

Virginia Ballet Company *and School*



Corporate Sponsorship Program

Virginia Ballet Company, a 501(c)(3) nonprofit organization in Burke, VA, was established to provide classical ballet education of the highest quality and stage pre-professional productions in the Washington metropolitan area. In 1950, our Founding Artistic Director, Tatiana Rousseau Tupine began sharing her classical ballet training for students in Northern Virginia. Now, *over 70 years later*, we continue that tradition of providing quality pre-professional education that is shared throughout the area. The Corporate Sponsorship Program was established to allow local businesses, corporations, and individuals to partner with Virginia Ballet Company and School to advance the mission of providing high quality dance education and to stage pre-professional productions in the Washington metropolitan area.

Season Dates: Sept 1st - August 31st

All Corporate Sponsors will be listed as a corporate sponsor in programs within the qualified dates and are dependent on the date that sponsorship is received. For example, if a Diamond Season sponsorship is received in October, the business name will appear in all programs for all 8 performances. If the sponsorship is received in January, the business name will appear in the program for the 4 remaining performances. We estimate that 4,000+ patrons will attend Virginia Ballet Company ticketed performances annually. Current Google Analytics shows 1200+ website visits per month.

Diamond Season Sponsor (\$2500)

- Name listed as corporate sponsor in all programs and on VBC website with
- Full page ad in all production programs for the entire performance season
- 4 tickets to Nutcracker and 4 tickets to Spring performance
- Behind the scenes tour to a matinee performance for employees in attendance at the show
- Social media post, including your website link & hashtags, noting your contribution

Nutcracker Ruby Sponsor (\$1,000)

- Name listed as a corporate sponsor in Nutcracker program and on VBC website with your logo & link during Nutcracker Season (Oct. 1-Dec. 31)
- Full page ad in Nutcracker program(4 performances)
- 4 tickets to Nutcracker
- Behind the scenes tour to a matinee performance for employees in attendance at the show
- Social media post, including your website link & hashtags, noting your contribution

Spring Production Ruby Sponsor (\$1,000)

- Name listed as a corporate sponsor in Spring Production program and VBC website with your logo & link during spring season (Feb 1 - April 30)
- Full page ad in Spring Production program (2 performances)
- 4 tickets to Spring Production
- Behind the scenes tour to a matinee performance for employees in attendance at the show
- Social media post, including your website link & hashtags, noting your contribution

Nutcracker Sapphire Sponsor (\$500)

- Listed as corporate sponsor in Nutcracker program and on VBC website with your logo & link during Nutcracker Season (Oct. 1-Dec. 31)
- Half (1/2) page ad in Nutcracker program (4 performances)
- 2 tickets to Nutcracker
- Behind the scenes tour to a matinee performance for employees in attendance at the show

Spring Sapphire Sponsor (\$500)

- Listed as corporate sponsor in Spring Production program and on VBC website with your logo & link during spring season (Feb 1 - April 30)
- Half (1/2) page ad in Spring Production program (2 performances)
- 2 tickets to Spring Production
- Behind the scenes tour to a matinee performance for employees in attendance at the show

Emerald Sponsor (\$250)

- Listed as corporate sponsor in program of choice (Nutcracker or Spring production) and on VBC website with your logo & link for choice of show season
- Quarter (1/4) page ad in program of choice

Pearl Sponsor (\$100)

- Eighth (1/8) page ad in program of choice (Nutcracker or Spring production)



Virginia Ballet Company and School Corporate Sponsorship Program

Business Name (Indicate exactly how you would like the name to appear in the Playbill):

Point of Contact:

Business Address:

Phone: _____ Email: _____

Sponsor Level: _____ Amount: _____

Other Donation: \$ _____

Send digital artwork by Dec 1 to vbcadvertising@vaballet.org, attention Masha Richart.

Please note, all ads appearing in programs will be in black & white.

Give by check: Make payable to Virginia Ballet Company and School,

5595 Guinea Road, Fairfax, Virginia 22032

Give by credit card: Call 703-249-8227 or visit our office.

Virginia Ballet Company and School is a 501(c)(3) nonprofit organization.

Thank you for your generous support!