

Viva Vivaldi choreographed by Gerald Arpino ~ The Gerald Arpino Foundation • PHOTO: Katie Ging

THE BALLET ALL | ANCE

*An Association of
Pre-Professional
Companies*

FESTIVAL 2024 | MAY 6-9

S P O N S O R S H I P O P P O R T U N I T I E S

THE BALLET ALLIANCE SPONSORSHIP

The Ballet Alliance will host its annual four-day Festival in Spokane, Washington, May 6-9, 2024. Dancers participate in master classes from internationally renowned instructors, educational dance-related seminars, perform for their peers, and forge important new relationships. The Festival affords young dancers the opportunity to audition for and receive scholarships to TBA's Choreography Project for young emerging choreographers, prestigious pre-professional summer intensives, and college dance programs. The Festival hosts representatives from professional dance companies and universities throughout the nation who provide exposure to young dancers, as well as providing professional development to Artistic Directors, choreographers, faculty, and volunteers.

By becoming a TBA Festival sponsor your business gains a unique marketing opportunity to a core demographic while also supporting the development of pre-professional ballet companies from around the U.S and their dancers.



SPONSORSHIP OPPORTUNITIES

	RECOGNITION	PROMOTION	VENDOR BOOTH	INVITATIONS
PLATINUM \$5,000	<p>One Evening's Performance Sponsor</p> <p>One Festival Dance Space named after Sponsor</p> <p>Opportunity to Sponsor one VIP Reception, or Director/Faculty Event, or TBA's Summer Project</p> <p>Logo displayed throughout Festival venue</p>	<p>Social Media Bi-Monthly from December – April</p> <p>Full Page Ad In Festival Program (Inside Front or Back Cover)</p> <p>Logo Hyperlink on TBA Website</p>	<p>Upgraded 3 tables (12x12 space)</p> <p>Opportunity to place information or product in Dancer's Kit Bag</p>	<p>Gala Banquet</p> <p>Evening Performances</p> <p>VIP Receptions</p> <p>Evening Dinners</p>
GOLD \$3,500	<p>One Festival Dance Space named after Sponsor</p> <p>Opportunity to Sponsor one VIP Reception or a Director/Faculty Event</p> <p>Logo displayed throughout Festival venue</p>	<p>Social Media Monthly from December - April</p> <p>Full Page Ad In Festival Program</p> <p>Logo Hyperlink on TBA Website</p>	<p>Upgraded 3 tables (10x12 space)</p> <p>Opportunity to place information or product in Dancer's Kit Bag</p>	<p>Gala Banquet</p> <p>Evening Performances</p> <p>VIP Receptions</p> <p>Evening Dinners</p>
SILVER \$2,500	<p>Opportunity to Sponsor one VIP Reception or a Director/Faculty Event</p> <p>Logo displayed throughout Festival venue</p>	<p>Social Media 2 postings & 2 highlights</p> <p>Logo displayed throughout Festival venue</p> <p>Half Page Ad in Festival Program</p>	<p>2 tables (10x12 space)</p>	<p>Evening Performances</p> <p>VIP Receptions</p>
BRONZE \$1,500	<p>Sponsor Named Scholarship: Emerging Choreographer or Dancer</p> <p>Sponsorship of TBA Summer Project</p>	<p>Social Media – 2 highlights</p> <p>Half Page Ad in Festival Program</p> <p>Logo on TBA Website</p>	<p>2 tables (10x10 space)</p>	<p>Evening Performances</p> <p>VIP Receptions</p>

The deadline for sponsorship and payment is **March 1, 2024.**

ADDITIONAL SPONSORSHIP OPPORTUNITIES

KIT BAG SPONSOR • \$1,000

Provide Logo for branded Dancer Kit bags • Quarter Page Ad in Festival Program
Logo on TBA Website • Evening Performances

FESTIVAL BADGE SPONSOR • \$500

Provide Logo for branded Festival participant badges

Includes: Quarter Page Ad in Festival Program & Logo on TBA Website

VENDOR OPPORTUNITIES

VENDOR (ONLY) • \$750

One dressed table to display items and information (10x10 space) • Evening Dinners

Vendor may provide product for placement in Dancer Kit Bags

Additional dressed table \$100 (total of 3 additional tables)

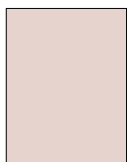
PRODUCT PLACEMENT (ONLY) • \$250 per item in Dancer Kit Bags

Vendors & Sponsors who are not present at TBA Festival 2024 MUST ship product placement to The Ballet Alliance no later than **April 26, 2024**.

PROGRAM ADVERTISING – DIGITAL

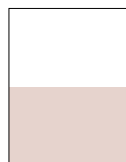
(TBA Directors – 50% discount)

FULL PAGE

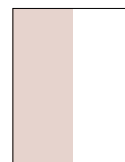


8" w × 10½" h
\$600

HALF PAGE

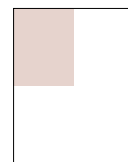


8" w × 5" h
\$450



3¾" w × 10½" h
\$450

QUARTER PAGE



3¾" w × 5" h
\$300

SPONSOR/VENDOR REGISTRATION

For further information contact Ann Derby at 707.765.2660 or petballet@aol.com. Please complete these auto-fill forms, save as a new .pdf, and return **NO LATER THAN MARCH 1, 2024.**

Make checks payable to The Ballet Alliance and mail to:

The Ballet Alliance | ATTN: Festival 2024 | PO Box 326 | Richland, WA 99352

NAME _____

COMPANY _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

PHONE _____

FAX _____

EMAIL _____

SIGNATURE _____

DATE _____

SPONSORSHIP LEVEL

___ Platinum • \$5,000 ___ Gold • \$3,500 ___ Silver • \$2,500 ___ Bronze • \$1,500

___ Kit Bag Sponsor • \$1,000 ___ Festival Badge Sponsor • \$500

VENDOR OPPORTUNITIES

___ Vendor (Only) • \$750 • Additional Dressed Tables (\$100/ea, max 3) # _____

___ Product Placement (Only) • \$250 per item

Item #1 _____

Item #2 _____

PROGRAM ADVERTISING - DIGITAL

TBA Directors – 50% discount

___ Full Page • 8" w × 10½" h • \$600

___ Half Page (vertical) • 8" w × 5" h • \$450

___ Half Page (horizontal) • 3¾" w × 10½" h • \$450

___ Quarter Page • 3¾" w × 5" h • \$300