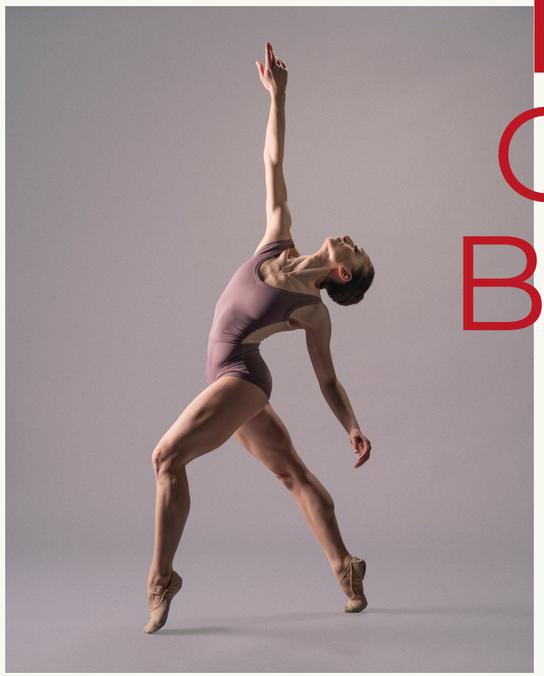
ICONS IN MOTION

Corporate Sponsorship Options

BALLET RI
RHODE ISLAND



"PUSHES THE BOUNDARIES OF WHAT CAN BE PORTRAYED WITHOUT WORDS, PRESERVING THE BEAUTY OF BALLET"

...BE PART OF OUR STORY

ABOUT US

BALLET RI

KATHLEEN BREEN COMBES, DIRECTOR

PERFORMING A WIDE-RANGING REPERTOIRE OF DANCE, FROM GROUNDBREAKING CONTEMPORARY MOVEMENT TO BELOVED CLASSICAL MASTERWORKS, BALLET RI IS A GROUP OF PROFESSIONAL ARTISTS WHOSE TALENT AND ARTISTRY STAND UNMATCHED ANYWHERE IN OUR REGION. AS RHODE ISLAND'S RESIDENT BALLET COMPANY, BALLET RI BRINGS WORLD-CLASS DANCE TO AUDIENCES OF ALL AGES AND BACKGROUNDS, FROM SEASONED ART PATRONS TO THOSE EXPERIENCING DANCE FOR THE FIRST TIME.

BALLET RI IS A 501 (C) (3) ORGANIZATION
— EIN: 05-0377245

YOU CAN

WHY CORPORATE SPONSORSHIP AT BALLET RI

RESEARCH FROM AMERICANS FOR THE ARTS DEMONSTRATES THAT CORPORATE SPONSORSHIP IN THE ARTS IMPROVES THE QUALITY OF LIFE IN THE COMMUNITY, CONTRIBUTES POSITIVELY TO THE ECONOMY BEYOND THE DOLLARS INVESTED, AND ENSURES REACH TO UNDERSERVED COMMUNITIES.

BE SEEN

SPONSORING BALLET RI CONNECTS YOUR BRAND WITH **18,000 TO 2 MILLION AUDIENCE MEMBERS ANNUALLY**, DEPENDING ON THE SPONSORSHIP TIER

BE IMPACTFUL

YOUR ENGAGEMENT **PROVIDES OVER 3000 SCHOOLCHILDREN ANNUALLY WITH ACCESS TO THE ARTS** AND ENSURES THE SUPPORT OF A VIBRANT ARTS AND CULTURE SECTOR IN SOUTHEASTERN NEW ENGLAND

BE A PARTNER

CONTRIBUTING TO THE SUSTAINABILITY OF BALLET RI DEMONSTRATES **YOUR BRAND'S CONNECTION TO THE COMMUNITY**

BE AN ICON

$50,000 | VIP ICON

- NAME AND LOGO RECOGNITION AS A BALLET RI'S OFFICIAL SPONSOR OF THE NUTCRACKER (OVER 2 MILLION IMPRESSIONS)
  - INCLUDES BILLBOARDS, BUS PANELS, RADIO SPOTS, AND MORE!
- NAME AND LOGO RECOGNITION AS A BALLET RI SEASON SPONSOR FOR ALL OTHER PERFORMANCES
  - INCLUDES POSTERS, MAILERS, EMAIL MARKETING, BOOSTED SOCIAL MEDIA, AND MORE!
- 20 TICKETS TO THE NUTCRACKER AND VIP RECEPTION
- ANNOUNCEMENT MADE FROM THE STAGE AS OFFICIAL SPONSOR FOR ALL PERFORMANCES OF THE NUTCRACKER (18K IMPRESSIONS)
- 6 TICKETS TO ALL OTHER OPENING NIGHT PERFORMANCES AND VIP RECEPTIONS
- HIGHEST LEVEL SPONSORSHIP OF BALLET RI'S ANNUAL FUNDRAISING GALA, INCLUDING 8 VIP TICKETS AND BRAND VISIBILITY
- CHOICE OF 1 CORPORATE ENGAGEMENT EXPERIENCE – BALLET RI COMES TO YOU!
- 1 FULL-PAGE PROGRAM AD IN THE NUTCRACKER PLAYBILL ($5000 VALUE)
- 1 FULL-PAGE PROGRAM AD ACROSS THE 5 ADDITIONAL PLAYBILLS ($4000 VALUE)
- LOBBY SIGNAGE AT ALL PERFORMANCES OF THE NUTCRACKER AND ON OPENING NIGHT OF ALL OTHER PERFORMANCES
- DEDICATED INSTAGRAM (10.6K FOLLOWERS) AND FACEBOOK POST (5.6K FOLLOWERS)
- NAME AND LOGO RECOGNITION ON BALLET RI'S WEBSITE (18K IMPRESSIONS PER MONTH)

SPONSORSHIP TIERS

BALLET RI

$25,000 | ICONIC INVESTOR

- NAME AND LOGO RECOGNITION AS A BALLET RI SEASON SPONSOR FOR ALL NON-NUTCRACKER PERFORMANCES
  - INCLUDES POSTERS, MAILERS, EMAIL MARKETING, BOOSTED SOCIAL MEDIA, AND MORE!
- 6 TICKETS TO ALL NON-NUTCRACKER OPENING NIGHT PERFORMANCES AND VIP RECEPTIONS
- ANNOUNCEMENT MADE AS A SPONSOR FROM THE STAGE AT ONE EVENING OF ALL NON-NUTCRACKER PERFORMANCES
- SPONSORSHIP OF BALLET RI'S ANNUAL FUNDRAISING GALA, INCLUDING 4 VIP TICKETS AND BRAND VISIBILITY
- 1 FULL-PAGE PROGRAM AD ACROSS THE 5 NON-NUTCRACKER PLAYBILLS ($4000 VALUE)
- LOBBY SIGNAGE AT ALL PERFORMANCES OF OPENING NIGHT OF ALL NON-NUTCRACKER PERFORMANCES
- YOUR CHOICE OF DEDICATED INSTAGRAM (10.6K FOLLOWERS) OR FACEBOOK POST (5.6K FOLLOWERS)
- NAME AND LOGO RECOGNITION ON BALLET RI'S WEBSITE (18K IMPRESSIONS PER MONTH)

SPONSORSHIP TIERS

BALLET RI

$15,000 | ICONIC SPRINGTIME SUPPORTER

- NAME AND LOGO RECOGNITION AS A BALLET RI SPRING SPONSOR FOR ALL 2027 SPRING PERFORMANCES
  - INCLUDES POSTERS, MAILERS, EMAIL MARKETING, BOOSTED SOCIAL MEDIA, AND MORE!
- 4 TICKETS TO 2027 SPRING OPENING NIGHT PERFORMANCES AND VIP RECEPTIONS
- ANNOUNCEMENT MADE AS A SPONSOR FROM THE STAGE AT ONE EVENING OF ALL 2027 SPRING PERFORMANCES
- ONE ½ PAGE PROGRAM AD ACROSS THE 2027 SPRING PLAYBILLS ($2000 VALUE)
- LOBBY SIGNAGE AT ALL PERFORMANCES OF OPENING NIGHT OF ALL 2027 SPRING PERFORMANCES
- NAME AND LOGO RECOGNITION ON BALLET RI'S WEBSITE (18K IMPRESSIONS PER MONTH)

