



NEW ALBANY CHILDREN'S BALLET THEATRE

***New Albany Children's Ballet Theatre presents an advertising opportunity
to reach New Albany's best audience!***

On December 6-9, 2018 the 400+ students of the New Albany Children's Ballet Theatre will perform six different productions of The Nutcracker.

On March 8-10, 2019 we will present four different productions of Sleeping Beauty in collaboration with the New Albany Symphony Orchestra.

Both of these productions will be at the Jeanne B. McCoy Community Center for the Arts. Between all ten performances we draw in crowds of up to 7,500 people each year.

Advertising in our playbill is an excellent opportunity for your business! We would even encourage you to offer a coupon in your ad if that is appropriate for your business.



5161 FOREST DRIVE NEW ALBANY, OH 43054

FEIN: 57-1162982



NEW ALBANY CHILDREN'S BALLET THEATRE

How does your business gain the exposure to our wonderful audience?

The parents, grandparents, teachers, and friends of the performers will read and reread our performance playbills several times. Your advertisement could be part of a keepsake for each of our dancers. You will benefit from exposure to our wonderful demographic. Over 85% of our dancers are from the New Albany area. The school also pulls from Westerville, Bexley, Gahanna, Worthington, Dublin, Powell, Granville, and Reynoldsburg.

We are offering advertisements in the following ways:

Nutcracker/Sleeping Beauty Premier Advertising \$1500 (accepting 3)

- Full page ad on back cover, inside front cover or inside front cover of both playbills
 - Logo printed on 700+ Nutcracker 2018 and Sleeping Beauty 2019 posters
 - Logo printed on Nutcracker 2018 and Sleeping Beauty 2019 t-shirts
- Recognition in Nutcracker 2018 and Sleeping Beauty 2019 advertising throughout the New Albany Community
 - Optional table display in the McCoy Center lobby for all six performances.
- NACBT can only accept three Sponsorships. Please call to reserve your business.

Full Page Ad (4 1/2" x 7 3/4")

\$1000/both playbills or \$750/one playbill.

All measurements are horizontal x vertical

Half Page Ad (4 1/2" x 3 7/8")

\$750/color both playbills or \$500 color one playbill

\$500/black & white both playbills or \$350/black & white one playbill

Business Card Ad (3 1/2" x 2")

\$450/color both playbills or \$250 color one playbill

\$350/black & white both playbills or \$150 black & white one playbill

~Please note that NACBT does not accept personal ads with dancer's photos. All ads must be for a business. Mentioning a good luck message to a dancer on a business ad is acceptable!

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NEW ALBANY CHILDREN'S BALLET THEATRE

Nutcracker 2018 /Sleeping Beauty 2019 Advertising Commitment Form

Business Information

Business Name _____

Address _____

Phone Number _____ Contact Person _____

Please reserve Nutcracker/Sleeping Beauty Sponsorship:

____ Back cover (4 1/2" x 7 3/4") (\$1500.00)

____ Inside back cover (4 1/2" x 7 3/4") (\$1500.00)

____ Inside front cover (4 1/2" x 7 3/4") (\$1500.00)

Full page color (4 1/2" x 7 3/4") ____ Both playbills (\$1000) ____ One playbill (\$750) (NC or SB)

Half Page color (4 1/2" x 3 7/8") ____ Both playbills (\$750) ____ One playbill (\$500) (NC or SB)

Half Page B&W (4 1/2" x 3 7/8") ____ Both playbills (\$500) ____ One playbill (\$350) (NC or SB)

Business Card color (3 1/2" x 2") ____ Both playbills (\$450) ____ One playbill (\$250) (NC or SB)

Business Card B & W (3 1/2" x 2") ____ Both playbills (350) ____ One playbill (\$150) (NC or SB)

Payment Options Payment must be made at time of commitment:

Check to NACBT _____

Visa/MC/American Express:

Card Number _____ Exp _____

3 or 4 digit code on back _____ Total amount of payment _____

Camera Ready Artwork:

Included with form _____

To be delivered by e-mail _____ to (ghoffman@jdiapollo.com) by November 21, 2018. Must use New Albany Children's Ballet Theatre in subject line.

If you choose to mail forms/ad please mail to:

New Albany Ballet Company 5161 Forest Drive New Albany, Ohio 43054

Any questions please contact Ellen at ellen@newalbanyballet.com or call 614-939-9058

Signature _____ Date _____

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