

2023-2024 Season Sponsorship Program

Sponsorship Objectives

New England Ballet Theatre (NEBT) proposes a partnership with your company as a Production Sponsor for the 2023-2024 performance season. NEBT is an emerging 501(c)3 not-for-profit ballet company, founded with the mission to provide high-quality performances, to inspire through exceptional educational programs, and to cultivate an appreciation for dance throughout the community. Comprised of three major branches (the professional performing Company, the School of NEBT, and the Community Engagement program), NEBT's variety of offerings include 4-5 major production each season, year-round training for aspiring professional dancers and new dance students alike, and outreach performances and classes at senior centers, community centers like the Boys and Girls Club of Hartford, and more. NEBT just opened its first studio and office facility of its own in Avon in June 2023.

Sponsoring NEBT will allow your company to align itself with a community-based and artist-driven organization, increasing your company's brand recognition with local audiences and providing unique opportunities for your employees and clients. By partnering with NEBT to present the upcoming season, your company will be able to reach new audiences while integrating art into the lives of people in the community.

Demographics

NEBT's main audience base comes from our students, including children ages 3-18 from across the state and their families. Performances bring in more local audiences from the greater Hartford region, appealing both to young professionals interested in exploring new art, and to traditional older classical arts audiences.

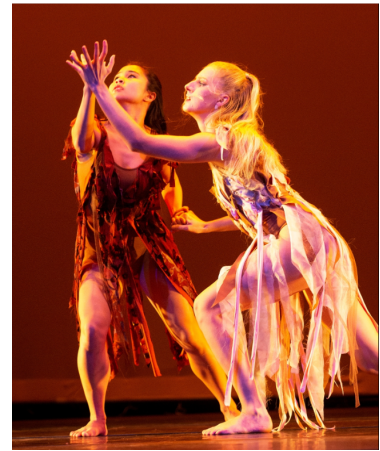
Each Company production reaches on average 200 unique audience members, and School and Company joint productions reach 500. Social media posts receive on average 1000 impressions with engagement at nearly 10%. This season, student enrollment is projected to double which, with increased local visibility from the new Avon studio, is projected to grow reach on all platforms by approximately 50%.

About the Season

NEBT will open the 2023-2024 Season in October with “The Red Shoes,” Artistic & Executive Director Rachael Gnatowski’s take on this classic ballet film. It will be presented in partnership with The Wadsworth Atheneum to both their regular patrons and NEBT’s audiences. “The Fantastic Toyshop,” NEBT’s original holiday classic, will return again in December to the Greater Hartford Academy of the Arts theater. This family friendly ballet will give the students of The School of NEBT the opportunity to dance alongside the company in a full-length story ballet. In March, NEBT will be returning to the Ailey Citigroup Theater in NYC for a second year with another mixed bill performance; this production will also be performed at the Wadsworth Atheneum for Hartford area audiences. The last production of the season will be “A Midsummer Night’s Dream” in May, again bringing the students of The School of NEBT onstage with the company for another traditional story ballet. This production will be Gnatowski’s take on the Shakespeare story, set to the iconic score by Felix Mendelssohn.



NEBT Company Dancers and School of NEBT students in Gnatowski’s 2023 production of “Cinderella”



NEBT Company in a new work by choreographer Sarah Grace



Community Audition students in “Cinderella”



NEBT Company and students in Gnatowski’s original “Fantastic Toyshop”

Benefits

Title Production or Season Sponsor
Exclusive opportunity for your company's name to be featured immediately following the production title on all performance-related signage and programs, as well as online on NEBT's website, newsletter, social media posts, and press releases when applicable. For more information about benefits and pricing please contact community@neballettheatre.com
Premium Season Sponsor (\$5,000)
Benefits to the company and its employees include but are not limited to: <ul style="list-style-type: none">• A full page ad in event programs for each mainstage production.• A feature social media post for each mainstage production.• Recognition on NEBT's mainstage production web pages.• Opportunity to (display signage, sell product, host booth, etc.) on location for applicable performances.• 10% discount on tickets for employees to all mainstage performances.
Gold Season Sponsor (\$2,000)
Benefits to the company and its employees include but are not limited to: <ul style="list-style-type: none">• A half page ad in event programs for each mainstage production.• A feature social media post for each mainstage production.• Recognition on NEBT's mainstage production web pages.• Opportunity to (display signage, sell product, host booth, etc.) on location for applicable performances.• 5% discount on tickets for employees to all mainstage performances.
Silver Season Sponsor (\$1,000)
Benefits to the company and its employees include but are not limited to: <ul style="list-style-type: none">• A quarter page ad in event programs for each mainstage production.• A feature social media post for each mainstage production.• Recognition on NEBT's mainstage production web pages.• Opportunity to (display signage, sell product, host booth, etc.) on location for applicable performances.
Exploration Season Sponsor (\$500)
Benefits to the company and its employees include but are not limited to: <ul style="list-style-type: none">• A single line ad or logo in event programs for each mainstage production.• An Exploration Sponsor group social media post for each mainstage production.• Recognition on NEBT's mainstage production web pages.• Other benefits available in return for additional in-kind donations of goods or services.*

*NEBT is excited to form new community relationships and welcomes any proposals for personalized collaborations between our organizations. With the Explorer category in particular, we aim to cultivate mutually beneficial arrangements. I.e. signature (menu item, product) created for the event with a percentage of its sales donated to NEBT; volunteers to help run or promote the event; loan of stage equipment, cameras, or other logistical materials; other options as proposed.