

ARTISTIC DIRECTOR SUSAN JAFFE
PITTSBURGH BALLET THEATRE

THURSDAY, DECEMBER 17, 2020

Fireside

NUTCRACKER

AN OPENING NIGHT CELEBRATION



Every December, tens of thousands of people throughout the region gather in Pittsburgh’s Cultural District to enjoy Pittsburgh Ballet Theatre’s annual holiday tradition of performing *The Nutcracker*. For many children, this visit to the Benedum Center is their first theater experience and leads to a life-long appreciation of performing arts. *The Nutcracker* is a highly-anticipated annual event for people of all ages, endlessly enchanting audiences with its beauty and themes of loving generosity.

This year, PBT will give families a front-row opportunity to watch this treasured classic from the comfort of their homes. Filming at the iconic Hartwood Acres Mansion, and the award-winning Pittsburgh Playhouse at Point Park University, PBT’s virtual *Nutcracker* reimagines this magical, perennial story that will create memories unlike any other. Throughout the month of December, children and their caregivers will be invited to participate in special *Nutcracker* activities from home, including learning the dance of the Sugar Plum Fairy and listening to behind-the-scenes conversations with company dancers, further enhancing the experience.



SUPPORT A TREASURED HOLIDAY TRADITION

On opening night, PBT’s loyal patrons can take a lead role in presenting *Fireside Nutcracker*. Please join us by sponsoring this unique celebration of *The Nutcracker* season. Sponsorship at any level will include free access to the event and to stream *The Nutcracker*, as well as acknowledgment in the credits. With your generosity, Pittsburgh Ballet Theatre will keep dancing, educating and inspiring audiences with *The Nutcracker*.



Fireside **NUTCRACKER**

SPONSORSHIP OPPORTUNITIES



\$25,000 UNDERWRITER

- + Your welcome message to help open the event and corporate promotional spot (≤ :30) included
- + Photo opportunity with a costumed Nutcracker
- + One premier *Fireside Nutcracker* viewing kit delivered
- + One commemorative ornament
- + Free access to the event and to stream *The Nutcracker*
- + Underwriter recognition/logo on title screen prior to start of the event
- + Underwriter recognition/logo in event end credits
- + Underwriter recognition in 2020 *Nutcracker* end credits
- + Underwriter recognition/logo in all planned promotion for the event
- + Underwriter recognition/logo in three e-blasts prior to event (62k per email)
- + Underwriter recognition in four social media announcements prior to event (5800 per post)
- + Listing in PBT's 2020-2021 annual report, linked logo or listing on PBT's website and on the *Fireside Nutcracker* event page
- + 10% discount on merchandise in PBT's Holiday Boutique



\$10,000 SPONSOR

- + Your favorite *Nutcracker* tradition or corporate holiday wishes recorded and shared during the event
- + One premier *Fireside Nutcracker* viewing kit delivered
- + One commemorative ornament
- + Free access to the event and to stream *The Nutcracker*
- + Sponsor recognition/logo on title screen prior to start of the event
- + Sponsor recognition/logo in event end credits
- + Sponsor recognition in 2020 *Nutcracker* end credits
- + Sponsor recognition/logo in all planned promotion for the event
- + Sponsor recognition/logo in three e-blasts prior to event (62k per email)
- + Sponsor recognition in four social media announcements prior to event (5800 per post)
- + Listing in PBT's 2020-2021 annual report, linked logo or listing on PBT's website and on the *Fireside Nutcracker* event page
- + 10% discount on merchandise in PBT's Holiday Boutique



\$5,000 BENEFACTOR

- + Your family or company photo included in a collage of Benefactor pictures during the event
- + One premier *Fireside Nutcracker* viewing kit delivered
- + One commemorative ornament
- + Free access to the event and to stream *The Nutcracker*
- + Benefactor recognition/logo on title screen prior to start of the event
- + Benefactor recognition/logo in event end credits
- + Benefactor recognition in 2020 *Nutcracker* end credits
- + Benefactor recognition/logo in all planned promotion for the event
- + Benefactor recognition/logo in three e-blasts prior to event (62k per email)
- + Benefactor recognition in four social media announcements prior to event (5800 per post)
- + Listing in PBT's 2020-2021 annual report, linked logo or listing on PBT's website and on the *Fireside Nutcracker* event page
- + 10% discount on merchandise in PBT's Holiday Boutique



\$2,500 PATRON

- + One *Fireside Nutcracker* viewing kit delivered
- + One commemorative ornament
- + Free access to the event and to stream *The Nutcracker*
- + Patron recognition in event end credits
- + Patron recognition in 2020 *Nutcracker* end credits
- + Patron recognition/logo in three e-blasts prior to event (62k per email)
- + Listing in PBT's 2020-2021 annual report, linked logo or listing on PBT's website and on the *Fireside Nutcracker* event page
- + 10% discount on merchandise in PBT's Holiday Boutique



\$1,000 FRIEND

- + One *Fireside Nutcracker* viewing kit delivered
- + Free access to the event and to stream *The Nutcracker*
- + Friend listing in event end credits
- + Friend recognition in 2020 *Nutcracker* end credits
- + Listing in PBT's 2020-2021 annual report, linked logo or listing on PBT's website and on the *Fireside Nutcracker* event page
- + 10% discount on merchandise in PBT's Holiday Boutique



\$500 SUPPORTER

- + One *Fireside Nutcracker* viewing kit delivered
- + Free access to the event and to stream *The Nutcracker*
- + Supporter listing in event end credits
- + Supporter recognition in 2020 *Nutcracker* end credits
- + Listing in PBT's 2020-2021 annual report, linked logo or listing on PBT's website and on the *Fireside Nutcracker* event page

**YES! WE WILL SUPPORT
PITTSBURGH BALLET THEATRE'S**

Fireside
NUTCRACKER



SPONSORSHIP LEVEL

- \$25,000 Underwriter
- \$10,000 Sponsor
- \$5,000 Benefactor
- \$2,500 Patron
- \$1,000 Friend
- \$500 Supporter

PAYMENT

- Enclosed is a check made payable to Pittsburgh Ballet Theatre
- This is our pledge to participate. A check will be received by November 20, 2020
- Please charge the following credit card:

Card type: _____ Card number: _____ CSC: _____

Name on card: _____ Exp. date: _____

CONTACT INFORMATION

Sponsor name or sponsoring company name (as it should appear in promotions and broadcast credits): _____

Contact Name: _____ Title: _____

Address: _____

Email: _____

Phone: _____ Fax: _____

PLEASE REMIT TO:

Pittsburgh Ballet Theatre, *Fireside Nutcracker*, 2900 Liberty Avenue, Pittsburgh, PA 15201
Attn: Christy Rowing | crowing@pittsburghballet.org | 412-454-9133