



LOS ANGELES BALLET

Corporate Branding Opportunities & Benefits *for the* 2011/2012 Performance Season

DIRECTORS' CIRCLE

Directors' Council \$100,000

- Recognition as a Major Season Sponsor
- Mention from stage at each performance
- One full-page color ad in all Season playbills
- Logo Placement:
 - Los Angeles Times ads
 - 25 e-blasts annually to 11,000 LAB patrons
 - LAB website
 - Playbill covers
 - Lobby & promotional posters
- 250 complimentary tickets for the performance(s) of choice

Benefactor \$50,000

- Recognition as a Major Sponsor of Annual *The Nutcracker* or *Swan Lake*
- One full-page color ad in all Season playbills
- Logo Placement:
 - Los Angeles Times ads
 - 25 e-blasts annually to 11,000 LAB patrons
 - LAB website
 - Playbill covers
 - Lobby & promotional posters
- 100 complimentary tickets for the performance(s) of choice

Patron \$25,000

- Recognition as a *NextWaveLA* Sponsor
- One full-page color ad in all Season playbills
- Logo Placement:
 - Los Angeles Times ads
 - 25 e-blasts annually to 11,000 LAB patrons
 - LAB website
 - Playbill covers
 - Lobby & promotional posters
- 50 complimentary tickets for the performance(s) of choice

ARTISTS' CIRCLE

Sponsor \$15,000

- Recognition as *Swan Lake* or *NextWaveLA* Costume Sponsor
- One full-page color ad in all Season playbills
- Logo Placement:
 - 25 e-blasts annually to 11,000 LAB patrons
 - LAB website
 - Playbill covers
- 25 complimentary tickets for the performance(s) of choice

Supporter \$5,000

- Recognition as *Swan Lake* or *NextWaveLA* Lighting Design Sponsor
- One half-page color ad in all Season playbills
- Logo Placement:
 - 25 e-blasts annually to 11,000 LAB patrons
 - LAB website
- 10 complimentary tickets for the performance(s) of choice

In addition to these five Branding Opportunities and Recognition levels, all donors to Los Angeles Ballet are included in Donor listings on the LAB website and in all Season playbills.

Notes: 1) Inclusion in playbill, e-mail blasts, posters and ads is subject to print deadlines; 2) Performance tickets based on availability.

Playbill Advertising Only

Full-Color Client-Composed ad in one Playbill

- **\$3,000** | Back Cover
- **\$2,250** | Inside Front or Inside Back Cover
- **\$1,500** | Full-page Ad
- **\$ 750** | Half-page Ad

Note: *Please add 15% for LAB Design Services. Ad specs & deadlines will be provided.*

For further information contact Kathy Highstrete *Director of Development*: highstrete@losangelesballet.org or call 310.903.8886 | *Offices & Studios*: Los Angeles Ballet, 11755 Exposition Blvd., Los Angeles, CA 90064