



**SPONSORSHIP OPPORTUNITIES**



# OUR HISTORY

# OUR PERFORMANCE

## *Our History*

Carolina Ballet Theatre, the Upstate's resident professional ballet company, performs a wide array of dance programming, ranging from classical to contemporary dance. Founded in 1972, CBT transitioned to a resident professional company in 2000. The company is a 501(c)(3) non-profit organization contracting season company dancers. Led by Artistic Director Hernan Justo, CBT has become a significant contributor to Greenville's vibrant arts community by exercising its mission to entertain, educate and engage its audiences through the dynamic medium of dance.

Thanks to CBT's committed Guild volunteers, patrons, supporters, and individual and corporate sponsors, the company celebrated 45 years during the 2016-2017 season. Its exciting 47th season includes a continued updating of our holiday classic, *The Nutcracker: Once Upon A Time* in Greenville, along with fall and spring performances at The Peace Center's Gunter Theatre.

## *Our Signature Performance*

**The Nutcracker | Once Upon a Time in Greenville**  
**Peace Center**  
**December 13 & 14, 2019**

Carolina Ballet Theatre proudly presents *The Nutcracker: Once Upon A Time* in Greenville-- a European inspired production that brings all of Clara's adventures and excitement home to Greenville. Continuing our reinvented holiday classic, the production highlights Victorian societal expectations and prosperity while Clara and her beloved Nutcracker dance their way through the cherished landmarks and stunning scenery of Greenville and into the hearts of the audience.

The libretto is adapted from E.T. A. Hoffmann's classic story, *The Nutcracker and the Mouse King*. Choreographed by Herman Justo, the refreshed ballet is based on the original Marius Petipa and Lev Ivanov ballet.

On opening night, Carolina Ballet Theatre has the distinct privilege to host guest artists from internationally renowned ballet companies – Herman Cornejo, Principal at American Ballet Theater and Oksana Maslova, Principal at Pennsylvania Ballet. All 3 performances are brought to life by a 100+ person cast including CBT Company dancers and guest dancers from Georgia Ballet and Charlotte Ballet.

Additionally, this year CBT has partnered with SC Football Hall of Fame to bring a surprise celebrity athlete to the stage, showcasing how athleticism spans from field to stage.



# 2019-2020 SEASON SPONSOR BENEFITS

## **\$250+ Gift**

- ✓ Recognition Online
- ✓ Recognition in Nutcracker Playbill Material
- ✓ 10% Off CBT Performances or Tickets

## **\$500+ Gift**

- ✓ Recognition Online
- ✓ Recognition in Nutcracker Playbill Material
- ✓ 10% Off CBT Performances or Tickets
- ✓ Presenting Sponsor Status for Peter Pan the Ballet

## **\$1,000+ Gift**

- ✓ Recognition Online
- ✓ Recognition in Nutcracker Playbill Material
- ✓ Recognition in Printed Material as Sponsor
- ✓ 10% Off CBT Nutcracker Boutique
- ✓ 2 Tickets for The Nutcracker
- ✓ Presenting Sponsor Status for Fall or Spring Ballet

## **\$2,500+ Gift**

- ✓ Recognition Online
- ✓ Recognition in Nutcracker Playbill material
- ✓ Recognition in Printed Material as Sponsor
- ✓ Recorded Recognition on Stage as Sponsor
- ✓ 10% Off CBT Nutcracker Boutique
- ✓ 2 Box Seat Tickets to The Nutcracker
- ✓ 2 Tickets to Spring & Fall Ballet
- ✓ Presenting Sponsor Status for Fall & Spring Ballet

## **\$5,000+ Gift**

- ✓ Recognition Online
- ✓ Recognition in Nutcracker Playbill Material
- ✓ Recognition in Printed Material as Sponsor
- ✓ Recorded Recognition on Stage as Sponsor
- ✓ 10% Off CBT Nutcracker Boutique
- ✓ 4 Box Seat Tickets to The Nutcracker
- ✓ 2 Tickets to Spring & Fall Ballet
- ✓ Presenting Sponsor Status for The Nutcracker

## **\$10,000+ Gift**

- ✓ Recognition Online
- ✓ Recognition in Nutcracker Playbill Material
- ✓ Recognition in Printed Material as Sponsor
- ✓ Recorded Recognition on Stage as Sponsor
- ✓ 10% off CBT Nutcracker Boutique
- ✓ Backstage Experience During Nutcracker
- ✓ 6 Box Seat Tickets to The Nutcracker
- ✓ 4 Tickets to Spring Ballet
- ✓ 4 Tickets to Fall Ballet
- ✓ Press Release Announcement for Sponsorship
- ✓ Presenting Sponsor Status for Full Season

