



Mohawk Valley Ballet

Education Through Experience

Business Office
1 Hopper Street
Utica, NY 13501
315.738.7646
info@mvballet.org
www.mvballet.org

Executive Committee
Byron Elias
President
Glade E. Cook
Vice President
Lisa Burline-Roser
Secretary
Nicole Trificana
Treasurer

Board of Directors
Claudette Abounader
Melissa Highers
Amy Lamberto
Karen Lomanto
Kathy Moore
Rick Rogers
Dale Scalise-Smith
Michelle Tarnelli

Artistic Director
Delia Foley
A.R.A.D. Advanced

Assistant Artistic Director
Melissa Larish

October 14, 2011

[Business]
[Contact Name]
[Mailing Address]
[City, State, zip]

Dear Business Owner,

Entering its 38th Season, the Mohawk Valley Ballet is proud to announce its traditional holiday ballet performance of *The Nutcracker*.

Each year this classical performance is made up of children, young adults and adults young at heart along with professional ballerina's from our area and across the county. It is our honor to announce that this year's role of the Sugar Plum Fairy will be danced by Alexandra Lomanto along with the role of Clara being danced by Taylor Highers both of Clinton, NY. Marolyn Wilson owner of Holland Farms will return as Mother Ginger along with the Snow Queen danced by Emily Ellwell.

Our Board of Directors is committed to celebrating the living arts and providing fulfilling art education in our community. As the most prestigious ballet company in the Mohawk Valley, we would like to partner with your organization in our promotions. The arts are a wonderful and magical experience and with your help, the Mohawk Valley Ballet can bring vibrancy to our community through this incredibly artistic performance.

Attached, you will find a variety of sponsorship opportunities for your review. We would also be happy to work with your team to develop a special package that suits your organization. Please note that our commitment deadline is Friday, November 25, 2011.

We will follow up with you in the coming weeks but please feel free to contact the Mohawk Valley Ballet office anytime if you have questions. Thank you for your time and we look forward to working with you.

Sincerely,

Byron W. Elias, Board President



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38th Season Sponsorship Opportunities

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- Gold Slipper Sponsorship** **\$3,500**
- ❑ Company logo and link on Mohawk Valley Ballet home page, mvballet.org
 - ❑ Full B&W page ad in program book, 4.5"w x 7.5"h (design available at no charge)
 - ❑ Full B&W page ad in Sugar Plum Fantasy Tea program book, 4.5"w x 7.5"h
 - ❑ 6 complimentary tickets to *The Nutcracker*
 - ❑ 6 complimentary tickets to The Sugar Plum Fantasy Tea

- Silver Slipper Sponsorship** **\$2,500**
- ❑ Company logo and link on Mohawk Valley Ballet home page, mvballet.org
 - ❑ Half B&W page ad in program book, 4.5"w x 3.75"h (design available at no charge)
 - ❑ Half B&W page ad in Sugar Plum Fantasy Tea program book, 4.5"w x 3.75"h
 - ❑ 4 complimentary tickets to *The Nutcracker*
 - ❑ 4 complimentary tickets to The Sugar Plum Fantasy Tea

- Bronze Slipper Sponsorship** **\$1,500**
- ❑ Company logo and link on Mohawk Valley Ballet home page, mvballet.org
 - ❑ Quarter B&W page ad in program book, 4.5"w x 1.88"h (design available at no charge)
 - ❑ Quarter B&W page ad in Sugar Plum Fantasy Tea program book, 4.5"w x 1.88"h
 - ❑ 2 complimentary tickets to The Nutcracker
 - ❑ 2 complimentary tickets to The Sugar Plum Fantasy Tea

2011 Nutcracker Program Book Advertising Opportunities

- Sugar Plum Fairy Advertiser** **\$500**
- ❑ Full B&W page ad in Nutcracker performance program books
4.5"w x 7.5"h (design available at no charge)

- Snow Queen Advertiser** **\$300**
- ❑ Half page B&W ad in Nutcracker performance program books
4.5"w x 3.75"h (design available at no charge)

- Bon Bon Advertiser** **\$200**
- ❑ Quarter page B&W ad in 2009 performance program books, 4.5"w x 1.88"h
(design available at no charge)



Mohawk Valley Performing Arts, Inc.

D.B.A The Mohawk Valley Ballet

**Advertising Contract
38th Season (2011)**

Name of Advertiser: _____ Date: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Representative Name: _____

Email Address: _____

AD SIZE:		DIMENSIONS	RATE:
_____	Gold Slipper Sponsor		\$3,500
_____	Silver Slipper Sponsor		\$2,500
_____	Bronze Slipper Sponsor		\$1,500
_____	Sugar Plum (full page)	4.50" x 7.50"	\$500.
_____	Snow Queen (half page)	4.50" x 3.75"	\$300.
_____	BonBon (quarter page)	4.50" x 1.88"	\$200.

Amount Enclosed: \$ _____

Authorized Signature: _____

Return contract with full payment and artwork by November 25, 2011. Please make checks payable to "Mohawk Valley Ballet".

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Utica, NY 13501

Thank You for your continued support!