**Sample Sponsorship Proposal**

**Title Sponsor of Pacific Northwest Ballet's Nutcracker**

#### November/December - Marion Oliver Mccaw Hall, Seattle, Washington

Pacific Northwest Ballet (PNB), one of the largest and most highly regarded ballet companies in the United States, performs the holiday classic *Nutcracker* each year, making it a beloved holiday tradition and experience for over 90,000 Pacific Northwest residents. PNB is delighted to celebrate over three decades of Kent Stowell and Maurice Sendak's one-of-a-kind *Nutcracker.* Praised by *The New York Times* as "original and exciting," PNB's signature *Nutcracker* is the brilliant result of a close collaboration between PNB Founding Artistic Director and choreographer Kent Stowell and renowned children's book author and illustrator Maurice Sendak *(Where the Wild Things Are).* The larger-than-life production features over 200 dancers, the acclaimed PNB Orchestra playing Tchaikovsky 's iconic score, gigantic moving sets, and a snowfall at every performance.

In 2014 PNB will perform the Stowell and Sendak *Nutcracker* for the last time and in 2015 PNB will launch a new, but still original, version. With choreography by George Balanchine and scenic and

costume design by children's book author and illustrator Ian Falconer, PNB is reinvigorating and putting a colorful spin on this favorite Northwest holiday tradition. The next three years promise increased media attention and patron demand with:

•• Around 100,000 projected annual attendees across 38 performances;

•• Over $6 million in projected ticket sales each year;

•• Annual projected advertising and promotion budget exceeding $1.4 million;

•• Robust advertising and media campaign from May through December each year including: television, radio, print, outdoor media (billboards and Mccaw Hall fly tower banner), direct mail, electronic media - including online advertising, email, social media, merchandising and cause marketing; and

•• Multiple exposure/touch point opportunities onsite at McCaw Hall.

The Company is invited to be the Trtle Sponsor of PNB's *Nutcracker* during these sensational years. Benefits of the Title Sponsorship include prominent logo placement and recognition as the Title Sponsor of PNB's *Nutcracker* during a focused seven-month advertising and marketing campaign, exclusive promotional offers, year-long recognition as a PNB sponsor, opportunities for on-site presence in McCaw Hall during *Nutcracker* performances, and employee ticket discounts and special backstage tours. The following pages outline in detail the benefits of a multi-year commitment starting as Title Sponsor at $$$ in 2014 for the Stowell and Sendak *Nutcracker* and expanding to $$$$ in 2015 with the launch of *George Balanchine's The Nutcracker™.*

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### Marketing and Advertising Benefits

$$$$$$ **Value**

The benefits enumerated below aim to achieve The Company's ROI goals of: recouping 50% of annual investment by increasing engagement with current and new customers, creating brand awareness and affinity, reaching impressions generated from PNB assets, engaging 3% of PNB's total audience and patron base, and generating leads with a 30% to 50% opt-in rate. The Company's logo and/or name will be represented in nearly every PNB marketing effort for *Nutcracker* and throughout the season as the Title Sponsor of *Nutcracker.* Outlined below is PNB's marketing and advertising strategy and reach from 2013 with details on impressions and key media partners. As detailed below, *Nutcracker* has tremendous reach and will only increase in the next three years.

Total Impressions for **Title Sponsorship** of PNB's *Nutcracker =* **64,245,966**

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing** | Examples | Reach | Impressions |
| **Television** | Nutcracker **Logo recognition on 1000+ spots during 7 week 1V campaign** on KOMO, KING, KONG, NWCN, KIRO,  Bravo, KCPQ, KMYQ, A&E, Family Channel, Food Channel, HG1V, Lifetime, Nickelodeon, TLC, USA | | **TOTAL: 10,689,604** |
| **Radio** | Nutcracker **Title Sponsor recognition on 700+ spots (:60) during** | | **TOTAL: 6,835,200** |
|  | **6 week campaign on:** KJR, KMPS, KMTI, KPLZ, | | |
|  | KQMV, KRWM, KWJZ, Radio Disney, KZOK, KLCK, | | |
|  | KBKS | | |
| **Print Ads** | Nutcracker **Logo recognition during 12 week *Nutcracker*** | | **TOTAL: 12,717,930** |
|  | **advertising campaign** | | |
| Newspaper | The Seattle Times, Seattle Weekly, Everett Herald, | | |
|  | Tacoma News Tribune | | |
| Magazine | Seattle Magazine, Seattle Metropolitan, Seattle's | | |
|  | Child, ParentMap, 425, Encore, Chinook Book, DSA | | |
|  | Holiday Guide | | |
| **Outdoor Media** | **Logo recognition on four week campaign** | | **TOTAL: 21,505,745** |
| *Nutcracker* Bulletins | Three 14' x 48' bulletins distributed in Seattle | | 4,398,170 |
| *Nutcracker* Billboards | Twenty-eight 10' x 22' billboard posters distributed | | 17,107,575 |
|  | in Seattle | | |
| *Nutcracker* Posters | (Enclosed) | 1,000 printed and distributed regionally | |
| **Direct Mail** | **Logo recognition on year-long campaign with direct TOTAL: 1,070,000** | | |
|  | **mail pieces going to 50,000 - 100,000 households** | | |
| *Nutcracker* Postcards/ | (Enclosed) | 5 direct mail pieces to 70,000+ households which | 350,000 |
| brochures | are each segmented, targeted and repeated | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **Electronic** | **Logo recognition and/or opportunity to cross-** | | **TOTAL: 8,612,487** |
|  | **promote on the following:** | | |
| Website | ww w. pnb.org | 800,000 visitors, 300,000 on *Nutcracker* page | 800,000 |
| Online Advertising | Banner advertising on The Seattle Times, Facebook, 5,015,987 | | |
|  | Travelzoo | | |
| Email | Over 21 *Nutcracker* Specific Emails sent to 71,500 | | 270,000 (Nut) |
|  | accounts with average of 18% open rate | | 2.7 mill (Season) |
| Facebook | PNBallet | 81,177 "likes" | |
| Twitter | @PNBallet | 9,064 followers | |
| YouTubeNideos | PNBVideo Up to 340,000 views per video; over 4,409,029 | | |
|  | views total | | |
| eNewsletters | 9 High Pointes eNewsletters per year sent to 71,500 96,500 total opens | | |
|  | subscribers | | |
| **McCaw Hall** | (Enclosed) | **In addition to onsite activation, season-long recognition at Marion Oliver Mccaw Hall includes:**  1O' x 2' sponsor banner hung season-long (Sept.- June) during PNB repertory programs and events  Scrolling video screens in lobby and donor lounges during each repertory program and events  Season-long recognition on Encore sponsor page  Recognition on *Nutcracker* Program page & letter from The company's CEO  70,000 cars daily during four week *Nutcracker*  production | **TOTAL: 2,815,000**  250,000  200,000  170,000  95,000  2,100,000 |
| Banner |
| Video screens |
| Season-long |
| Encore |
| *Nutcracker* |
| Encore |
| Mercer Street |
| marquee |
| **Total Impressions** | | | **64,245,966** |
| **Total Media Value\*** | | | **$9,636,895** |

*\*Based off IEG standard media value calculation*

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### Promotional Benefits

In addition to the above recognition, The Company has access to PNB *Nutcracker* audience members for promotional opportunities both before *Nutcracker* performances though electronic media, and during *Nutcracker* performances within McCaw Hall for onsite activation. The below promotional opportunities aim to achieve The Company's ROI goals of increasing engagement with current and new customers, engaging 3% of PNB's total audience and patron base, and generating leads with a 30% to 50% opt-in rate. Opportunities for engagement include, but are not limited to, the following:

**Special Offers**

•• VIP "Insiders Tour" for 100 Company Clients in Marion Oliver McCaw Hall before a performance of *Nutcracker.* Insider Tours include four 30 minute stops in: the orchestra pit with world renowned PNB Conductor, Emil du Cou; the costume shop to see tutus, tiaras and the Nutcracker head up close; backstage with the "fly-men" who control the snow, rat tail and special effects; and the stage managers quarters to see how the orchestra, fly-men, dancers and lighting know when to make the magic happen

•• Free commemorative poster of PNB's last year of the Stowell & Sendak *Nutcracker* for the first 1,000

Company customers during a *Nutcracker* performance

•• Special 15% *Nutcracker* ticket discount code for Company clients to select performances

•• Cross-promotions customized for individuals who are both Company Clients and PNB patrons

•• Giveaway promotions for Company networks including *Nutcracker* tickets, backstage tour, and signed pointe shoes from "Clara"

•• PNB works with corporate and media sponsors to activate giveaways/sweeps. For example, 2013 *Nutcracker* sponsor Sterling Bank (now Umpqua) worked together to activate two Facebook giveaways which included a backstage tour, signed pointe shoes and tickets to *Nutcracker.* (See Enclosed *Nutcracker* Encore for paid advertisement promotion).

**Mccaw Hall Presence**

•• Company kiosk (provided by The Company)

•• Long-time partner Seattle Times has great success each year in cultivating a new subscribership from *Nutcracker* audience members.

