



Phoenix Ballet
15795 N 76th St
Scottsdale, AZ 85260

To whom it may concern,

I am happy to invite you to support the arts in Arizona by including an advertisement in our 2025 *NUTCRACKER* Program Book. Phoenix Ballet's 2025 production of this holiday classical is a magical show that is held at the grand Arizona Financial Theatre this December 12-14. This is our second year at this theater and we are so excited to be in such a large, professional venue. It is perfect for children and adults alike as it is a family-friendly ballet tradition that will be seen by thousands of Phoenix area families this December.

Advertising in Phoenix Ballet's Program Book presents a unique opportunity for you to be a part of a magical production and expand the marketing reach of your business. The Arizona Financial Theatre seats 3,490 and is located in the heart of downtown Phoenix. We anticipate over 18,000 Phoenix/Scottsdale residents and their friends will be in attendance based on sold out shows in past years. Audience members will receive a beautiful and professionally designed Program with your advertisements and your company name/logo will also be listed and linked on the Phoenix Ballet website, increasing your market reach.

Phoenix Ballet is a non-profit, 501(c)(3) organization that was established to bring the best classical ballet and new works to Arizona and beyond while giving world-class performance opportunities to dancers. It's focus is to support young dancers with paid performance opportunities directed by world-renowned director and choreographer, Sławomir Wozniak. By advertising in our *Nutcracker* Program Book, you will help to underwrite the cost of our production, help us bring talented dancers to the stage and to make participation accessible to more dancers not only locally but from across the globe. You will also directly support the arts in our community.

It's easy to place an ad in our *Nutcracker* program book. Using the instructions on the attached form, all you need to do is pick the size of your advertisements, provide your payment and either submit your art by the deadline or work with our designer for an additional fee. We ask that payment be submitted by November 15th and artwork by November 24, specs are also on the attached form. If you would like our production team to design an advertisement (for an additional fee) with your business name and information for your approval, we are more than happy to work with you.

We have partnered with amazing professional photographers and will have beautiful images of our dancers dressed in our exquisite, colorful costumes and will have photos available if you would like to use them in your advertisement. You can pick a specific dancer, costume or scene from *The Nutcracker*. If you are interested in this, please let us know as we are happy to help.

If you have any questions or need anything, please contact me or my associates at Phoenix Ballet at the email address below.

Thank you in advance for your kind consideration,

Sławomir Wozniak
Phoenix Ballet
info@phoenixballet.org

December
12-14
at Arizona
Financial
Theatre

PHOENIX BALLET Presents

Slawomir Wozniak's

The Nutcracker

With professional dancers from Phoenix Ballet
and student dancers from the internationally
acclaimed Master Ballet Academy!



REACH OVER 9,000 PEOPLE AND SUPPORT PHOENIX BALLET BY PLACING AN AD IN
THE NUTCRACKER PROGRAM BOOK 2025!

PROGRAM BOOK AD RATES, SPECS & DEADLINES

FULL PAGE, FULL COLOR

\$795 for a FULL PAGE ad, includes:

- Two (2) tickets to a Nutcracker Performance of Choice
- Signed Copy of the Program Book
- Listed and linked as Sponsor on Phoenix Ballet's Website
- Discounted tickets available for your business

½ (HALF) PAGE, FULL COLOR

\$425 for a HALF PAGE, includes:

- Signed Copy of the Program Book
- Listed and linked as Sponsor on Phoenix Ballet's Website
- Discounted tickets available for your business
- can be vertical or horizontal

¼ (QUARTER) PAGE, FULL COLOR

\$275 for a QUARTER PAGE, includes:

- Signed Copy of the Program Book
- Listed and linked as Sponsor on Phoenix Ballet's Website
- Vertical size only

DEADLINES

Artwork Deadline: November 24, 2pm

Payment Deadline: November 15, 5pm
(ad will not run without full payment)

Checks payable to: Phoenix Ballet

Send ads to: Heather Hudak; info@phoenixballet.org

Design Assistance available: rate TBD

We also accept credit cards (there is an additional fee on cards)

SPECS

Advertisements should be:

- Camera Ready Artwork
- Booklet Size 11 inches x 8.5 (specs include bleeds)
- Trim Size: 8.5 x 11 inches
- Full Bleed Artwork 8.66 width X 11.16 height
- Half Page = 8.66 width x 5.66 Height
- ¼ Page = 4.375 width x 5.5 height
- Artwork Resolution: 300 dpi File Type: PDF or JPG

SPONSORSHIP OPPORTUNITIES AVAILABLE!

Email us at info@PhoenixBallet.org
if interested in Sponsorship opportunities.
Phoenix Ballet is a 501 C 3 and all donations are tax
deductible!

Questions? Contact us by email at info@phoenixballet.org or call 602-996-8000

Checks can be mailed or dropped off to:

Phoenix Ballet, 15795 North 76th St, Scottsdale, AZ 85260

Thank you for supporting the arts in Arizona!

Phoenix Ballet's acclaimed **THE NUTCRACKER** is December 12-14
at Arizona Financial Theatre in Downtown Phoenix