 minute welcome speech (pre-recorded or live) at the beginning of all performances throughout the season.



# INDIVIDUAL PERFORMANCE SPONSORSHIP

As an Individual Performance Sponsor, your business will receive the benefits outlined in the corporate sponsorship section based on the financial commitment, plus the benefits outlined in the Premiere Title Sponsorship section for the performance that is being sponsored.



One Performance.....\$3,000  
Both Performances.....\$5,000



One Performance.....\$3,000  
All Performances  
(cash or food/drink donation).....\$8,000



One Full-Length Performance.....\$6,000  
One Abbreviated Children's Performance...\$3,000  
All Performances .....\$10,000



One Full-Length Performance.....\$5,000  
Abbreviated Children's Performance .....\$2,500  
All Performances .....\$9,000

# PLAYBILL ADVERTISING

## Reasons to Advertise in TTB Playbills

- » Your business will receive considerable exposure—in Tallahassee and beyond.
- » Your advertising dollars help to support the arts and contribute to a healthy and vibrant cultural community.
- » An excellent source of direct marketing, distributed to more than 13,000 area residents and visitors at 7 live performances throughout the year (*Nutcracker* and *Cinderella*).
- » Many audience members arrive early to performances for the specific purpose of reading the playbill cover to cover.
- » Playbills are available in the lobby for audience members who come for pre-show drinks and entertainment, providing patrons with addition opportunity to peruse prior to taking their seats.
- » Audience members receive a digital program to read in their "KNOW BEFORE YOU GO" email prior to performances.
- » One low price (see breakdown below) gets you a FULL-COLOR ad in both ballet playbills (*Nutcracker* and *Cinderella*).
- » Affordable rates with flexible payment structure.
- » TTB will design your ad upon special request. Contact us for details.

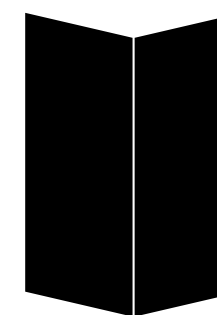


## Advertising Rates

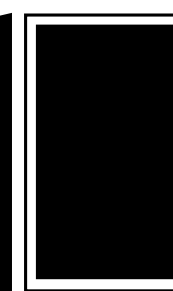
Size	Price
1/4 Page	\$600
1/3 Page	\$750
1/2 Page	\$900
Full Page	\$1,300
Double Spread	\$2,000

### MECHANICAL SPECIFICATIONS

- » Page Dimensions (Trim Size) 5.5" wide by 8.5" tall
- » Ads must be submitted digitally, in one of the following formats: jpeg, high-resolution pdf, or eps (300 dpi or more)
- » Ads can be e-mailed to: [Ads@TallahasseeBallet.org](mailto:Ads@TallahasseeBallet.org)



Double Page Spread  
Full Bleed  
11.4" x 8.7"



Full Page Inset  
4.5" x 7.5"  
Full Page Bleed  
5.7" x 8.7"



1/2 Vertical  
2.15" x 7.5"  
1/2 Horizontal  
4.5" x 3.35"



1/3 Horizontal  
4.5" x 2.5"



1/4 Vertical  
2.15" x 3.35"  
1/4 Horizontal  
4.5" x 1.75"