



1711 Lakeside Avenue, Suite #10  
St. Augustine, FL 32084  
(904) 810-5670  
info@saintaugustineballet.com

August 13th, 2022

Dear Potential Sponsor,

We are excited to announce the 14<sup>th</sup> season of the St. Augustine Ballet. The St. Augustine Ballet is a 501(c)3 non-profit organization that believes that dance is an essential part of our thriving community. Our mission is to involve community members of all ages in a meaningful dance experience, whether as a participating dancer or an audience member. During all parts of the dance experience, our dancers learn valuable life skills as they unit together to achieve a common goal of producing a quality production. Our dancers also have the unique opportunity to work side by side with professional dancers, which builds confidence and offers priceless insights into the world of professional dance.

The St. Augustine Ballet is hopeful that our wintertime performance of *The Nutcracker* will serve as a reminder that beauty, perseverance, and community still abound here in St. Augustine and together we can accomplish anything. We are using this experience to teach our dancers that strength and grace is crucial, and as we all learn together through this new normal, we ask for your commitment and sponsorship.

The funds raised by the St. Augustine Ballet through donations, sponsorship, and ticket sales are placed directly back into the ballet for costumes, set design, and our professional teachers and performers who each season grace our stage. Each year we strive to produce two classical ballets. Our productions have been performed before sold out audiences and have been seen by over 3,000 community members.

We would like to ask you to consider being a sponsor for our 14<sup>th</sup> season of the St. Augustine Ballet. Included in this packet are more details about sponsorship opportunities. Please remember that all our sponsorship options can be customized for your company or individual needs. If you have questions, please do not hesitate to contact us.

The St. Augustine Ballet could not do what it does without the support of our community. Thank you for your time and consideration, we look forward to having your support for the 2022 season of the St. Augustine Ballet.

Sincerely,

A handwritten signature in black ink, enclosed within a large, hand-drawn oval. The signature appears to read "Luis Abella".

Luis Abella  
Executive Director, the St. Augustine Ballet



Sponsorship Information below is for the Fall 2022 performance season of the St. Augustine Ballet. The Nutcracker will be performed on Saturday, December 17<sup>th</sup> at 1:30 pm and 7:00 pm, and Sunday, December 18<sup>th</sup> at 2:00 pm, in the Lewis Auditorium at Flagler College.

#### **Star Sponsor ~ \$10,000**

- ❖ Company/Individual will have the opportunity to have a private performance of *The Nutcracker* on Friday, December 17<sup>th</sup> at 7:00 pm. The Flagler Auditorium will host 200 of your friends, family, or company.
- ❖ Company/Individual name will be announced prior to all performances.
- ❖ Full page color, back inside page advertisement in *The Nutcracker* program.
- ❖ Logo on *The Nutcracker* t-shirt.
- ❖ Entities' website listed on [www.saintaugustineballet.org](http://www.saintaugustineballet.org).
- ❖ Recognition on the St. Augustine Ballet social media sites.
- ❖ Cast photo and official video of *The Nutcracker* video.
- ❖ Eight tickets (8) for *The Nutcracker* performance.

#### **Prima/Event Sponsor ~ \$5,000**

- ❖ Company/Individual will be the main sponsor for the 2022 production of *The Nutcracker*. The Event Sponsor will read on the shirt and program *The Nutcracker* - Presented by Company/Individual.
- ❖ Company/Individual name will be announced prior to all performances.
- ❖ Full page color, back page advertisement in *The Nutcracker* performance program.
- ❖ Logo on *The Nutcracker* t-shirt.
- ❖ Entities' website listed on [www.saintaugustineballet.org](http://www.saintaugustineballet.org).
- ❖ Recognition on the St. Augustine Ballet social media sites.
- ❖ Cast photo and official video of *The Nutcracker* performance video.
- ❖ Six tickets (6) for *The Nutcracker* performance.

#### **Principal ~ \$2,500**

- ❖ Company/Individual name will be announced prior to all performances.
- ❖ Full page color advertisement in *The Nutcracker* performance program.
- ❖ Logo on *The Nutcracker* t-shirt.
- ❖ Entities' website listed on [www.saintaugustineballet.org](http://www.saintaugustineballet.org).
- ❖ Recognition on the St. Augustine Ballet social media sites.
- ❖ Four tickets (4) for *The Nutcracker* performance.

