

# ORLANDO BALLET

JORDEN MORRIS | ARTISTIC DIRECTOR

## 2023 SPONSORSHIP OPPORTUNITIES

### Ballet Ball: A Night in 1950s New Orleans

Presented By The Ledden Family

Join Orlando Ballet on Saturday, April 15, 2023 for the signature fundraising event of the 2022-23 Season. Proceeds from sponsorship, ticket sales, and treats will support the area of greatest need in delivery of our mission to **entertain, educate and enrich through the highest quality of dance.**

Up to 430 guests will enjoy an immersive experience, including signature cocktails, passed hors d'oeuvres, an exquisite progressive dinner, program featuring performances by Orlando Ballet Company dancers and, of course, dancing!

### Orlando Ballet Overview

Orlando Ballet is the only professional resident ballet company in Central Florida that provides a complete season of full-length ballets, new works, and non-traditional programs. Since 1974, Orlando Ballet has endeavored to meet the interests of traditional patrons and inspire new audiences to embrace the art of dance.

### Sponsorship Opportunities

Sponsorship opportunities range from \$7,500 to \$25,000 and include a variety of benefits in addition to admittance to the event. Ticket packages of ten may be sponsored for \$6,000. Additional ticket packages are available for purchase but will not be eligible for sponsor recognition.

For questions about sponsorships or to tailor your benefits, please contact Ashley Samuels, Director of Philanthropy, at [asamuels@orlandoballet.org](mailto:asamuels@orlandoballet.org) or by phone at 407-418-9812.

Orlando Ballet is a 501(c)(3) not-for-profit organization. Contributions are tax deductible to the full extent allowed by law. A copy of the official registration (#CH1282) and financial information may be obtained from the Division of Consumer Services by calling toll-free 1-800-435-7352 or [www.800helpfla.com](http://www.800helpfla.com). Registration does not imply endorsement, approval or recommendation.

#### Ticket Package Sponsor – \$6,000

- Admission for 10 guests
- Company/name recognized on digital communications leading up to the event\*
- Recognition on Orlando Ballet social media channels\*
- On-site logo recognition in digital slideshow\*

#### Transportation Sponsor - \$7,500 (one available)

- Admission for 10 guests
- Recognition on print and media ads, website and social media advertising, digital communications, and event signage and collateral where available\*
- Name/logo recognition on signage at valet and on parking hang tags post-event\*
- Half-page printed program ad for *A Streetcar Named Desire* (artwork due by 1/30/23)
- On-site logo recognition in digital slideshow\*

#### After Party Sponsor - \$7,500 (one available)

- Admission for 10 guests
- Recognition on print and media ads, website and social media advertising, digital communications, and event signage and collateral where available\*
- Name/logo recognition on signage at after party\*
- Half-page printed program ad for *A Streetcar Named Desire* (artwork due by 1/30/23)
- On-site logo recognition in digital slideshow\*

#### Event Sponsor – \$10,000

- Admission for 10 guests
- Recognition on print and media ads, website and social media advertising, digital communications, and event signage and collateral where available\*
- Full-page printed program ad for *A Streetcar Named Desire* (artwork due by 1/30/23)
- Recognition on digital slideshow at Harriett's Orlando Ballet Centre and at performances at the Dr. Phillips Center for the Performing Arts\*

#### Beverage Sponsor – \$15,000 (one available)

- Admission for 10 guests
- Recognition on print and media ads, website and social media advertising, digital communications, and event signage and collateral where available\*
- Name/logo recognition on each bar throughout the event\*
- Full-page printed program ad for *A Streetcar Named Desire* (artwork due by 1/30/23)
- Recognition on digital slideshow at Harriett's Orlando Ballet Centre and at performances at the Dr. Phillips Center for the Performing Arts\*

*\*Fulfillment of recognition is contingent upon receipt of logo in acceptable file format (300 dpi or larger, .eps or .png format in black, white, and full color) from sponsor, and date of confirmation.*

*Additional benefits available. Customized benefit packages may also be created to fit specific goals. Fair market value per guest is estimated at \$150 (to be finalized at a later date); balance may be claimed as tax-deductible. Proceeds will benefit Orlando Ballet.*

# 2023 BALLET BALL SPONSORSHIP FORM

## 1. SPONSORSHIP SELECTION

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\_\_\_\_\_ (number of single tickets) x \$600 per ticket = \$\_\_\_\_\_

- \$6,000 – Ticket Package Sponsor
- \$7,500 – Transportation Sponsor
- \$7,500 – After Party Sponsor
- \$10,000 – Event Sponsor
- \$15,000 – Beverage Sponsor

**SOLD** \$20,000 – Experience Sponsor (Experiences TBA)

**SOLD** \$25,000 – Presenting Sponsor

**Note: Fair market value per guest is estimated at \$150 (to be confirmed at a later date).  
Balance may be claimed as tax- deductible.**

## 2. SPONSOR TO PROVIDE

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- Logo (300 dpi or larger, .eps or .png format in black, white, and full color)
- Brand guidelines (if applicable)
- Guest names, emails, access and dietary restrictions (due by March 31, 2023)

## 3. PAYMENT DETAILS (due by April 7, 2023)

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- I will pay online at [www.orlandoballet.org](http://www.orlandoballet.org)
- I will pay by check (mail to Orlando Ballet, ATTN: Philanthropy, 600 N. Lake Formosa Drive, Orlando FL, 32803). **Note: An invoice can be provided upon request**
- Please call me to collect my credit card information (contact information below)

## 4. CONTACT & RECOGNITION INFORMATION

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

(as you would like to be recognized on printed and digital materials)

Company/Contact (if applicable): \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Donor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please return completed forms to Orlando Ballet's Development Office,  
600 N. Lake Formosa Drive, Orlando, FL 32803 or [aford@orlandoballet.org](mailto:aford@orlandoballet.org).