



“BALLET AND BUSINESS...ELEGANT PARTNERS”

Ballet Virginia International values its sponsors and offers the business community an “elegant partnership” which provides sponsors an excellent outlet to promote their company’s brand to a broad and diverse range of consumers throughout its theater season. Ballet Virginia International’s theater season is well-known in Hampton Roads to be the pinnacle of pre-professional classical ballet performance.

Corporate partners receive such benefits as visibility on various marketing materials, invitations to special events, and special recognition in our theatre programs as well as on our website.

By sponsoring Ballet Virginia International, corporations can reach the families of more than 20,000 people per season. Our partners recognize that by becoming an “elegant partner” with Ballet Virginia International, they are demonstrating their own commitment to quality and excellence to a refined and loyal audience in Hampton Roads.

Performance sponsorships are available for single performances, an entire series, special events, and private rehearsals. Working one-on-one with corporate sponsors, Ballet Virginia International tailors all sponsorships to suit the needs of the prospective corporation.

Sponsorship Categories and Benefits

Presenting Sponsor: \$20,000.00

Exclusivity

Recognized as the exclusive Presenting Sponsor of Production

Entertainment

2 complimentary tickets for the entire BVI season

Personal greeting by Directors, Janina Bove and Suzanne Long
Private rehearsal access for 20 people at the performance venue

Print

Presenting Sponsor credit with logo in all promotional materials
Signage at event in lobby
Advertisement
Announced at the beginning of show
Year-round full page listing in Playbill

Online

Presenting Sponsor recognition with logo and hyperlink on Ballet Virginia International's website
(www.balletvirginia.org)

Lead Sponsor: \$10,000.00

Exclusivity

Recognized Lead Sponsor of production; business category exclusivity

Entertainment

2 complimentary tickets for BVI's Sandler Season

Print

Lead Sponsor credit with logo in all promotional materials
Signage at event in lobby

Advertisement

Complimentary full page advertisement in Playbill
Year-round listing in Playbill

Online

Lead Sponsor recognition with logo and hyperlink on Ballet Virginia International's website
(www.balletvirginia.org).

Dancer Sponsor: \$5,000.00

Entertainment

2 complimentary tickets to one of BVI's shows

Print

Complimentary full page advertisement in Playbill
Newsletter Advertisement

Advertisement

Company acknowledgement in Playbill
Year-round listing in Playbill

Online

Sponsor recognition with logo and hyperlink on Ballet Virginia International's website
(www.balletvirginia.org)

Student Sponsor: \$2,500.00

Print

Complimentary half page advertisement in Playbill
Newsletter Advertisement

Advertisement

Company acknowledgement in Playbill
Year-round listing in Playbill

Online

Sponsor recognition with logo and hyperlink on Ballet Virginia International's website
(www.balletvirginia.org)