

Virginia Ballet Company and School, Inc.

5595 Guinea Road Fairfax, Virginia 22032

Performance Program Advertisements

Virginia Ballet Company and School (VBC), a 501(c)(3) nonprofit organization, was established over 70 years ago to provide classical ballet education and stage pre-professional productions in the Washington metropolitan area. Since then, VBC has expanded its class offerings, performances, and programming to serve 275 enrolled dancers. The support of local businesses, nonprofits, individuals, and corporations enables us to advance our mission.

By purchasing an advertisement in VBC's Nutcracker programs, your information can reach 3,000 patrons over the course of six performances at the Ernst Cultural Community Center on the NOVA Annandale campus. Adding the three Swan Lake performances in the spring brings the reach to 4,500 members of the community. If you are interested in gaining greater exposure through social media, printed materials, and the families of the 275 dancers at the studio, please email us at Fundraising@vaballet.org to learn about our annual sponsorship opportunities.

<u>Ad Size Selections</u>	Small Business/ Nonprofit Rate Nutcracker	Small Business/ Nonprofit Rate Nutcracker & Swan Lake	Business Rate Nutcracker	Business Rate Nutcracker & Swan Lake
1/8 page	\$50	\$100	\$75	\$100
1/4 page	\$100	\$150	\$150	\$200
1/2 page	\$150	\$200	\$250	\$300
Full page	\$200	\$250	\$300	\$350

IMPORTANT DEADLINES

	Nutcracker	Swan Lake
Reservation for Ad	11/20/2025	04/01/2026
Ad Submission	11/26/2025	04/10/2026

Approximate finished size of program will be 5 1/2" x 8 1/2"



CELEBRATING 70+ YEARS OF TRADITION

703-249-8227 • vbcinfo@vaballet.org

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Performance Program Advertisements

Business/Organization Name*:

Contact's Name/Title:

Business/Organization Address:

Phone: _____

Email:

Rate/Performance (choose one):

Small Business/ Nonprofit Rate- Nutcracker
Small Business/ Nonprofit Rate- Nutcracker & Swan Lake
Business Rate- Nutcracker
Business Rate- Nutcracker & Swan Lake

Ad size: _____

Total Due: \$ _____

Credit card: **Small Business/Nonprofit** payments can be made [here](#).

Credit card: **Business** payments can be made [here](#).

Check: Make payable to "Virginia Ballet Company and School."

Mail check to: Virginia Ballet Company, Attn: Program Ad, 5595 Guinea Road, Fairfax,
Virginia 22032.

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*Please indicate exactly how you would like the name to appear in the Program.

Please send digital artwork to fundraising@vaballet.org, attention Masha Richart.

All ads appearing in programs will be in black & white.



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