50 ORLANDO BALLET

JORDEN MORRIS | ARTISTIC DIRECTOR





A New Nutcracker for a New Era at Orlando Ballet Orlando Ballet's 50th Anniversary gift to **Central Florida** First of its kind, from-scratch, Broadwaycaliber production built by an Orlando performing arts organization Following a record-breaking \$1.4 million run in 2022-23, this new production is projected to surpass \$1.75 million in ticket sales in its first season To be seen by up to one million guests over the next twenty years

The Nutcracker:

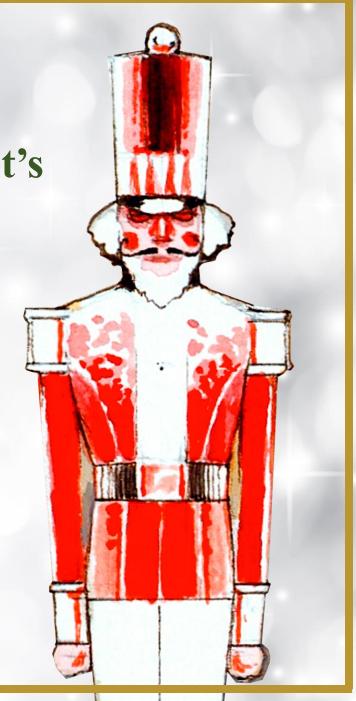
Family Holiday Tradition & Orlando Ballet Cornerstone



- Keystone of the Ballet repertoire
- Timeless themes of family, triumph of good over evil
- Well known and memorable score by Pyotr Ilyich Tchaikovsky
- The Nutcracker is an "entry point" for new audiences
- Significant performance opportunities for the entire Orlando Ballet
 Company, including "first chances" for rising stars
- Large cast of children's characters brings Orlando Ballet School
 to the stage with incredible roles for students
- Significant vehicle for Community Enrichment, reaching over 17,000 students annually

2023-2024 World Premiere of Orlando Ballet's *The Nutcracker*

- Conceived & Choreographed by Orlando Ballet
 Artistic Director, Jorden Morris
- Set & Costume Design by Robert Perdziola
- Lighting Design by Joseph Walls













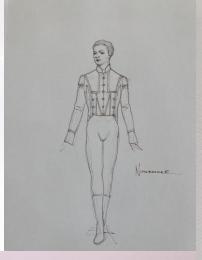




























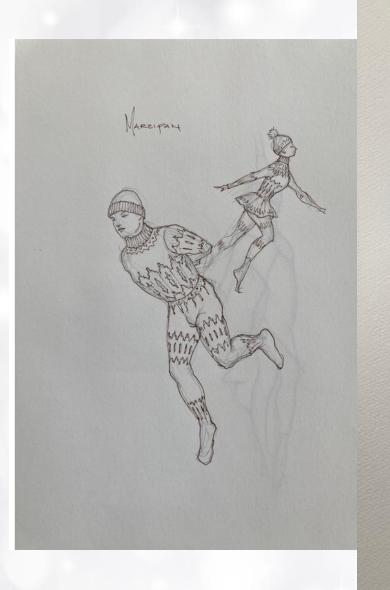






















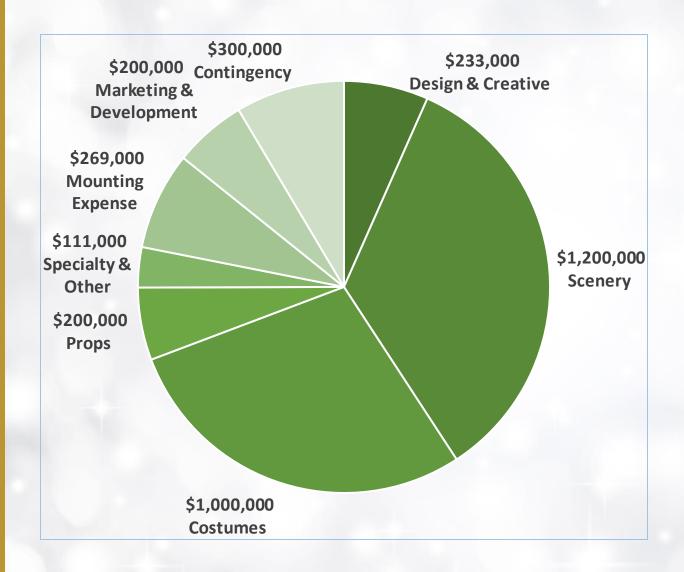


Mother Goose will be a significant character in Act II, symbolized by the Goose Puppet in Act I...





