



“Your advertising dollars help Ballet Northwest (a non-profit organization) produce high quality performances, offer educational opportunities for local dancers, and introduce kids to dance through outreach programs in partnership with local schools and social service organizations.”

### ADVERTISING/SPONSORSHIP OPPORTUNITIES:

The program for *Nutcracker on Film* will be digital. The digital program ads can be in full color and can include animated .gifs and hyperlinks to your business. The digital program will be optimized for mobile devices. The spring program will be either digital as well, or in print, depending on pandemic recovery timelines. All performances held at the Washington Center for the Performing Arts, the region's premier theater.

Price includes ad placement in 2 Playbills:

*Nutcracker on Film*: Dec 4-20, 2020  
*Sleeping Beauty*: May 7-9 2021

Artwork submission deadline is **NOVEMBER 15, 2020**

**TITLE SHOW SPONSOR - \$3,000**  
*(only 1 available)*  
 Ad Size: FULL PAGE

- Top billing in all materials, i.e. "COMPANY NAME presents Ballet Northwest's *The Nutcracker*".
- Full screen color landing page ad of the digital *Nutcracker* program and full-page, color inside front cover ad in print program for spring
- Listed as presenting show sponsor on Ballet Northwest website with web link
- Listed as presenting show sponsor during *The Nutcracker on Film* and spring ballet *Sleeping Beauty*
- Logo on posters and flyers
- Social media recognition
- Receive Ballet Northwest swag
- Receive 8 tickets to *The Nutcracker on Film* and to spring *Sleeping Beauty*

**SPONSOR - \$1,500**  
 Ad Size: FULL PAGE

- Full screen color ad in digital *Nutcracker* program and full-page B/W ad in print program for spring
- Listed as show sponsor on Ballet Northwest website with web link
- Listed as show sponsor during *The Nutcracker on Film* and spring ballet
- Logo on posters and flyers
- Social media recognition
- Receive Ballet Northwest swag
- Receive 4 tickets to *The Nutcracker on Film* and to spring *Sleeping Beauty*

**PLATINUM BUSINESS PARTNER - \$900**  
 Ad Size: FULL PAGE

- Full screen color ad in digital *Nutcracker* program and full-page B/W ad in print program for spring
- Social media recognition

**GOLD BUSINESS PARTNER - \$500**  
 Ad Size: HALF PAGE

Color digital ad in the *Nutcracker* program with link and B/W print in spring program

**SILVER BUSINESS PARTNER - \$400**  
 Ad Size: QUARTER PAGE

- Color digital ad in the *Nutcracker* program with link and B/W print in spring program

**BRONZE BUSINESS PARTNER - \$275**  
 Ad Size: BUSINESS CARD

- Color digital ad in the *Nutcracker* program with link and B/W print in spring program

**Thank you for supporting the arts!**

# BALLET NORTHWEST

Company Name \_\_\_\_\_ Primary Contact \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail Address \_\_\_\_\_ Web Address for Digital Link \_\_\_\_\_

Mailing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ ZIP Code \_\_\_\_\_

Check Enclosed  
Payable to Ballet Northwest

\_\_\_\_\_  
Credit Card Number

CHARGE MY:

VISA  
 MasterCard

\_\_\_\_\_  
Expiration Date CVV# \_\_\_\_\_

PAY IN INSTALLMENTS:

Divide into 4 equal payments  
Nov., Dec., Jan., Feb.

\_\_\_\_\_  
Signature

Artwork submission deadline is  
November 15, 2020

Ballet Northwest can accept artwork digitally via e-mail to  
advertising@balletnorthwest.org.

- Ads for the digital *Nutcracker* program can be B/W or full color and can be submitted as a .JPG, .PNG, .PDF or animated .GIF. Print files for the spring program will be black & white and should be at least 300 DPI and submitted in a .PDF or .TIFF format.
- Sponsors should also submit logo, vector or .PNG format preferred, .JPG or .PDF acceptable. Logo will be displayed in full color digitally and as single color (white on black background) in print.
- High-quality paper copies of your artwork are also accepted, but are discouraged as it can significantly affect the quality of your advertisement. If mailing hard copies, please be sure that there are no creases or folds across your artwork.
- If you need graphic design assistance, our in house designer can build your ad for \$50 an hour.

For questions email advertising@balletnorthwest.org.

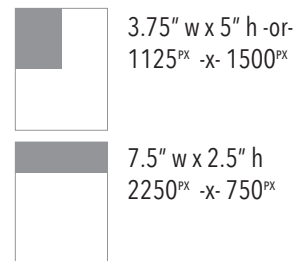
Ballet Northwest - balletnorthwest.org  
PO Box 2888 Olympia, WA 98507

## FULL PAGE



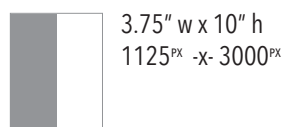
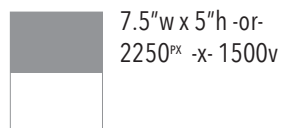
- TITLE SHOW SPONSOR - \$3,000
- SPONSOR - \$1,500
- PLATINUM BUSINESS PARTNER - \$900

## QUARTER PAGE



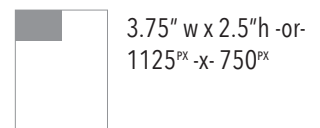
- SILVER BUSINESS PARTNER - \$400

## HALF PAGE



- GOLD BUSINESS PARTNER - \$500

## BUSINESS CARD



- BRONZE BUSINESS PARTNER - \$275