



LOS ANGELES BALLET

For further information contact:

Rachel Malkenhorst, Los Angeles Ballet *Director of Development*

Email: rachel@losangelesballet.org

Phone: (310) 477-7411 ext 1006

Corporate and Foundation Partnership Benefits Season 12 - 2017/2018

We invite you to join the business leaders of Los Angeles in supporting Los Angeles Ballet's 12th Season of stellar performances. Participation as a Corporate Partner opens the door to a suite of benefits that are perfect for client hospitality, business development, and employee recognition. Corporate Partnerships raise funds that directly benefit our primary mission as the city's own professional ballet company, plus our community outreach and arts education programs *Power of Performance (POP!)* and *A Chance to Dance*, as well as other community events that occur throughout the year.

The 2017/2018 Los Angeles Ballet Season includes 22 performances of three (3) productions at various venues across Los Angeles, including the Dolby Theatre – Hollywood, Royce Hall – UCLA, the Alex Theatre – Glendale, and the Redondo Beach Performing Arts Center. Productions include *Pushing Dance Boundaries*, *The Nutcracker*, and *Swan Lake*. The Season extends October 2017 – March 2018. Please see detail, attached.

In recognition of their generosity, Corporate Partners receive exclusive benefits designed to bring them and their colleagues closer to the artistic process and to raise awareness for their brand among our affluent and loyal audiences. Please consider participating at a Sponsorship Level, described below:

Presenting Sponsor	\$150,000
Airline Sponsor	\$100,000
Major Sponsor	\$ 75,000
Sustaining Sponsor	\$ 30,000
Supporting Sponsor	\$ 15,000
Sponsor	\$ 10,000

Sponsorship Opportunities & Benefits follow

Presenting Sponsor - \$150,000

- Exclusive Recognition as the **Presenting Sponsor** of Los Angeles Ballet's Season 12
- Right of First Refusal for 13th Season
- Product Marketing – extended across all stakeholder platforms (Dancers, Patrons, Board, etc.)
- Tickets, Passes & Exclusive Access
 - “Chef’s Table” - Opportunity for four (4) guests to watch your choice of three (3) performances, one per each of the Season’s three productions, from the wings
 - Meet the Dancers – 10 backstage passes extended across Season – perfect for client cultivation
 - 20 total complimentary tickets for the performances of choice – best seats reserved
 - 5 passes to observe a studio or venue rehearsal, or company class at LAB Center
- **Visual Display Benefits - LOGO**
 - Light Pole Banners throughout LA – Exclusive **Presenting Sponsor** Logo placement
 - One full-page color insert in 12th Season Playbill (print deadline September 5th, 2017)
 - **Presenting Sponsor** Logo placement on:
 - All Print ads
 - Lobby and promotional posters
 - Performance Tickets printed in home
 - Email Blasts – 40 + annually to 25,000+ LAB patrons
 - LAB website Corporate Partnership Page with link
- **Verbal Recognition**
 - **Presenting Sponsor** recognition in all Radio and TV ads
 - Stage recognition at opening performance of each production by LAB Artistic Directors

Airline Sponsor – \$100,000

- Exclusive Recognition as the **Airline Sponsor** of Los Angeles Ballet's Season 12
- Right of First Refusal for 13th Season
- Product Marketing – extended across all stakeholder platforms (Dancers, Patrons, Board, etc.)
- Tickets, Passes & Exclusive Access
 - “Chef’s Table” - Opportunity for 4 guests to watch your choice of three (3) performances, one per each of the Season’s three productions, from the wings
 - Meet the Dancers – 10 backstage passes extended across Season – perfect for client cultivation
 - 20 total complimentary tickets for the performances of choice – best seats reserved
 - 5 passes to observe a studio or venue rehearsal, or company class at LAB Center
- **Visual Display Benefits - LOGO**
 - Light Pole Banners throughout LA – Exclusive **Airline Sponsor** Logo placement
 - One full-page color insert in 12th Season Playbill (print deadline September 5th, 2017)
 - Airline Sponsor Logo placement on:
 - All Print ads
 - Lobby and promotional posters
 - Performance Tickets printed in home
 - Email Blasts – 40 + annually to 25,000+ LAB patrons
 - LAB website Corporate Partnership Page with link
- **Verbal Recognition**
 - **Airline Sponsor** recognition in all Radio and TV ads
 - Stage recognition at opening performance of each production by LAB Artistic Directors