SPONSORSHIP TIERS

BALLET RI

$10,000 | FUTURE ICONS

- NAME AND LOGO RECOGNITION AS A SPONSOR FOR MADE ON HOPE AND BALLET FOR YOUNG AUDIENCES PERFORMANCES
  - INCLUDES POSTERS, MAILERS, EMAIL MARKETING, BOOSTED SOCIAL MEDIA, AND MORE!
- 4 TICKETS TO OPENING NIGHT PERFORMANCES AND VIP RECEPTIONS FOR MADE ON HOPE AND BALLET FOR YOUNG AUDIENCES PERFORMANCES
- ONE ½ PAGE PROGRAM AD FOR MADE ON HOPE AND BALLET FOR YOUNG AUDIENCES PERFORMANCES ($750 VALUE)
- LOBBY SIGNAGE AT OPENING NIGHT OF MADE ON HOPE AND BALLET FOR YOUNG AUDIENCES PERFORMANCES
- NAME AND LOGO RECOGNITION ON BALLET RI'S WEBSITE (18K IMPRESSIONS PER MONTH)

SPONSORSHIP TIERS

BALLET RI

$5,000 | ONE ICONIC NIGHT

- 4 TICKETS TO OPENING NIGHT PERFORMANCE AND VIP RECEPTION OF YOUR CHOICE
- ONE ½ PAGE PROGRAM AD FOR ONE PERFORMANCE OF YOUR CHOICE ($400 VALUE)
- ANNOUNCEMENT MADE AS A SPONSOR FROM THE STAGE AT ONE PERFORMANCE OF YOUR CHOICE
- LOBBY SIGNAGE AT ONE PERFORMANCE OF YOUR CHOICE (THE NUTCRACKER IS NOT INCLUDED)
- NAME AND LOGO RECOGNITION ON BALLET RI'S WEBSITE (18K IMPRESSIONS PER MONTH)

SPONSORSHIP TIERS

BALLET RI

	ONE-TIME AD	FULL SEASON	
BACK COVER	$2,000	$6,500	5.5in W X 8.5in H
INSIDE FRONT COVER	$1,500	$5,000	5.5in W X 8.5in H
FULL PAGE	$1,200	$3,000	5.5in W X 8.5in H
HALF PAGE	$750	$1,800	5.5in W X 4.25in H
1/4 PAGE	$400	$900	2.75in W X 4.25in H

FULL SEASON PERKS!

With your full season ad you'll also receive:

