

BALLET THEATRE COMPANY

EVENT **PARTNERSHIP**



Partner with Ballet Theatre Company for a glamorous midsummer evening with featured ballet performances, dancing, hors d'oeuvres and an open bar at the stunning Town & County Club of Hartford.

Friday, June 16th 2023.

THEME JUST ANNOUNCED...
A MIDSUMMER NIGHT'S DREAM

BALLET THEATRE COMPANY

Ballet Theatre Company is a 501(c)(3) not-for-profit organization



dancebtc.org



giving@dancebtc.org



ABOUT THE EVENT

Ballet Theatre Company will present the season's final performance at our season-ending gala, the Ballet Soirée, on Friday, June 16, 2023.

The Soirée is an annual fundraising event with dinner, conversations with artistic staff, choreographers and dancers, and a special performance by Ballet Theatre Company.

For the Soirée, BTC's Company Dancers in Residence and Junior Corps de Ballet will dance select pieces of repertoire. This joyous philanthropic occasion will raise vital funds for the Company and outreach programs, and offer members of the Encore Society a unique opportunity to celebrate the Company, its extraordinary dancers, and all the generous patrons who support the Ballet.



JOIN SPONSORS LIKE:

Last year, the Ballet Soirée was sponsored by:

DOUG EICHER AND BONNIE MILLS

Current Business Season Sponsors are:

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SPONSORSHIP LEVELS



PLATINUM

Presenting Sponsorship \$25,000

Put your business's name on the most fun gala of the summer!

Enjoy top-tier marketing benefits and get front-row seats to the *A Midsummer Night's Dream* ballet performance. Plus, your business will be promoted on event-night swag.



Gold Sponsorship \$15,000

Lead the way with a Gold-level sponsorship.





















Benefit from special marketing, VIP seating, and discussions with BTC's professional dancers. Plus, your business will be a double sponsor; your sponsorships will also cover a special tutu display and talk during the cocktail hour.

Silver Sponsorship \$10,000

See your logo "up in lights" with poster displays and pre-event promotions for the Ballet Soirée. In turn for your sponsorship, receive four tickets and a custom email blast featuring your business.

Bronze Sponsorship \$5,000

Show your support for the arts while getting your company in front of the Ballet Soirée attendees and all of BTC's email and social networks.

PACKAGE LEVELS	Presenting (Platinum) Sponsor \$25,000	Gold Sponsor \$15,000	Silver Sponsor \$10,000	Bronze Sponsor \$5,000	Table Sponsor \$2,000
Two onsite welcome posters with exclusive logo rights					
Exclusive recognition in promotions using language "Presented by"					
Pre and post-event emails and social blasts exclusively featuring <u>your</u> business					
Logo prominently featured on event posters					
Extra Coverage	"Swag Sponsor"	Tutu Display & Talk Sponsor			
Complimentary tickets to Ballet Soiree	Full Table	Full Table	4 tickets	2 tickets	
Logo on promotional posters, flyers and postcards					
Curtain speech mention at Ballet Soiree					
Logo on BTC website event page					
Group Email Recognition sent to BTC Members	Filmed Commercial				
Page Ad in BTC's digital playbill	Full Page	Full Page	Half Page	Half Page	Half Page
Table-topper with your business's logo					



LET'S MAKE IT HAPPEN

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ACHIEVE YOUR BUSINESS DEVELOPMENT, MARKETING, CIVIC ENGAGEMENT AND SOCIAL RESPONSIBILITY GOALS BY ALIGNING WITH BALLET THEATRE COMPANY, A MAINSTAY IN THE GREATER HARTFORD ARTS AND CULTURE SCENE.

READY TO SPONSOR?

CONTACT

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