#### **Soloist ~ \$1,000**

- ❖ Full page black and white advertisement *The Nutcracker* performance program.
- ❖ Logo on *The Nutcracker* t-shirt.
- ❖ Entities' website listed on [www.saintaugustineballet.org](http://www.saintaugustineballet.org).
- ❖ Recognition on the St. Augustine Ballet social media sites.
- ❖ Two tickets (2) for *The Nutcracker* performance.

#### **Guest Artist ~ \$500**

- ❖ Half-page black and white advertisement *The Nutcracker* performance program.
- ❖ Company name on *The Nutcracker* t-shirt.
- ❖ Entities' website listed on [www.saintaugustineballet.org](http://www.saintaugustineballet.org).
- ❖ Recognition on the St. Augustine Ballet social media sites.
- ❖ Two tickets (2) for *The Nutcracker* performance.

#### **Corp De Ballet ~ \$250**

- ❖ Quarter page black and white advertisement *The Nutcracker* performance program.
- ❖ Recognition on St. Augustine Ballet social media sites.

#### **Friend of the Ballet ~ \$100**

- ❖ Company/Individual name listed in *The Nutcracker* performance program.



14<sup>th</sup> Season of the St. Augustine Ballet ~ Sponsorship Information

Name: \_\_\_\_\_

Company/Business: \_\_\_\_\_

Address (please include City, State, & Zip): \_\_\_\_\_

Phone Number (please include area code): \_\_\_\_\_

Email Address: \_\_\_\_\_

Referred by dancer's name: \_\_\_\_\_

**Sponsorship Level:**

- Star Sponsor - \$10,000
- Prima Sponsor - \$5,000
- Principal Sponsor - \$2,500
- Soloist - \$1,000
- Guest Artist - \$500
- Corp De Ballet - \$25
- Friend of the Ballet - \$100

I have enclosed a check in the amount of \$ \_\_\_\_\_, Check # \_\_\_\_\_

***Please make all checks payable to the St. Augustine Ballet.***

*Credit card payments may be made over the telephone by calling the dance studio at (904) 810-5670; or in person at The St. Augustine Ballet, 1711 Lakeside Avenue, Suite #10, St. Augustine, FL 32084. If you would like to pay online using our secure Dance Payment System, please call us for directions, (904) 810-5670.*

Which show would you be interested in attending, please choose one of the following options:

- Saturday, December 17th @ 1:30 PM:
- Saturday, December 17th @ 7:00 PM:
- Sunday, December 18th @ 2:00 PM:

**\*All sponsorships must be paid in full prior Friday, November 18\***

Please list your Company or Personal Name as you would like it to appear on all materials.

St. Augustine Ballet is a 501(c)3, non-profit organization that believes dance is an essential part of any thriving community. Our mission is to involve community members of all ages in meaningful dance experiences, whether as a participating dancer or audience member. We produce two classical ballets each year and our cast and crew has grown to include over 100 participants under the direction of SAB Executive Director, Luis Abella. Our productions have played before sold out audiences and are seen by over 3,000 people annually.

St. Augustine Ballet is registered with the State of Florida to Solicit Contributions (registration #80-0573180). A copy of the official registration and financial information may be obtained from the Division of Consumer Services by Calling Toll Free at 1-800-435-7352 within the state. Your gift is tax deductible as allowed by law. Please consult a tax professional.

Any questions please feel free to email the St. Augustine Ballet at [info@saintaugustineballet.com](mailto:info@saintaugustineballet.com).

**\*All sponsorships must be paid in full prior Friday, November 18\***



**14<sup>th</sup> Season of the St. Augustine Ballet ~  
Advertisement Requirements and Sizes**

¼ Page – 4.84” wide x 1.8” high

½ Page – 4.84” wide x 3.8” high

Full Page – 4.84” wide x 7.8” high

- All advertisements must be sent in either black & white or 4 color CMYK color.
- JPEG formats
- 300 DPI
- Advertisements must come ready to print according to the above guidelines

**Logo Requirements and Sizes**

Vector logos files preferred

JPEG formats are accepted as well

min 72 DPI, and 200 x 200 px

All layouts and logos for the shirt design and program need to be submitted by  
**Friday, November 18th.**

Please email your logo and ad files.

- For all layout or design assistance, please email [info@saintaugustineballet.com](mailto:info@saintaugustineballet.com)
- Please email all finished advertisement files to [info@saintaugustineballet.com](mailto:info@saintaugustineballet.com)