

September 24, 2018

Dear Friend and Business Owner,

We would like to offer you the opportunity to place an ad with one of Delaware's oldest and most beloved holiday traditions, Wilmington Ballet's 52nd annual Nutcracker. Our performance is attended by patrons of all ages from Delaware, Pennsylvania, and New Jersey. Through advertising in the Wilmington Ballet's commemorative holiday Nutcracker program book, you will:



- **Reach up to 4000 arts patrons right in their seats at the Playhouse on Rodney Square at the Hotel du Pont with your full-color ad, in addition to over 150 performers and their families... many keep their programs forever! (This year's commemorative Nutcracker program book is being professionally designed by Aloysius, Butler, & Clark - please see the enclosed Spring Performance 2018 program book that they did for us.)**
- **Be featured on our website as one of our organization's 2018-2019 business sponsors with a link directly to your website. In-studio, we will personally refer all of our dance families to your business, and acknowledge your support on our "wall of sponsors". You will also receive acknowledgement, in our monthly newsletter that reaches over 2000 of our families and alumni, and be shared and followed on our popular social media platforms.**

We are a non-profit organization, and your financial support is critical to furthering our mission. Founded in 1956, Wilmington Ballet is the oldest ballet school in the area. The academy is dedicated to providing excellence in classical ballet training to students of all ages and backgrounds. The annual Nutcracker performance at the historic Hotel du Pont at the Playhouse on Rodney Square provides our students with the opportunity to perform with world-class guest artists and live music in front of an enthusiastic audience.

Attached is a document with this year's advertising options. Digital ad files and contracts must be received by no later than Thursday, November 1st. Please contact Sara Neal at sneal@wilmingtonballet.org with any questions about business sponsorships and ad placements.

Thank you for considering this opportunity to support Wilmington Ballet!

Warmest Regards,

Wilmington Ballet

WILMINGTON BALLET 52nd ANNUAL NUTCRACKER

Program Advertising Specifications

- Dates:** December 8 and 9, 2018. Four performances: Saturday and Sunday, matinee; Saturday and Sunday, evening.
- Venue:** The Playhouse on Rodney Square, The Hotel du Pont, Wilmington, Delaware.
- Featuring:** New York City Ballet dancers Russell Janzen and Unity Phelan. Choreography by artistic directors, Ann Cole and Sara Neal, performed by 100+ academy dancers from the Wilmington Ballet, the Hockessin Athletic Club School of Dance, and the Voloshky Ukrainian Dance Ensemble. Live music by the Wilmington Ballet Orchestra and Chorus.
- Audience:** Approximately 4,000 performing arts patrons and families.
- Publication Size:** 5½ x 8½, 20-30 pages, soft-cover.
- Ad Rates:**
- | | |
|---------------------------------------------------------------------------------------------------------|--------|
| •Full-page color preferred placement, 5x8 live area | \$1000 |
| •Half-page all non-premium locations, 5 x 3.875 live area | \$500 |
| •Business card or quarter-page all non-premium locations
5x1.875 (horizontal), 2.45x3.875 (vertical) | \$250 |
- Deadlines:** *Contracts:* November 1, 2018
Material Submissions: MUST be received by November 1, 2018
- Artwork Formats:** JPEG is preferred format
High-resolution - 1500x2400 pixels/300dpi preferred
Send to sneal@wilmingtonballet.org
- Contact:** Sara Neal, sneal@wilmingtonballet.org
- Publisher:** Wilmington Ballet,
1709 Gilpin Avenue, Wilmington, DE 19806.
- Acceptance:** Wilmington Ballet reserves the right to reject any advertisement it considers objectionable in wording or appearance.

WILMINGTON BALLET
NUTCRACKER PROGRAM ADVERTISING CONTRACT

Agreement, made this _____ day of _____ 2018 between the Wilmington Ballet
("Publisher") and _____ ("Advertiser") for advertising placement in
the commemorative program for *The 52nd Nutcracker (2018)*.

1. Publisher is authorized to insert the advertisement submitted by the Advertiser in the Publisher's program for four performances of *The Nutcracker* presented at the Playhouse on Rodney Square December 8 & 9, 2018.
2. The advertisement will occupy a(n) _____ page space(s) in the program.
3. Advertiser agrees to pay \$_____ for the space(s) reserved, payment to be remitted to the Publisher within thirty days of the date of this agreement or by November 1, 2018, whichever is sooner. Checks to be made payable to "Wilmington Ballet". Contracts must be received by November 1, 2018.
4. Advertiser agrees to furnish a complete advertising design by email to the Publisher by November 1, 2018. Contact: Sara Neal, sneal@wilmingtonballet.org
5. In the event of an error attributed to the Publisher, the liability of the Publisher shall not exceed the cost of the advertising space for which the error occurred. Publisher reserves the right to reject any advertisement it considers objectionable in wording or appearance.

Advertiser: _____

Agent/Title: _____

Signature: _____

Address: _____

Telephone Number: _____

Email Address: _____