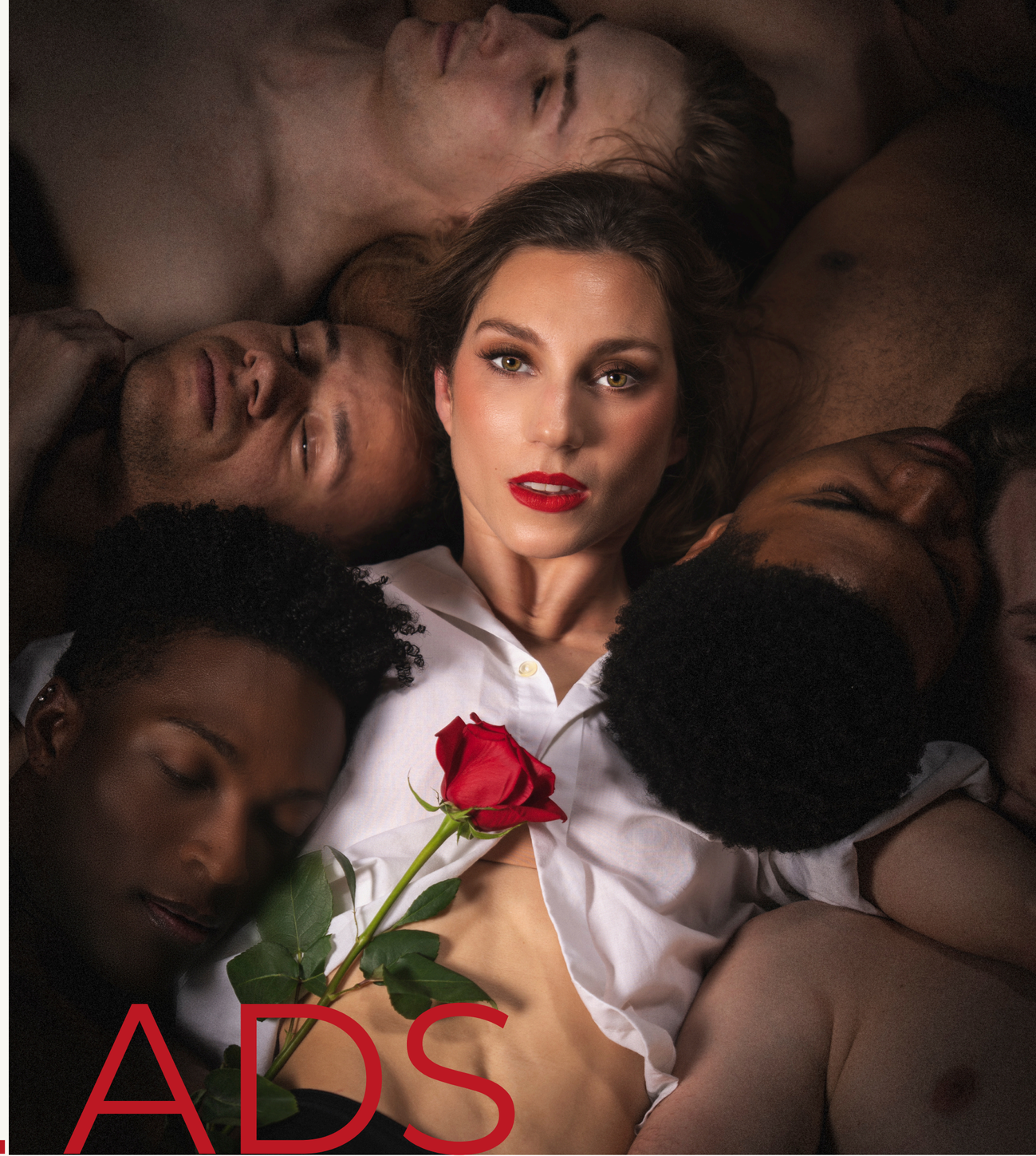
- Company logo in all Ballet RI emails
- Invitation to "Behind the Curtain" open rehearsals for 2.
- Discount codes for your employees & colleagues.

*full season does not include The Nutcracker playbill printed by EnFace Magazine.

- All ads must have a .125in bleed
- Files preferred in high-quality print PDF format
- Images must be 300dpi
- Full color in CMYK
- Please email print-ready files to joelle@balletri.org on or before the indicated deadline.

AD DEADLINES

FULL SEASON	SEPT. 29, 2026
IN MOTION	SEPT. 29, 2026
BALLET MEETS THE BEATLES	FEB. 15, 2027
MADE ON HOPE & REAL LIFE PRINCESS	MAR. 15, 2027
CARMEN	MAY 15, 2027



PLAYBILL ADS

LEARN MORE

CONTACT

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BALLET RI

WEBSITE

WWW.BALLETRI.ORG

SOCIAL

@BALLET.RI + @SCHOOLOFBALLET.RI