Production Budget



- \$3.5 Million total budget
- Includes incremental rehearsal and mounting expenses
- \$300,000 contingency included

Lead Gift & Major Funding Levels

| | Sponsor Level | Amount |
|--|--|-------------|
| 50 th Anniversary Nutcracker Titled Sponsor (1): | Exclusive curtain recognition for life of production. (Anniversary Tag will be dropped after initial presentation year). | \$3,000,000 |
| Original Set Sponsor (1): | Exclusive recognition for the life of the production | \$1,000,000 |
| Original Costume Sponsor (1): | Exclusive recognition for the life of the production | \$1,000,000 |
| Act One Sponsor (1): | 10 years with right of first refusal | \$500,000 |
| Act Two Sponsor (1): | 10 years with right of first refusal | \$500,000 |
| Scene Sponsors (Up to 9): | 5 years with right of first refusal | \$250,000 |
| Divertissement & Elements Sponsors (8 – 20): | 5 years with right of first refusal | \$100,000 |

Additional Sponsorship Opportunities at \$50,000, \$25,000, \$10,000, and \$5,000. Naming Opportunities for costumes and subsets of the costume collection begin at \$5,000.



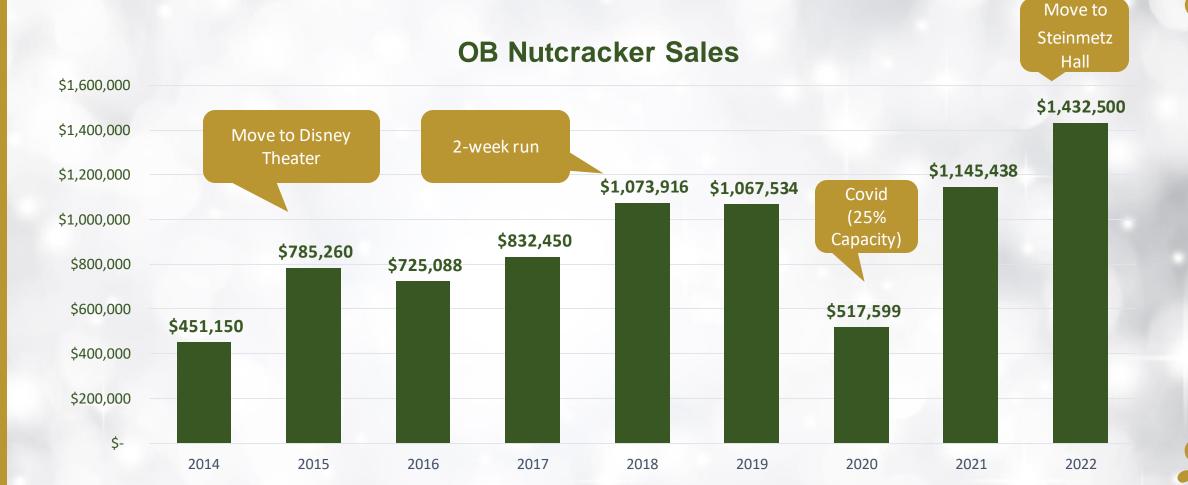
THANK YOU FOR JOINING US!

Now is your chance to be a part of history.

To learn more about supporting Orlando Ballet's 50th Anniversary Premiere of *The Nutcracker*, including sponsorship opportunities and benefits, contact Michael Maniaci, Senior Philanthropy Officer, at mmaniaci@orlandoballet.org or (407) 418-9831.



Nutcracker Sales Have Improved Considerably

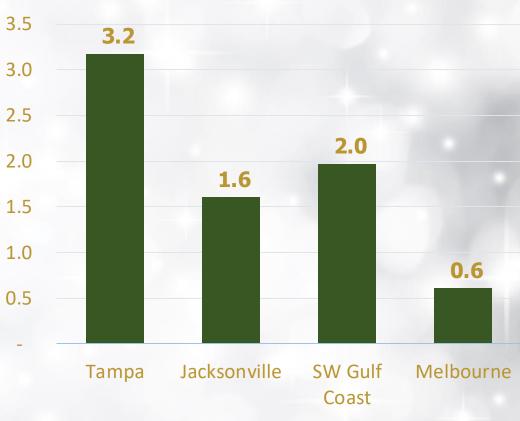


Single ticket sales for Orlando Ballet's Nutcracker

Potential Geographic Expansion

- A new production of *The Nutcracker* could create opportunities in other cities
- While Miami City Ballet has strong presence in South Florida, several regions of the state are without professional ballet companies
- Several large performance venues in these regions (see chart)
- Specific interest in the past by Naples and recently by Broward Center
- Potential entry point for broader relationships / funding

MSA Population (MMs)



Single ticket sales for Orlando Ballet's Nutcracker

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Commitment to Transparency

WE ARE COMMITTED TO TRANSPARENCY AND DONOR STEWARDSHIP

Please visit <u>GuideStar</u> or the <u>Central Florida Foundation</u> to view our profiles.

Annual stakeholder updates, audited financial statements, and Form 990s can be found on https://orlandoballet.org/engage-2/commitment-to-transparency/

Orlando Ballet endorses and subscribes to A Donor Bill of Rights.

Platinum Transparency **2022**

Candid.



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