Major Sponsor - \$75,000

- **Recognition** as a **Major Sponsor** of Los Angeles Ballet's Season 12 (2 Major Sponsors maximum)
- **Right of First Refusal** for 13th Season at the Major Sponsor Level
- **Product Marketing** –extended across all stakeholder platforms (Dancers, Patrons, Board, etc.)
- **Tickets and Passes** – Special Access
 - “Chef’s Table” - Opportunity for 2 guests to watch your choice of three (3) performances, one per each of the Season’s three productions, from the wings
 - Meet the Dancers - 6 backstage passes extended across Season – perfect for client cultivation
 - 10 total complimentary tickets for the performances of choice – best seats reserved
- **Visual Display Benefits**
 - One half-page, black & white ad in 12th Season Playbill (print deadline September 5th, 2017)
 - **Major Sponsor** Logo Placement on:
 - All Print ads
 - Lobby and promotional posters
 - Performance Tickets printed in home
 - Email Blasts – 40 + annually to 25,000+ LAB patrons
 - LAB website Corporate Partnership Page with link
- **Verbal Recognition**
 - **Major Sponsor** recognition in all Radio and TV ads

Sustaining Sponsor - \$30,000

- **Recognition** as **Sustaining Sponsor** of Los Angeles Ballet's Season 12
- **Product Marketing** – extended across all stakeholder platforms (Dancers, Patrons, Board, etc.)
- **Tickets and Passes** – Special Access
 - Meet the Dancers - Backstage passes for 4 to a performance of choice for each production
 - 4 passes to observe a studio or venue rehearsal, or company class
 - 6 total complimentary tickets to a performance of choice for each production
- **Visual Display Benefits**
 - One quarter-page, color ad in 12th Season Playbill (print deadline September 5th, 2017)
 - Logo Placement on:
 - Lobby and promotional posters for each production
 - Email Blasts – 40+ annually to 25,000+ LAB patrons
 - LAB website Corporate Partnership Page with link

Supporting Sponsor - \$15,000

- **Recognition** as a **Supporting Sponsor** of Los Angeles Ballet's Season 12
- **Product Marketing** – extended to Company Dancers
- **Tickets and Passes** – Special Access
 - Meet the Dancers - Backstage passes for 2 to a performance of choice for each production
 - 2 passes to observe a studio or venue rehearsal, or company class
 - 6 total complimentary tickets for a performance of choice for each production
- **Visual Display Benefits**
 - Recognition in Playbill
 - Logo Placement
 - Email Blasts – 40+ annually to 25,000+ LAB patrons
 - LAB website Partner Page with link

Season Sponsor - \$10,000

- **Recognition** as a **Season Sponsor** of Los Angeles Ballet's Season 12
- Recognition in Playbill
- **Email Marketing & LAB Website**
 - Logo Placement
 - In all emails promoting *The Nutcracker*
 - with hyperlink on Corporate Partner Page, LAB website
 - with hyperlink on *The Nutcracker* Page, LAB website
 - Facebook Inclusion
 - Announcing partnership
 - Option – special discount offer (18,000 followers)
- **Tickets and Passes** – Special Access
 - Meet the Dancers - Backstage passes for 2 to a performance of choice for each production
 - 2 passes to observe a studio or venue rehearsal, or company class
 - 2 total complimentary tickets for a performance of choice for each production
- **Social Media Recognition**
 - Dedicated Facebook post
 - Dedicated Instagram post

Notes:

- 1) Underwriting Opportunities also available
- 2) Inclusion in playbill, e-mail blasts, posters and ads is subject to print deadlines
- 3) Performance tickets based on availability at each venue
- 4) Product display opportunities may be available at the higher sponsorship levels, depending on venue and type of product