

ARTISTIC DIRECTOR SUSAN JAFFE  
PITTSBURGH BALLET THEATRE



**A SERIES IN CELEBRATION  
OF THE PERFORMING ARTS**

FLAGSTAFF HILL AT SCHENLEY PARK | MAY 18-31, 2021

# REIGNITING LIVE PERFORMING ARTS

With Pittsburgh Ballet Theatre (PBT)'s acquisition\* of the largest mobile stage in the region, *Open Air: A Series in Celebration of the Performing Arts*, returns in-person, full theatrical productions to the region in an outdoor environment. From May 18-31, 2021, at Schenley Park's Flagstaff Hill in Oakland, PBT's mobile performing arts venue will entertain and inspire audiences, many attending free of charge. Produced by PBT, *Open Air* is an initiative among the seven anchor institutions in Pittsburgh's Cultural District\*\* and includes smaller local arts groups. May's celebration will feature more than 40 performances from over 20 unique organizations.

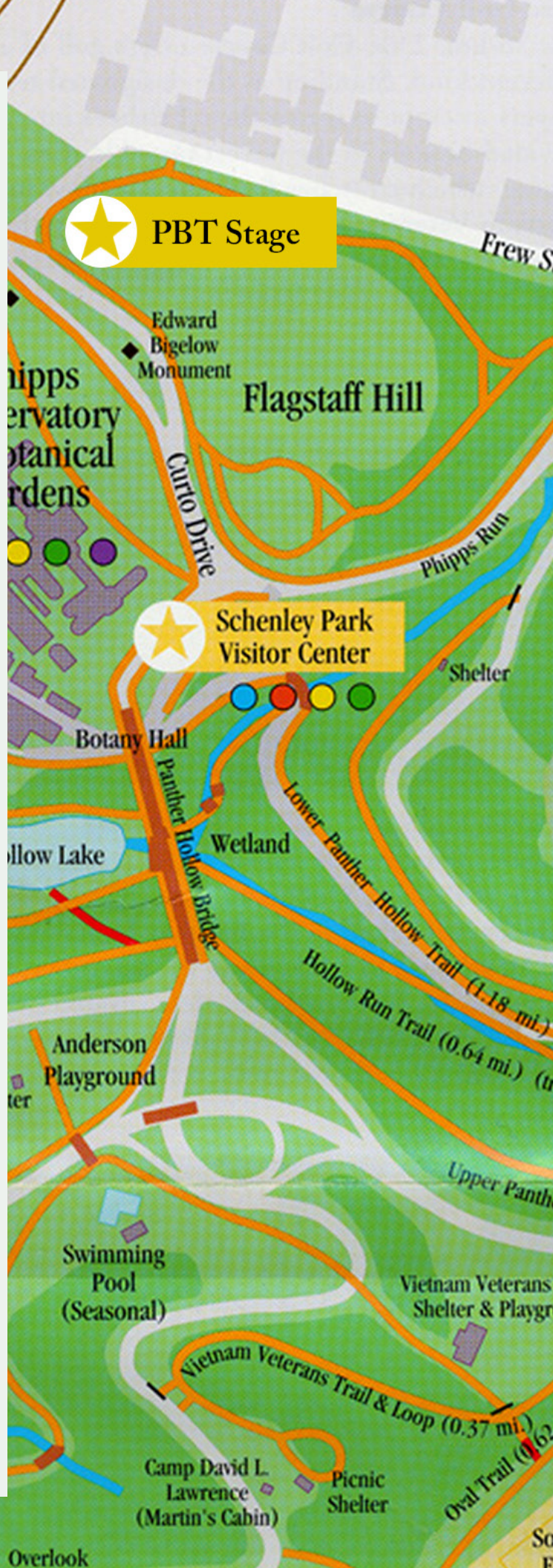
Providing another way to engage with the arts during the pandemic and beyond, PBT's mobile stage evolves the business model for partners while advancing inclusion, diversity, equity, and accessibility. The *Open Air* format encourages smaller groups to participate with vastly reduced staging costs. Locating the stage in the heart of Oakland, with open access, welcomes everyone to the celebration.

PBT's *Open Air: A Series in Celebration of the Performing Arts* reignites the passion, power and community connection of live performances for all to enjoy.

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\* PBT thanks the following foundations for their support in acquiring the mobile stage: Richard King Mellon Foundation, Edith L. Trees Charitable Trust, Jack Buncher Foundation, and Claude Worthington Benedum Foundation.

\*\* August Wilson African American Cultural Center, Pittsburgh CLO, Pittsburgh Ballet Theatre, Pittsburgh Cultural Trust, Pittsburgh Opera, Pittsburgh Public Theater, Pittsburgh Symphony Orchestra



# SPONSORSHIP BENEFITS

	\$50,000 SERIES SPONSOR	\$25,000 FESTIVAL SPONSOR	\$10,000 CELEBRATION SPONSOR	\$5,000 EVENT SPONSOR
<b>PRE-EVENT RECOGNITION</b>				
PBT Website	●	●	●	●
Press Releases	●	●		
Social media promotion	●	●	●	●
Exclusive social media content	●	●		
Pre-event email blasts (logo included)	●	●		
Pre-event email blasts (text listing)			●	●
Direct mail*	●	●		
Advertising*	●			
Event flyers and/or posters*	●	●	●	
Anticipatory campaign/Countdown to event	●			
<b>ON-SIGHT RECOGNITION</b>				
Inclusion in on-site media coverage (when possible)	●			
Logo on top banner of stage	●			
Logo on side banner of stage		●	●	
Logo on all event signage	●			
Logo on select event signage		●	●	●
On-stage welcome from company representative	●			
On-stage acknowledgement	●	●		
On-site announcements	●			
On-site presence for marketing/education purposes	●			
Giveaway opportunities	●	●		
Logo on front of event t-shirts*	●			
Logo on back of event t-shirts*		●	●	
Listing on back of event t-shirts*				●
Logo on cover of digital playbill	●			
Logo on title page of digital playbill		●		
Full-page ad in digital playbill	●			
Half-page ad in digital playbill		●		
Quarter-page ad in digital playbill			●	
Listing in thank you ad in digital playbill				●
<b>EMPLOYEE/CLIENT BENEFITS</b>				
On-stage catered event with PBT's Artistic Director	●			
On-stage tour and meet and greet with PBT staff and dancers		●		
Q&A with PBT Artistic Director Susan Jaffe			●	
Pre-recorded PBT performance special content	●	●	●	●
Access to rehearsals prior to performances	●	●		
Access to rehearsals prior to select performances			●	●
Reserved VIP section for all performances	●	●		
Reserved VIP section for select performances			●	●
Premier sponsor swag bag for all company guests*	●	●		
Sponsor swag bag for all company guests*			●	●
Employee volunteer opportunities	●	●		
<b>POST-EVENT RECOGNITION</b>				
Thank you email blasts (logo included)	●	●		
Thank you email blasts (listing included)			●	●
Press releases	●	●		
PBT newsletter	●	●	●	●
Listing in PBT's 2020/2021 annual report	●	●	●	●
Listing in PBT's 2021/2022 season playbills	●	●	●	●

\* Pending budget



We invite you to partner with Pittsburgh Ballet Theatre as live performing arts return to our city. From the professional productions of larger organizations to unique performances by smaller groups, your support enables this diverse celebration of the talent in our region to be enjoyed by all.

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