

July 2019

Dear Local Business Owners and Friends:

Metropolitan Ballet Theatre (MBT) is a 501(c)(3) non-profit arts education organization that provides training for dancers and choreographers as well as professional-level performances such as *The Nutcracker* to the Montgomery County community. MBT also offers outreach programs that bring classes and performances to those who may not otherwise have the means to enjoy such events. We will celebrate our 31st annual production of *The Nutcracker* in December and we are excited to continue in our third year also producing *The Nutcracker Suite* – this year with added performances including a new special, sensory-friendly performance!

We are proud to offer the most affordable trip to a professional-quality *The Nutcracker* in Montgomery County. To keep ticket prices accessible to the greater community, we raise funds for our productions by placing advertising for companies like yours in our playbills, and by accepting donations from ‘Friends of MBT’. We invite you to support our efforts with a sponsorship of *The Nutcracker* season, and/or by placing an ad in the playbill for our entire production season. The season includes eight performances of *The Nutcracker* in December, four performances of *The Nutcracker Suite* in December, and four performances of *La Boutique Fantasque*, *The Magic Toybox* in March. Your ad will reach over 7500 patrons this year, plus press and donors and visitors to MBT’s two Academy locations, and you will have the opportunity to change your ad before the Spring playbill is printed.

MBT is supported in part by the Maryland State Arts Council and the Arts and Humanities Council of Montgomery County. Individual donors, corporate donors and fundraising activities are also a part of sustaining MBT’s high-quality programs. With generous contributions from organizations and individuals like you, we will be able to continue to offer professional level training and public performances, community outreach programs and financial aid. Proceeds from ad sales directly support our performances and programming. Please visit www.mbtdance.org to find out more about our organization.

Please complete the enclosed form and return to MBT at the address below, or email to contact@mbtdance.org. MBT greatly appreciates your support!

Sincerely,

Paula Ross
Executive Director

Advertising in MBT's performance playbills

Ads will be placed in both *The Nutcracker*, *The Nutcracker Suite*, and *Spring Ballet* programs (you have a chance to change your ad for the spring), and will reach approximately 7,500 patrons. Additionally, extra playbills are used throughout the year in press packets, donor information packages, and at the studios, and are placed online.

Complete the section below by October 15th and return to the MBT office or contact@mbtdance.org. Camera-ready art is due to contact@mbtdance.org by **November 10th**.

| | | |
|-----------------------------|----------------|----------|
| Full Back Page Ad (color) | 5" w X 8" h | \$450.00 |
| Inside Front Cover Ad (b/w) | 5" w X 8" h | \$350.00 |
| Full Inside Page Ad (b/w) | 5" w X 8" h | \$275.00 |
| Half Inside Page Ad (b/w) | 5" w X 3.75" h | \$150.00 |
| Business Card Ad (b/w) | 5" w X 2.5" h | \$95.00 |

Advertiser Name _____
 Address _____
 Phone _____ Email _____
 Signature _____ Date _____

Thank you for your support!

Full corporate sponsorship packages to MBT's programs, which include advertising in the playbills, as well as recognition in sponsor lists and signage, are available. Please inquire to paula@mbtdance.org.

Additional Support for MBT Productions

Metropolitan Ballet Theatre, Inc. is a nonprofit, arts education organization, organized under Maryland law and has tax-exempt status under section (501)(c)(3) of the Internal Revenue Service Code.

Ballet, by its very nature, is a costly art form. Ticket sales cover only a portion of expenses to produce professional performances. To keep the performing arts affordable to families, MBT maintains the lowest ticket price for a professional-quality full-length ballet in Montgomery County. MBT also works to keep tuition affordable, offering financial aid when appropriate. MBT is dependent on donations from individuals and businesses to support productions, outreach and service to the community, and educational programming. As we celebrate our 31st season, please consider that a tax-deductible gift to MBT is an investment in a local treasure. Donations go directly to MBT's educational academy programs, company performances, and community outreach.

Workplace Giving

- MBT is a member of the Maryland Charity Campaign for State Employees and Retirees # 2623.
- Employer match - Ask your employer if they will generously match your contribution to MBT. We can provide you with any information your employer might need.

Friends of MBT: To be acknowledged in the performance program, please submit before November 1st.

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|--------------------------------|------------------------------------|------------------------------------|
| ____ Supporter - \$25-\$99 | ____ Relevé - \$500-\$999 | ____ Grand Jeté - \$5,000-\$9,999 |
| ____ Friend - \$100-\$249 | ____ Arabesque - \$1,000-\$2,499 | ____ Sustainer Circle - \$10,000+ |
| ____ Contributor - \$250-\$499 | ____ Pirouette - \$2,500 - \$4,999 | ____ Director's Circle - \$25,000+ |

Name _____ E-mail _____
 (As you would like it to appear in the performance program)

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 2 2 5 3 0 G A T E W A Y C E N T E R D R I V E , S U I T E 2 0 0 , C L A R K S B U R G , M D 2 0 8 7 1
 301-762-1757 • www.mbtdance.org

MBT is a 501(c)(3) nonprofit arts education organization. Donations are gratefully accepted, and are tax-deductible to the extent allowed by law.

220 PERRY PARKWAY, SUITE 8, GAITHERSBURG, MD 20877
22530 GATEWAY CENTER DRIVE, SUITE 200, CLARKSBURG, MD 20871
301-762-1757 • www.mbt-dance.org

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