

Urban Nutcracker

TONY WILLIAMS DANCE CENTER



CORPORATE SPONSORSHIP OPPORTUNITIES

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 15th 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 14 to 15 performances every December in downtown Boston, and attracts thousands of audience members annually.

The Tony Williams Dance Center offers your organization 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

CELEBRATING 16 YEARS OF DIVERSITY THROUGH DANCE

“
...a NUTCRACKER
with real soul”
-The Boston Metro

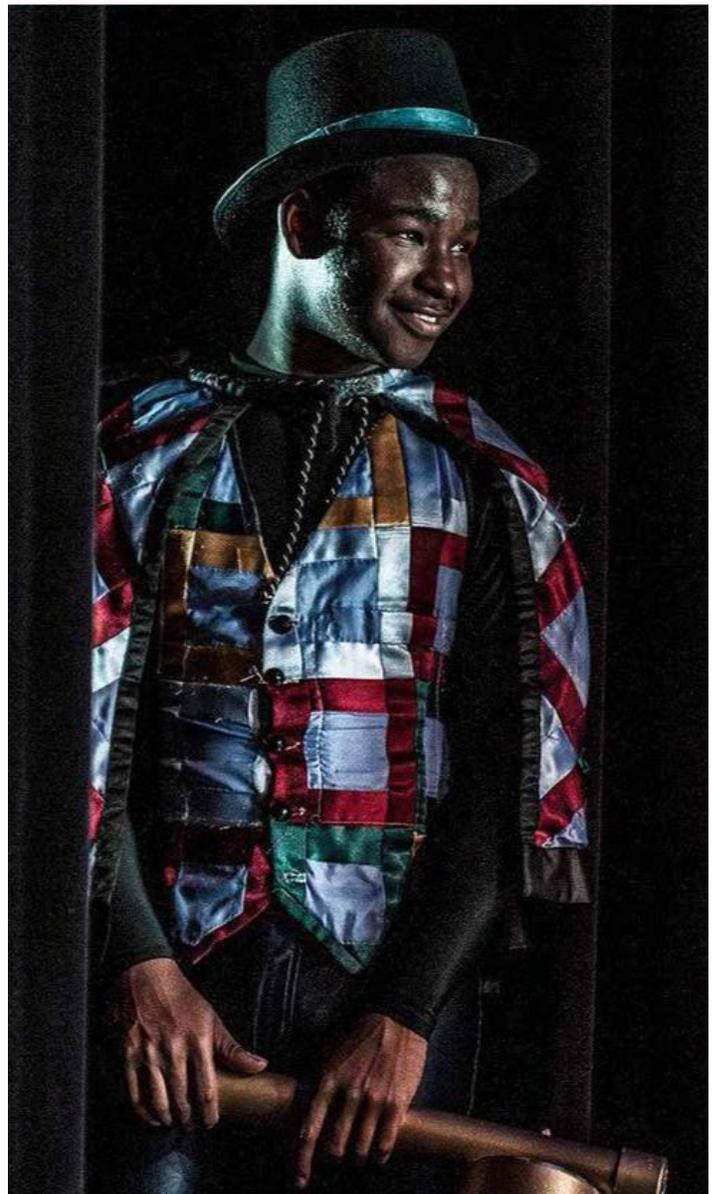
PRESENTING TITLE SPONSOR (\$100,000)

VISIBILITY

- Featured as exclusive presenting sponsor of 15 performances of the Urban Nutcracker with company name supertitle
- Prominent signage at Tony Williams Dance Center
- Prominent branding presence at all Urban Nutcracker concerts (13,000 est attendees)
- Prominent logo credit on entire communications campaign: advertising, e-newsletter campaigns (9,000 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

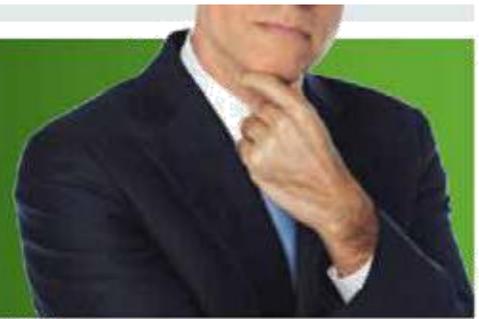
- Invitations to exclusive concert receptions and opportunity to meet dancers and artistic director on-site, with photo opportunities
- Corporate volunteer opportunity
- Complimentary premium seating tickets/ personalized ticketing service
- Corporate pre-reception opportunity
- Invitations to final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



CELEBRATING 16 YEARS OF DIVERSITY THROUGH DANCE

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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 TWDC and Urban Nutcracker performances
- Invitations to exclusive concert receptions
- Logo credit on entire communications campaign: advertising, e-newsletter campaigns (9,000 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

CO-SPONSOR (\$25,000 +)

- Signage at TWDC and Urban Nutcracker performances
- Invitations to exclusive concert receptions
- Logo credit on entire communications campaign: advertising, e-newsletter campaigns (9,000 subscribers,) annual report and TWDC/ Urban Nutcracker websites (4,000 hits per month)
- 1/2-page advertisement in program books
- Complimentary preferred seating tickets upon request

CELEBRATING 16 YEARS OF DIVERSITY THROUGH DANCE



SUPPORTER (\$5,000 +)

- Name credit on entire communications campaign: advertising, e-newsletter campaigns (9,000 subscribers,) annual report and TWDC/Urban Nutcracker websites (4,000 hits per month)
- Complimentary preferred seating tickets upon request
- 1/4-page advertisement in program books

“
...We are thrilled this special (autism-friendly) performance has been added to the schedule because it’s a strong signal of inclusion.”

-Russ Kemp, Executive Director,
New England Chapter speaking of
2014 autism-friendly Urban
Nutcracker performance



If you are interested,
please contact:

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