



Representing the **CHANGING FACES OF BOSTON**, the Urban Nutcracker was born on the streets of Boston as part of the vision of retired international ballet star, Tony Williams, to celebrate the diversity of the city, and to promote social unity.

This year is the 19th Anniversary of the Urban Nutcracker- now a beloved Boston holiday tradition. The story of the Urban Nutcracker is remarkable- how it was developed in Jamaica Plain, Boston into a critically acclaimed production that now puts on 12 performances every December in downtown Boston, and attracts thousands of audience members annually.

The Tony Williams Dance Center offers your group the opportunity to be involved the Urban Nutcracker movement through client and employee recognition and to achieve philanthropic objectives, to be a part of meaningful change in Boston, and beyond.

“...the ‘**URBAN NUTCRACKER**’ drives home the importance of teaching children that when it comes to fantasy, especially holiday fantasy, all looks and all styles are fair game as long as the story is good.”

-The Boston Globe

“...a **NUTCRACKER with real soul**”

-The Boston Metro

CELEBRATING 19 YEARS OF DIVERSITY THROUGH DANCE

PRESENTING TITLE SPONSOR (\$100,000)

VISIBILITY

- Featured as exclusive presenting sponsor of 12 performances of the Urban Nutcracker with company name supertitle
- Prominent signage at Tony Williams Dance Center
- Prominent branding presence at all Urban Nutcracker concerts (15,000 est attendees)
- Prominent logo on entire communications campaign: advertising, e-newsletter campaigns (10,000 subscribers,) annual report and TWDC/ Urban Nutcracker websites (4,000 hits per month)
- Frequent recognition on all social media vehicles
- Full page color advertisement in program books
- Speaking opportunity at any pre/post - concert receptions
- Welcome from stage at each performance

SPECIAL ACCESS/ EMPLOYEE BENEFITS

- Invitations to exclusive concert receptions and opportunity to meet dancers and artistic director on-site, with photo opportunities
- Corporate volunteer opportunity
- Complimentary premium seating tickets/ personalized ticketing service
- Corporate pre-reception opportunity
- Invitations to final dress rehearsal
- 100 tickets for distribution
- Dedicated special performance from Tony Williams Ballet at a specified date and location



CELEBRATING 19 YEARS OF DIVERSITY THROUGH DANCE



T employee probed for sleeping on the job

PAGE 07

Lorde reacts with Swift vengeance upon Diplo

PAGE 11



Pats ready, rested for big road test at Colts

SPONSOR (\$50,000 +)

- Prominent signage at Urban Nutcracker performances
- Invitations to exclusive concert receptions
- Logo credit on entire communications campaign: advertising, e-newsletter campaigns (10,000 subscribers,) annual report and TWDC/ Urban Nutcracker websites (4,000 hits per month)
- Frequent recognition on all social media vehicles
- Full-page advertisement in program books
- Complimentary preferred seating tickets upon request/ personalized ticketing service
- 50 tickets for distribution

CO-SPONSOR (\$25,000 +)

- Signage at Urban Nutcracker performances
- Invitations to exclusive concert receptions
- Logo credit on entire communications campaign: advertising, e-newsletter campaigns (10,000 subscribers,) annual report and TWDC/ Urban Nutcracker websites (4,000 hits per month)
- 1/2-page advertisement in program books
- 25 tickets for distribution
- Complimentary preferred seating tickets upon request/ personalized ticketing service

CELEBRATING 19 YEARS OF DIVERSITY THROUGH DANCE



SUPPORTER (\$5,000 +)

- Name credit on entire communications campaign: advertising, e-newsletter campaigns (10,000 subscribers,) annual report and TWDC/ Urban Nutcracker websites (4,000 hits per month)
- Complimentary preferred seating tickets upon request
- 10 tickets for distribution
- 1/4-page advertisement in program books



Additional sponsorship levels, program book advertisements and more start at \$100-\$4999

Please ask for specialty sponsorship packages to fit the needs of your organization or sponsorship wishes.

If you are interested, please contact:
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