



Advertising that Outperforms

You get the biggest bang for your advertising buck when you advertise in our full-color glossy annual directory and program. We make your business the focus of Charlottesville-Albemarle area families, children, and seniors. Our year round distribution of 2,500 copies to high traffic businesses includes coffee shops, restaurants, health clubs, medical and professional offices, our well-attended productions, and on our website.

Unlike traditional advertising that is viewed only once or twice, your ad and/or sponsorship are viewed repeatedly throughout the year, and then in years to come because they are kept as keepsakes. Plus your investment supports your community's children through our Dancing Off the Streets need-based scholarship.

As an Advertiser or Sponsor Your Ad or Name

- * is included in our full-color glossy directory/program
- * is displayed repeatedly at our Spring Gala on the theatre's big screen
- * is viewed thousands of times on our website with links back to your website
- * is included in DVD Credits

You Get High Exposure to Many faces in Many places

Sponsorship has its Rewards!

In addition to advertiser's benefits:

- * Your name is prominently featured in gold on black
- * Your logo is on the performance description page
- * You are recognized with gratitude during show introductions
- * Additional benefits and rates are listed on the other side

We blanket the Charlottesville-Albemarle community to promote our spring show with radio and print ads, public service announcements, internet and email campaigns, full-color posters and thousands of flyers, many of which are distributed in schools. Sponsors may participate in this media blitz for our shows. Complete benefits are listed on the reverse side.

For a taste of the hallmark quality we provide, we have included a copy from last year for your review. Videos and additional information about the high value we provide can be found on our website www.aBallet.org. Your association with our dance program is long remembered by those who count the most, bringing returns on your investment for years to come.

Sponsorship levels and their benefits, as well as advertising rates, are listed on reverse side. Please accept our invitation to join us in this high return investment. Receipt of your commitment by January 7, 2012 is greatly appreciated.

The Studio for the Performing Arts (SFTP) is a local non-profit 501(c)3 whose mission is to bring need-based dance scholarships through its Dancing Off the Streets program and high quality, family-oriented and affordable dance productions to the Albemarle-Charlottesville community.

Albemarle Ballet Theatre, Inc. (ABT), located in Crozet est. 2005, serves students ages three to adult with all levels of ballet, jazz, and modern dance classes. Founder and director Sally Hart, a former Joffrey Ballet dancer who has been teaching locally since 1992, leads ABT's professional staff.

\$54,000 in need-based scholarships to forty-four local dance students have been provided by ABT & SFTP with help from local businesses and the community since 2005.

For additional information and answers to your questions, please contact Gary Hart at 434.823.8888

Albemarle Ballet Theatre, Inc & the Studio for the Performing Arts
PO Box 805 • Crozet VA 22932 • 434.823.8888 • Dance@aballet.org • www.aballet.org



The Studio for the Performing Arts

and the

Albemarle Ballet Theatre



Sponsorship Opportunities

Sponsor Benefits	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	Producer \$2,500	Co Producer \$1,000	Director \$500 - \$999	Spotlight \$250 - \$499	Supporter \$75 - \$249	
Recognition as a Sponsor in all Marketing Collateral	•					
Recognition and invitation to welcome the audience	•					
Name on Tickets	•					
Inclusion in Advertising, Posters, and Flyers	•	•				
Inclusion in Public Relations	•	•				
Corporate Profile in Program	•	•	•			
Corporate Profile on Website	•	•	•			
Recognition in online video clip from show	•	•	•	•		
Tickets - Reserved Seating at Both Shows	4 Res	4 Res	2 Res	2		
Logo Included on Performance Description	•	•	•	•		
Framed & Autographed Photo or Poster by ABT Dancers	16" X 20"	11" x 14"	8" X 10"	5" x 7"		
Announced as Supporter at Performance	•	•	•	•	•	
Inclusion in Program with links to your website	•	•	•	•	•	
Inclusion in Slide Show	Full Slide	Half Slide	Quarter	Shared	Shared	
Inclusion in DVD Credits	•	•	•	•	•	
Listing as a sponsor on our website	•	•	•	•	•	

We accept gifts in kind

Program Advertising Rates

Full Page Ad	Half Page Ad	Quarter Page Ad	Ad Selection
<p>Ad Finished Size 5 1/4" X 8 1/4"</p> <p>Full Bleed for Covers 5 1/2" X 8 1/2" + 1/8"</p> <p>Back Cover: \$295 Inside Cover: \$195 Full Page: \$165</p>	<p>1/2 Page: \$95</p> <p>Ad Finished Size 5 1/4" X 4 1/8"</p>	<p>Ad Finished Size Horizontal 2 5/8" X 4 1/8"</p> <p>1/4 Page: \$60</p> <p>Ad Finished Size 5 1/4" X 2 1/16"</p>	<p><input checked="" type="checkbox"/> Ad Selection</p> <p><input type="checkbox"/> Back Cover</p> <p><input type="checkbox"/> Inside Front Cover</p> <p><input type="checkbox"/> Inside Back Cover</p> <p><input type="checkbox"/> Full Page</p> <p><input type="checkbox"/> Half Page</p> <p><input type="checkbox"/> Quarter Page</p> <p><input type="checkbox"/> Dancer's Friend \$30</p>

Finished sizes for your artwork are shown in Gray.

Please submit your artwork, commitment form, and payment to the Studio for the Performing Arts by January 7, 2012.

Please supply your artwork files in PDF, JPG, TIFF, format in CMYK color mode and email to gary@aballet.org

We can create your ad for an additional fee.

Contact Name: _____

Company Name: _____

Phone Number: _____

Email Address: _____

Address or PO Box: _____

City: _____ State: _____ Zip Code: _____