

New Albany Children's Ballet Theatre

Advertisement Sponsorship



The New Albany Children's Ballet Theatre (NACBT) is a not for profit 501c3 located in New Albany, Ohio. As part of our annual tradition of bringing "The Nutcracker" to life, we invite your company to advertise and publicize in our performance playbill.

Audiences leap to their feet as they travel with young Clara to the land of sweets in our full-length production of "The Nutcracker". NACBT dancers, from all parts of Central Ohio, starting as young as age 5, are pleased to perform "The Nutcracker" at the Jeanne B. McCoy Center for the Arts in New Albany, Ohio. NACBT will have four performances on the following dates; Friday December 11th, Saturday December 12th, and Sunday December 13th 2015.

Advertising in our playbill is a great way to promote to our audience members, support the arts in New Albany & Central Ohio, help our theatre fulfill our mission, and/or gain exposure for your business. Our performances draw over 3000 attendees and our playbills are distributed to potential new students or families in New Albany. Our past holiday productions have received great reviews by community newspapers, The Columbus Dispatch, local radio announcements, and local ABC & FOX television stations.

The mission of NACBT is to create an environment where children can learn the value of artistic expression. It provides a strong and positive youth program where children can strive to reach their potential as dancers and as young citizens. NACBT realized the full commitment and dedication it takes to produce local youth dance productions. Our vision was to lay a foundation for annual performances in our community of a holiday classic and to expand our dance season to include spring productions as well. Our children dances are committed and enthusiastic about belonging to NACBT and performing in productions that the entire community will cherish in the years to come.

Thank you for your time and consideration. To provide support and place an advertisement, please complete the following Advertising form.



Nutcracker Playbill 2015 Advertisement Form

Would your business be interested in?

Promoting to our clientele? Supporting the Arts in New Albany? Gaining exposure?

Helping us fulfill our mission?

If you answered yes to any of the above questions we would love to give you the opportunity to reach out to our vast audience. On Friday December 11th, Saturday December 12th, and Sunday December 13th, over 200 dancers of the New Albany Children’s Ballet Theatre will stage the children’s classic, “The Nutcracker”.

The Theatre stages four productions which draw in crowds of over 3000 people. The majority of our dancers live in the New Albany Community where the average household income is \$170,000 (sourced by Claritas Ink). Your business would be gaining exposure to the parents, grandparents, teachers, and family friends of these dancers. Your advertisement will become part of a keepsake for each of our dancers. The school also distributes the playbills each year to potential students in the area and for families relocating to New Albany.

We are offering advertisement in the following ways:

Back Cover Ad.....\$1000.00 (Color)

Inside Back Cover/Inside Front Cover..... \$900.00 (Color)

Full Page Ad.....\$750 (Color)

Half Page Ad.....\$500 (Color)

Half Page Ad.....\$350 (B&W)

Business Card Ad.....\$250 (Color)

Business Card Ad.....\$150 (B&W)

All camera ready artwork needs to be e-mailed to our graphic designer by Tuesday November 10, 2015.

Please e-mail to: ghoffman@jdiapollo.com and have subject line reading “Nutcracker” Ad.

Business Name _____

Phone number _____ Contact Person _____

Any questions please call the ballet school at 614-939-9058

Please reserve:

For Back Cover/Inside Front Cover/Inside Back Cover please call for availability

Full page _____ Half page _____ (Color) Business Card _____ (Color)

Half page _____ (B&W) Business Card _____ (B&W)

Payment Options:

Check _____ Please make check out to: **New Albany Children’s Ballet Theatre**

Visa/MC _____ Exp _____ CVV Code _____

You may drop off form to our office during regular office hours or you may mail form to:

NACBT, 5051 Forest Drive, New Albany, Ohio 43054