•• Departing gifts for patrons (provided by The Company)

•• Long-time partners Talking Rain and Brown & Haley come back each year to give away product to *Nutcracker* audience members with great success .

•• Company welcoming banners and signage (provided by The Company)

### Community Benefits

$$$$$$$$$ **Value**

As part of the Title Sponsorship, The Company is invited to support the local community and local schools by subsidizing *Nutcracker* **performance tickets for 200 DISCOVER DANCE students** and family members. An educational program by PNB, DISCOVER DANCE provides standards-based dance education to 34 K-8 classrooms at 11 Seattle area low-to-moderate income public schools in which PNB teaching artists work in conjunction with classroom teachers to nurture students' dance skills and broaden 21st century skills. PNB's DISCOVER DANCE program serves a large socio-economic and racially diverse population with 22% Black, 20% Asian-Pacific, and 13% Hispanic participants with 45% on free/reduced lunch. DISCOVER DANCE serves over 900 students annually and reaches over 5,500

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additional students and families through both performances as well as educational materials translated into 11 languages, including Tagalog, Swahili, and Vietnamese.

Last year, PNB launched a new DISCOVER DANCE Family Engagement program, which aims to further increase family participation in student education and the arts following a DISCOVER DANCE residency. PNB offers DISCOVER DANCE families reduced-price tickets of $5 for children and $10 for adults, behind-the-scenes tours, and translated educational materials to these families. By partnering with PNB's DISCOVER DANCE education program, The Company would be ensuring that all children, regardless of their situation, are able to experience the magic of *Nutcracker.* In addition to being the Title Sponsor of PNB's *Nutcracker ,* The Company will be recognized year-long as a Community Education Partner with the following benefits:

•• Recognition in *Nutcracker* Encore program as a sponsor of DISCOVER DANCE student *Nutcracker*

tickets

•• Recognition in communications to DISCOVER DANCE families that tickets are subsidized by The Company

•• Recognition in press releases promoting DISCOVER DANCE

•• Recognition on PNB promotional materials for DISCOVER DANCE including but not limited to posters and direct mail postcards

•• Recognition on Mccaw Hall Lobby video screens during performances of DISCOVER DANCE.

•• Program recognition at DISCOVER DANCE performances

•• Logo recognition on dedicated DISCOVER DANCE page on PNB's website

•• Recognition in the DISCOVER DANCE editions of *High Pointes ,* PNB's email newsletter

•• Twenty (20) tickets to the fall and spring DISCOVER DANCE student performance at Mccaw Hall

### Employee Engagement Benefits

As a major corporate partner, The Company will receive season-long benefits for employees and client entertainment, including:

**Ticket Offers**

•• 15% discount for Company employees on performance tickets throughout PNB's repertory season (September-June) and select PNB *Nutcracker* performances

•• Select VIP performance ticket offers during repertory season and *Nutcracker*

•• Dedicated ticket concierge for executive and group sales, for both repertory and *Nutcracker*

performances

**Special Events and Backstage Tours**

•• Twenty (20) tickets to each 2014/15 season repertory Dress Rehearsals in McCaw Hall

•• Opportunity to receive guided VIP backstage tours of McCaw Hall with PNB staff

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### Sponsorship Fee

The above benefits and recognition as **Title Sponsor** of PNB's *Nutcracker* are based on a minimum fee of

$$$$ over three years paid in increments of $$$$ in 2014, $$$$$ in 2015 (with the option to continue the DISCOVER DANCE funding for the incremental $$$$ per year) and $$$$$ (with the option to continue the DISCOVER DANCE funding for the incremental $$$$ per year) in 2016 with the option to opt out by either party after the completion of the second year. The value of the sponsorship in 2014 is calculated in the following manner: $$$ **in Marketing and Advertising Sponsorship** and, and $$$$$$$ **of support going to DISCOVER DANCE** students and families. The increase in sponsorship fee for 2015 and 2016 assumes a projected 20% increase in national media attention and 10% increase in audience attendance after the launch of a new *Nutcracker* production.

**Signed:**

The Company: Pacific Northwest Ballet:

Name & Title Name & Title

Signature Signature

**INTERACTIVE ACTIVITY**

**Worksheet for Corporate Sponsorships**

|  |  |  |  |
| --- | --- | --- | --- |
| Human | Physical | Financial | Informational |
| 1. | 1. | 1. | 1. |
| 2. | 2. | 2. | 2. |
| 3. | 3. | 3. | 3. |
| 4. | 4. | 4. | 4. |