## **\$20,000+ Gift**

- ✓ Premium Recognition Online
- ✓ Premium Recognition in Nutcracker Playbill Material
- ✓ Premium Recognition in Printed Material as Sponsor
- ✓ Premium Recorded Recognition on Stage as Sponsor
- ✓ 10% Off CBT Nutcracker Boutique
- ✓ 8 VIP Box Seat Tickets to The Nutcracker
- ✓ 4 Tickets to Spring Ballet
- ✓ 4 Tickets to Fall Ballet
- ✓ 4 Tickets to All Community Performances
- ✓ Press Release Announcement for Sponsorship
- ✓ Premium Presenting Sponsor Status for Full Season

# WAYS TO GIVE

Sponsorship Gift Level	Playbill Ad	10% Off CBT Boutique	Printed Sponsorship Recognition	On-Stage Sponsorship Recognition	Online Recognition
<b>\$20,000+ Gift</b>	full cover ad	Yes	Premier	Premier	Premier
<b>\$10,000+ Gift</b>	full page ad	Yes	Yes	Yes	Yes
<b>\$5,000+ Gift</b>	1/2 page ad	Yes	Yes	Yes	Yes
<b>\$2,500+ Gift</b>	1/4 page ad	Yes	Yes	Yes	Yes
<b>\$1,000+ Gift</b>	1/8 page ad	Yes	Yes	Yes	Yes
<b>\$500+ Gift</b>	No	No	Yes	No	Yes
<b>\$250+ Gift</b>	No	No	Yes	No	Yes

Patron Gift Level	Playbill Ad	10% Off CBT Tickets	Printed Name Recognition	On-Stage Sponsorship Recognition	Online Recognition
<b>\$200+ Gift</b>	No	Yes	Yes	No	Yes
<b>\$100+ Gift</b>	No	Yes	Yes	No	Yes

## CONTACT US

### Online

[www.CarolinaBallet.org](http://www.CarolinaBallet.org)

### Email

[info@CarolinaBallet.org](mailto:info@CarolinaBallet.org)

### Mail

Carolina Ballet Theatre  
P.O. Box 135  
Greenville, SC 29602  
All Checks Payable to "CBT"  
Memo: CBT Nutcracker Sponsorship

### Phone

864.421.0940

Any questions can be directed to:  
[info@CarolinaBallet.org](mailto:info@CarolinaBallet.org)

Carolina Ballet Theatre is a 501(c)(3) organization.  
All donations are tax deductible.



# ADVERTISING



## PLAYBILL ADVERTISING OPPORTUNITIES

Support the Greenville Arts community while advertising your business to a captured audience of over 5000 Peace Center patrons and 800 Gunter Theatre patrons. Carolina Ballet Theatre is a registered 501(c)(3) non-profit organization and serves as Greenville's only resident professional dance company. CBT's mission is to engage, educate and entertain its audiences through the dynamic medium of dance. With over 45 years in the Upstate, CBT has become a significant contributor to Greenville's vibrant arts and culture through the generous support of MAC (Metropolitan Arts Council), SCAC (South Carolina Arts Commission), and generous donors and patrons.

<p><b>1/8 PAGE AD (BUSINESS CARD SIZE)</b> W: 3.5" H: 2" PRICE: \$150</p> 	<p><b>1/4 PAGE AD</b> W: 2.2813" H: 3.7813" PRICE: \$250</p> 	<p><b>1/2 PAGE AD</b> W: 4.75" H: 3.7813" PRICE: \$500</p> 	<p><b>FULL PAGE AD</b> L: 7.75" W: 4.75" PRICE: \$1000</p> 	<p><b>FULL-PAGE BACK COVER</b> L: 8.5" W: 5.5" BLEED: 0.125" PRICE: \$2000</p> 
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For more information on ad submissions, contact [marie@redhype.com](mailto:marie@redhype.com) or call 864-232-2000. \*Additional charge for professional design work.

### ORDER FORM

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I am interested in purchasing:  1/8 Page Ad  1/4 Page Ad  1/2 Page Ad  Full Page Ad  Full-Page Back Cover

Check  Credit Card (Payments taken online) - <http://www.carolinaballet.org/playbill>