

Coming This Spring!

Two Chances to Reach
New Albany's Best Audience

The Little Mermaid

2017
na
Bc
*Spring
Recital*

On Saturday, May 20 and Sunday, May 21, the 800+ students of the New Albany Ballet Company will perform two different productions of *The Little Mermaid* and four separate performances of our Spring recital at the New Albany Community Center for the Arts. Between all six performances we draw in crowds of up to 4,500 people each year!



How does your business gain the exposure to our wonderful audience?

The parents, grandparents, teachers, and friends of the performers will read and reread our performance playbills several times. Your advertisement could be part of a keepsake for each of our dancers. You will benefit from exposure to our wonderful demographic. Over 85% of our dancers are from the New Albany area. The school also pulls from Westerville, Bexley, Gahanna, Worthington, Dublin, Powell, Granville, and Reynoldsburg.

The New Albany Ballet Company is looking forward to a wonderful summer. We have greatly expanded our programs in our brand new 19,000 square foot facility. We will potentially double our enrollment and will kick off our Open House season in May and run them until mid-September. These playbills will be dispersed at the Open Houses, increasing your exposure.

We are offering advertisements in the following ways:

Recital Sponsorship **\$950**

- Full page ad on back cover/inside front cover and inside back cover of **both playbills**
- Logo printed on 700+ Recital **and** Little Mermaid 2017 posters
- Logo printed on Recital **and** Little Mermaid 2017 t-shirts
- Recognition in Recital **and** Little Mermaid advertising throughout the New Albany Community
- Table display in the McCoy Center lobby for all six performances.
- NABC can only accept three Recital Sponsorships.
Please call to reserve your business.

	In Both	In One
Full Page Ad (4 ½" x 7 ¾") Full Color Page	\$850	\$750
All measurements are horizontal x vertical		
Half Page Ad (4 ½" x 3 ⅞") Color	\$650	\$500
Half Page Ad (4 ½" x 3 ⅞") Black and White only	\$450	\$350
Business Card (3 ½" x 2") Color	\$300	\$200

You can reserve space by:

Phone Please call Tara or Ellen at the ballet school 614-939-9058 and provide your information.

Mail Complete the form on back of this piece and mail it to the address on the form.

Online Go to www.NewAlbanyBallet.com and reserve your space.

All camera ready artwork (HIGH-RES pdf, TIFF, or JPEG) needs to be e-mailed to our graphic designer by April 25, 2017. You must use "New Albany Ballet" in subject line. Please e-mail to: ghoffman@jdiapollo.com. You may also send your advertisement to the ballet school.

The New Albany Ballet Company appreciates the support it receives from the New Albany Community and it's surrounding suburbs. We take great pride in presenting our annual spring performances, which are professional and exciting for all our young dancers. Through your support we will continue to offer this wonderful experience for years to come.

Sincerely,



Tara Miller
Artistic Director



Spring Recital/Little Mermaid 2017
Advertising Commitment Form

Business Information

Business Name _____

Address _____

Phone Number _____ Contact Person _____

Please reserve

Recital/Little Mermaid Sponsorship: **SOLD** _____ Back cover (4 1/2" x 7 3/4") (\$950.00)

SOLD _____ Inside back cover (4 1/2" x 7 3/4") (\$950.00)

SOLD _____ Inside front cover (4 1/2" x 7 3/4") (\$950.00)

Please call to check availability for recital advertiser

Full page color (4 1/2" x 7 3/4") _____ Both playbills (\$850) _____ One playbill (\$750)

Half Page color (4 1/2" x 3 7/8") _____ Both playbills (\$650) _____ One playbill (\$500)

Half Page B&W (4 1/2" x 3 7/8") _____ Both playbills (\$450) _____ One playbill (\$350)

Business Card (3 1/2" x 2") _____ Both playbills (\$300) _____ One playbill (\$200)

Payment Options Payment must be made at time of commitment

Check _____ Visa/MC/AmericanExpress _____

Card Number _____ Exp _____

Total amount of payment _____

Camera Ready Artwork

Included with form _____

To be delivered by e-mail _____ (ghoffman@jdiapollo.com) by April 25, 2017

Must use **New Albany Ballet Company** in subject line

If you choose to mail forms/ad please mail to:

New Albany Ballet Company
5161 Forest Drive
New Albany, Ohio 43054

Any questions please call Ellen or Tara at 614-939-9058

Signature _____

Date _____