

A woman in a light blue, lace-trimmed dress stands in a field of flowers, her arms outstretched. In the background, other dancers in similar attire are visible, some with their arms raised. The scene is set outdoors with a dense line of green trees in the background under bright, natural light.

*A
Midsummer
Night's
Dream*

AT HARTWOOD ACRES

PRESENTED BY PITTSBURGH BALLET THEATRE
UNDER THE NEW LEADERSHIP OF ARTISTIC DIRECTOR SUSAN JAFFE

Every August, thousands of dance fans, budding ballerinas and outdoor enthusiasts gather at beautiful Hartwood Acres for Pittsburgh Ballet Theatre's season opening performance under the stars. This year, PBT will bring the spirit and excitement of this annual event into homes throughout the region in a special primetime episode of The Allegheny County Summer Concert Series presented by BNY Mellon, which will broadcast on Pittsburgh's CW, a KDKA affiliate station.

The episode dedicated to PBT, airing on **Sunday, Aug. 16 at 7 p.m.**, will feature a reimagining of *A Midsummer Night's Dream*, conceived and arranged by Artistic Director Susan Jaffe in her first creative project for the company, with choreography by PBT Company dancers. Viewers will enjoy the serene greenery and pristine landscaping of Hartwood Acres from the comfort of their homes as the Shakespearean retelling unfolds in vignettes filmed throughout the estate. The program will include a narration from the children of PBT School and ethereal costumes by Janet Marie Groom.

AN UNPARALLELED SPONSORSHIP OPPORTUNITY

During this one-hour broadcast, PBT is able to recognize the support of individuals and local businesses in its widest platform yet. This is a wonderful opportunity to publicly endorse Susan Jaffe's first creative project for PBT and PBT's first company performance of the season. Your generous sponsorship of this unique performance will be acknowledged via CW broadcast by more than 60,000 viewers with continued exposure on social media throughout the end of 2020. Advance marketing for the broadcast will include sponsor recognition to PBT's patron base via email (with a reach of 62,000) and social media (with a reach of 5,800) in July and August.

We invite you to join us in presenting *A Midsummer Night's Dream* to the Greater Pittsburgh region. Your sponsorship of this program will keep PBT dancing and help us share our art form with our community at a time during which the arts can make an even greater impact in our world.



SPONSORSHIP OPPORTUNITIES



\$25,000 UNDERWRITER

- + Underwriter recognition/logo on title screen prior to underwritten segment
- + Underwriter recognition/logo in the end credits
- + Underwriter recognition/logo in three e-blasts prior to event (62,000 per email)
- + Underwriter recognition in four social media announcements prior to event (5,800 per post)
- + Listing in all 2020-2021 Season playbills, annual report, PBT's website (pbt.org), and hyperlinked logo on the Hartwood event page
- + 50th Anniversary Commemorative Book
- + Discounted tickets for employees throughout the 2020-2021 Season



\$10,000 SPONSOR

- + Sponsor recognition/logo on title screen prior to sponsored segment
- + Sponsor recognition/logo as a sponsor in the end credits
- + Sponsor recognition/logo in three e-blasts leading up to the event (62,000 per email)
- + Listing in all 2020-2021 Season playbills, annual report, PBT's website (pbt.org), and hyperlinked logo on the Hartwood event page
- + 50th Anniversary Commemorative Book
- + Discounted tickets for employees throughout the 2020-2021 Season



\$5,000 BENEFACTOR

- + Benefactor listing in the end credits
- + Listing in all 2020-2021 Season playbills, annual report, PBT's website (pbt.org), and hyperlinked logo on the Hartwood event page
- + 50th Anniversary Commemorative Book
- + Discounted tickets for employees throughout the 2020-2021 Season



\$2,500 PATRON

- + Patron listing in the end credits
- + Listing in all 2020-2021 Season playbills and annual report
- + 50th Anniversary Commemorative Book



\$1,000 FRIEND

- + Friend listing in the end credits
- + 50th Anniversary Commemorative Book

YES! WE WILL SUPPORT PITTSBURGH BALLET THEATRE'S

*A
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AT HARTWOOD ACRES

SPONSORSHIP LEVEL

- \$25,000 Underwriter
- \$10,000 Sponsor
- \$5,000 Benefactor
- \$2,500 Patron
- \$1,000 Friend

PAYMENT

- Enclosed is a check made payable to Pittsburgh Ballet Theatre
- This is our pledge to participate. A check will be received by August 7, 2020
- Please charge the following credit card:

Card type: _____ Card number: _____ CSC: _____

Name on card: _____ Exp. date: _____

CONTACT INFORMATION

Sponsor name or sponsoring company name (as it should appear in promotions and broadcast credits):

Name: _____ Title: _____

Address: _____

Email: _____

Phone: _____ Fax: _____

PLEASE REMIT TO:

Pittsburgh Ballet Theatre, *A Midsummer's Dream*, 2900 Liberty Avenue, Pittsburgh, PA 15201 Attn: Aziza El Feil | ael-feil@pittsburghballet.org | 412-973-0606