

February 17, 2020

Dear Friend and Business Owner,

We would like to offer you the opportunity to feature your business advertisement in the first ever collaboration of *Snow White* between Mid-Atlantic Ballet and Wilmington Ballet Academy of the Dance in Wilmington. Both prestigious dance conservatories understand the importance of creating the highest standards of ballet in Delaware and are excited to give their students the opportunity to collaborate in a full narrative ballet. Your advertisement will not only be featured in one targeted community, but in two. Through advertising in WB & MAB's *Snow White* playbill, you will:



- **Reach up to 1,000 arts patrons right in their seats at the Cab Calloway School of the Arts with your full-color ad, in addition to 75 performers and their families... many of whom keep their programs forever!**
- **Be featured on WB and MAB's website as one of our organization's 2020-2021 business partners with a link directly to your website. In-studio, we will personally refer all of our dance families to your business. You will also receive a direct acknowledgement through our popular social media platforms (Facebook & Instagram.)**

Wilmington Ballet & Mid-Atlantic Ballet are non-profit organizations and your financial support is critical to furthering our missions. Founded in 1997, Mid Atlantic Ballet is one of the finest ballet schools in the area. We are dedicated to providing excellent classical ballet and dance training to students of all ages and backgrounds. Wilmington Ballet Academy of the Dance is the oldest ballet school in the area, founded in 1956. The school has provided superior ballet training in Wilmington and surrounding residents and entertained local audiences with the renowned annual Nutcracker tradition at the Playhouse on Rodney Square.

Attached is a document with this year's advertising options. Digital ad files and contracts must be received by no later than Friday, March 13th, 2020. Please contact Isabel at development@midatlanticballet.org with any questions about business sponsorships and ad placements.

Thank you for considering this opportunity to support Wilmington Ballet & Mid-Atlantic Ballet

Warmest Regards,

Mid Atlantic Ballet

WILMINGTON BALLET & MID-ATLANTIC BALLET PRESENT

Snow White

Program Advertising Specifications

Ad Rates

(Height x Length in inches)

\$65: Quarter page (2.45 x 3.875)

\$125: Half page (3.875 x 5)

\$250: Full page (5 x 8)

All ads must be vertically oriented

Deadlines: Friday, March 13, 2020

Artwork Formats: JPEG is preferred
High-resolution - 1500x2400 pixels/300dpi preferred
Email to development@midatlanticballet.org

Publication Size: 5.5 x 8.5 / soft-cover

Contact: Isabel Offschanka / development@midatlanticballet.org

Publisher: Mid Atlantic Ballet

Performance Date & Venue: April 26, 2020- 1pm & 4pm

Wilmington Ballet & Mid-Atlantic Ballet reserve the right to reject any submission if deemed as offensive or inappropriate.

WILMINGTON BALLET & MID-ATLANTIC BALLET

Spring Performance Advertising Contract

Agreement, made this _____ day of _____ 2020 between Mid Atlantic Ballet (“Publisher”) and _____ (“Advertiser”) for advertising placement in the program for the commemorative playbill of *Snow White*.

1. Publisher is authorized to insert the advertisement submitted by the Advertiser in the Publisher's program for the Spring Performance presented at Cab Calloway School of the Arts.
2. The advertisement will occupy a(n) _____ page space(s) in the program.
3. Advertiser agrees to pay \$ _____ for the space(s) reserved, payment to be remitted to the Publisher before April 25, 2020. Checks to be made payable to “Mid Atlantic Ballet”. Contracts must be received by Friday, March 13.
4. Advertiser agrees to furnish a complete advertising design by email to the Publisher by Friday, March 13. Contact: Isabel Offschanka / development@midatlanticballet.org
5. In the event of an error attributed to the Publisher, the liability of the Publisher shall not exceed the cost of the advertising space for which the error occurred. Publisher reserves the right to reject any advertisement it considers objectionable in wording or appearance.

Advertiser:

Agent/Title:

Signature:

Address:

Telephone Number:

Email Address:
