

# NUTCRACKER

Experience the Magic

**Production Sponsorship & Advertising**  
**Santa Cruz City Ballet**  
**501c3 Non-Profit**  
**December 14th & 15th, 2019**  
**Cabrillo's Crocker Theater**



Santa Cruz City  
**BALLET**

*The leaves are beginning to deepen into beautiful fall colors, a true sign that winter is around the corner and with it...the Magic only the Nutcracker Ballet can bring! Santa Cruz City Ballet (the Ballet Company of the Santa Cruz Dance Guild - 501c3), is buzzing with excitement preparing for our favorite time of year! The City Ballet production is alive with innovative choreography, stunning dancers, mesmerizing costumes and sets, and something unique for every audience member to enjoy. Dancers of all ages sparkle alongside professional dancers.*

*We invite your family or business to join the festivities and kickoff holiday traditions with a generous contribution to support this spectacular performance and the mission and values of the SCDG. The Santa Cruz Dance Guild has created professional dance performance and outreach opportunities for the community for many years and has been offering dance scholarships to underprivileged and disadvantaged dancers, particularly those from the Family Shelter and CASA in Santa Cruz County.*

*We are committed to providing professional performing opportunities and the benefits of dance education to our entire community to include all dancers, including those that are at risk or low income through our scholarship fund. With your contribution we will also be able to provide scholarship tickets to deserving families.*

*Sponsorship and advertising contributions also go toward offsetting the tremendous cost involved to produce a production of this scale, including hiring amazing guest artists, compensating fabulous local choreographers and technical personnel, as well as performing in the best venue Santa Cruz has to offer. Additionally, we purchase and restore hundreds of costumes each year, as well as create new sets, backdrops and props, while producing new choreography and maintaining tradition.*

*We are looking toward the future. Planning and funding for next year begins now. We can't do it without your support!*

**Details:** Submit your ad (electronic file preferred), along with Business Name, Contact Person, phone number and email to [info@nutcrackersantacruz.com](mailto:info@nutcrackersantacruz.com) no later than **November 15th**.

*Please scale your ad to size if possible.*

**Payment:** Make checks payable to **Santa Cruz Dance Guild**

— Credit Card payments accepted through the office —



## SPONSORSHIP

Consider sponsoring the Santa Cruz City Ballet Nutcracker with a fully tax deductible donation in any amount. Your sponsorship helps us to continue to expand our production each year with new sets, props, choreography and talented guest artists, as well as provide scholarships. We look forward to bringing another spectacular production of the Nutcracker to our community and thank you in advance for your generous support.

	Banner Displayed in Lobby	Program Ad	Invitation to Pre-Show Events	Signed poster from the cast	Listed in Program Sponsors
<b>Diamond - \$1,500</b>	✱	✱ Full Page-color	✱	✱	✱
<b>Platinum - \$1,000</b>		✱ Full Page-b/w	✱	✱	✱
<b>Gold - \$750</b>		✱ 1/2 Page	✱	✱	✱
<b>Silver - \$500</b>		✱ Business	✱	✱	✱

## BUSINESS & PROFESSIONAL ADVERTISING & PERSONAL CONGRATULATIONS

Please consider placing an ad in our beautiful souvenir Nutcracker program. This is an opportunity to advertise your business to families in Santa Cruz County and beyond to an audience of over 2,000, while demonstrating your appreciation for the local performing arts community. Your advertisement helps us to continue to expand our production each year with new sets, props, choreography and talented guest artists, as well as provide scholarships.



Ad Location	Size	Rate	\$ Amount
Outside Back Cover <b>color</b>	5.5" x 8.5"	\$500	\$
Inside Cover <b>color</b>	5.5" x 8.5"	\$400	\$
Standard Full Page <b>B/W</b>	5.5" x 8.5"	\$300	\$
Standard Half Page <b>B/W</b>	4.25" x 5.5"	\$150	\$
Business Card (1/4 Page) <b>B/W</b>	2"x3.25 or 3.25"x2"	\$75	\$
Logo <b>B/W</b>	1"x1"	\$45	\$
Congratulatory Ad <b>B/W - 12 words max</b>	1 line - text	\$15	\$
\$1,500 Diamond Sponsorship, \$1,000 Platinum Sponsorship			\$
\$750 Gold Sponsorship, \$500 Silver Sponsorship			\$
Other			\$
<b>TOTAL</b>			<b>\$</b>