

Canada's
Ballet JÖRGEN
du Canada
Dance for All

CBJ Sponsorship Opportunities



The Nutcracker: A Canadian Tradition

Hamilton, ON – 1 Performance

Date: December 4, 2021

Venue: FirstOntario Concert Hall

Capacity: 2,181

Sponsorship Levels

➤ **Presenting Sponsor**

○ **\$15,000**

➤ **Gold Sponsor**

○ **\$7,500**

Benefits

Presenting Sponsor

- **“The Nutcracker Presented by Corporate Name” in all print and online marketing, advertisement and performance materials pertaining to the performances, including:**
 - Performance Tickets
 - Performance Programs
 - CBJ Website
 - E-Blasts
 - Social Media
 - Posters
 - Print and Radio Ads
- **Corporate signage and activation opportunities in theatre lobby**
- **10 Complimentary performance tickets**
- **Employee ticket discounts**

Gold Sponsors

- **Listed as Gold sponsor in select print and online marketing materials including:**
 - On CBJ Website
 - Posters
 - Print Ads
 - E-Blasts
 - Performance Programs
- **6 Complimentary Tickets**
- **Employee ticket discounts**

The Nutcracker: A Canadian Tradition

Kitchener-Waterloo, ON – 2 Performances

Date: December 28, 2021

Venue: Centre in the Square

Capacity: 2,047 (4,094 Total)

Sponsorship Levels

➤ **Presenting Sponsor**

○ **\$20,000**

➤ **Gold Sponsor**

○ **\$10,000**

Benefits

Presenting Sponsor

- **“The Nutcracker Presented by Corporate Name” in all print and online marketing, advertisement and performance materials pertaining to the performances, including:**
 - Performance Tickets
 - Performance Programs
 - CBJ Website
 - E-Blasts
 - Social Media
 - Posters
 - Print and Radio Ads
- **Corporate signage and activation opportunities in theatre lobby**
- **10 Complimentary performance tickets**
- **Employee ticket discounts**

Gold Sponsors

- **Listed as Gold sponsor in select print and online marketing materials including:**
 - On CBJ Website
 - Posters
 - Print Ads
 - E-Blasts
 - Performance Programs
- **6 Complimentary Tickets**
- **Employee ticket discounts**

Romeo & Juliet

Saskatoon, SK – 1 Performance

Date: February 23, 2022

Venue: TCU Place

Capacity: 2,074

Sponsorship Levels

➤ **Presenting Sponsor**

○ **\$15,000**

➤ **Gold Sponsor**

○ **\$7,500**

Benefits

Presenting Sponsor

- **“The Nutcracker Presented by Corporate Name” in all print and online marketing, advertisement and performance materials pertaining to the performances, including:**
 - Performance Tickets
 - Performance Programs
 - CBJ Website
 - E-Blasts
 - Social Media
 - Posters
 - Print and Radio Ads
- **Corporate signage and activation opportunities in theatre lobby**
- **10 Complimentary performance tickets**
- **Employee ticket discounts**

Gold Sponsors

- **Listed as Gold sponsor in select print and online marketing materials including:**
 - On CBJ Website
 - Posters
 - Print Ads
 - E-Blasts
 - Performance Programs
- **6 Complimentary Tickets**
- **Employee ticket discounts**

Anne of Green Gables – The Ballet

Halifax, NS – 2 Performances

Date: June TBD, 2022 (June 2-4 or June 6-9)

Venue: Dalhousie Arts Centre

Capacity: 1,040 (2,080 Total)

Sponsorship Levels

➤ Presenting Sponsor

○ **\$20,000**

➤ Gold Sponsor

○ **\$10,000**

Benefits

Presenting Sponsor

- **“The Nutcracker Presented by Corporate Name” in all print and online marketing, advertisement and performance materials pertaining to the performances, including:**
 - Performance Tickets
 - Performance Programs
 - CBJ Website
 - E-Blasts
 - Social Media
 - Posters
 - Print and Radio Ads
- **Corporate signage and activation opportunities in theatre lobby**
- **10 Complimentary performance tickets**
- **Employee ticket discounts**

Gold Sponsors

- **Listed as Gold sponsor in select print and online marketing materials including:**
 - On CBJ Website
 - Posters
 - Print Ads
 - E-Blasts
 - Performance Programs
- **6 Complimentary Tickets**
- **Employee ticket discounts**

Anne of Green Gables – The Ballet

Toronto, ON – 5 Performances

Date: July 21-24, 2022

Venue: St. Lawrence Centre for the Arts

Venue Capacity: 868 (4,340 Total)

Sponsorship Levels

➤ Presenting Sponsor

○ **\$40,000**

➤ Gold Sponsor

○ **\$20,000**

Benefits

Presenting Sponsor

- **“The Nutcracker Presented by Corporate Name” in all print and online marketing, advertisement and performance materials pertaining to the performances, including:**
 - Performance Tickets
 - Performance Programs
 - CBJ Website
 - E-Blasts
 - Social Media
 - Posters
 - Print and Radio Ads
- **Corporate signage and activation opportunities in theatre lobby**
- **10 Complimentary performance tickets**
- **Employee ticket discounts**

Gold Sponsors

- **Listed as Gold sponsor in select print and online marketing materials including:**
 - On CBJ Website
 - Posters
 - Print Ads
 - E-Blasts
 - Performance Programs
- **6 Complimentary Tickets**
- **Employee ticket discounts**