

PROGRAM ADVERTISING OPPORTUNITIES

HPSD publishes event programs for public performances, including the annual productions of *The Nutcracker* and Spring Concert and biennial Story Ballets and Galas. Together, these events are expected to draw audiences totaling more than 9,000 HPSD families, friends, and community members. Discounts are available to advertisers who purchase space in two or more event programs.

Single Program Rates: \$500 Full Page (4.5" w x 7.5" h)
\$250 Half Page (4.5" w x 3.75" h)
\$125 Third Page Horizontal (4.5" w x 2.5" h)

Multiple Programs Discounted Rates:

- 30% off for placing ads in all 3 programs for that year
- 20% off for placing ads in 2 of 3 programs for that year
- Purchase a 2-ad package and donate an item to HPSD's silent auction and receive a half page ad in the 3rd program free!

Full Page:

\$800 for 2 programs/\$1,050 for 3 programs

Half Page:

\$400 for 2 programs/\$525 for 3 programs

Third Page:

\$200 for 2 programs/\$262.50 for 3 programs

File Submission

File format: PDF, JPG

Resolution: 300 dpi at 100% size of ad

File size up to 15 MB

Email marketing@hydeparkdance.org

Artwork deadlines:

The Nutcracker: Nov 30

Amira: Feb 15

Spring Concert: May 1



RESERVE YOUR ADVERTISING SPACE

SINGLE Event Program

Select Performance:

- Nutcracker* *Amira* Spring Concert

Select Size:

- Full Page \$500 Half Page \$250 Quarter Page \$125

MULTIPLE Event Programs

Select Performance:

- Nutcracker* *Amira* Spring Concert

Select Size and number of insertions:

Full Page with multiple ad discount:

- 2 programs \$800 (20% off)
 3 programs \$1,050 (30% off)

Half Page with multiple ad discount:

- 2 programs \$400 (20% off)
 3 programs \$525 (30% off)

Third Page with multiple ad discount:

- 2 programs \$200 (20% off)
 3 programs \$262.50 (30% off)

NAME OF ORGANIZATION/CORPORATION

CONTACT PERSON

ADDRESS

CITY

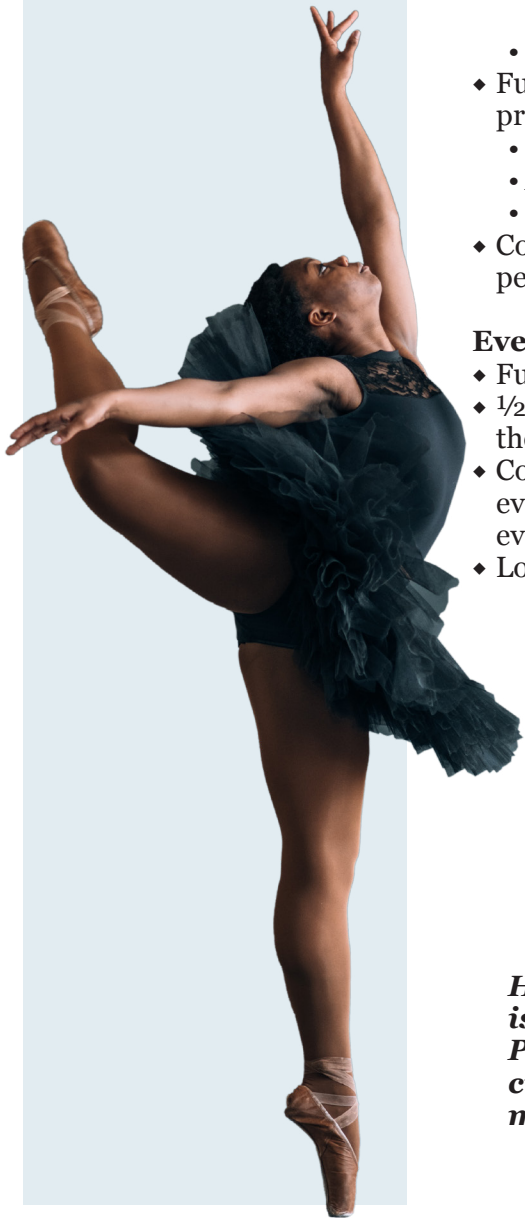
STATE

ZIP

PHONE

EMAIL

SPONSORSHIP OPPORTUNITIES



SEASON SPONSORSHIPS

Official Sponsor of 2019/2020 Season/Session—\$5,000

- ◆ Recognition as official Sponsor of 2019/2020 Season/Session
 - Sponsor logo displayed on website home page
 - Logo on all promotional material
- ◆ Full Page Ad in all major events programs (update yearly)
 - *Nutcracker* 2019
 - *Amira* 2020
 - Spring Concert 2020
- ◆ Complimentary tickets to all performances (max of 10 per event)

Event Patron—\$3,000

- ◆ Full Page Ad for sponsored event
- ◆ 1/2 Page ads for other two events of the year
- ◆ Complimentary tickets to sponsored event (maximum of 10 for sponsored event)
- ◆ Logo on sponsor page of website

Hyde Park School of Dance is always looking for new Partners and is happy to customize a package that meets your business needs.

COMMUNITY ENGAGEMENT SPONSORSHIPS

Full sponsorship Community Engagement Project Sponsor—\$5,000

Unrestricted within HPSD's Community Engagement programming. Funds may be used for general support any of the following programs:

- Support school programs
- Support transportation for outreach performances
- Underwrite Community Engagement school students to participate in HPSD programming such as Spring Concert, performance workshops, scholarship support for regular classes
- ◆ Printed name on merchandise for CE team/program with logo
- ◆ Logo on Community Engagement page of website and event programs
- ◆ Logo on Sponsorship Page of the website

School Sponsorship—\$3,000

Restricted for specific school program; could include any of the following:

- ◆ Program in the school
- ◆ Transportation to Matinee
- ◆ Underwrite students from sponsored school to participate in HPSD programming such as Spring Concert, performance workshops, scholarship support for regular classes
 - Printed name on merchandise for that program
 - Logo on Community Engagement page of website and event programs
 - Logo on Sponsorship Page of the website

