

Event Overview



Join Miami City Ballet in celebrating the highlight of the Holiday Season, **Nutcracker Magic Children's Soirée**, with a performance of *George Balanchine's The Nutcracker®*, followed by a Holiday After Party. Guests are welcomed into a winter wonderland with sweet treats, dancing to a live DJ, meeting Nutcracker Magic cast characters, photo opportunities, gift bags, and more!

EVENT CHAIRS:

Asha Elias, Nikki Squire, Bianca Morales

EVENT FOUNDERS:

Ana-Marie Codina Barlick, Tina Carlo

WHEN & WHERE

1:00 PM – 3:00 PM: Performance of George Balanchine's The Nutcracker® Adrienne Arsht Center

3:30 PM – 5:30 PM: Holiday After Party - Peacock Foundation Studio Adrienne Arsht Center

EVENT INFORMATION & SUPPORT OPPORTUNITIES:

Laura Hall, Events Consultant laura.hall@miamicityballet.org 305.549.5197

Costume illustrations by Ruben Toledo.

Celebrate with Heart

At the heart of everything Miami City Ballet (MCB) does is the belief that classical ballet has the power to uplift, unite, enchant, and transform.

MCB's Community Engagement programs include Ballet Bus, a full merit scholarship program with transportation to Miami City Ballet School for Miami-Dade County Public School students, the in-school residency programs STEAM+ and Explore Dance, and the Palm Beach Summer Dance Camp. Each year, the Ballet for Young People series brings free and low-cost child-friendly performances to South Florida audiences.

MCB has served more than 19,000 youth and senior years with community engagement programming that supports exposure to arts learning, amplifies dance education, and expands access to ballet performance.

Proceeds from the 2022 Nutcracker Magic Children's Soirée support MCB's Community Engagement programs and will underwrite a full-length performance of *George Balanchine's The Nutcracker* in December 2022 for local service organizations, Title I Schools, and community members in underresourced areas.



Costume illustrations by Ruben Toledo.



\$25.000 Reception Sponsor

At the \$25,000 giving level, one exclusive sponsor will be recognized as the official "Reception Sponsor" of the event.

RECOGNITION & BRANDING

- Logo placement and/or name recognition on Nutcracker Magic digital invitation and save the date
- Logo placement and/or name recognition on Nutcracker Magic marketing, digital, and social media communications
 regarding event ticket sales and guest communications
- Logo placement and/or name recognition in Nutcracker Magic Program Book (distributed to over 220 guests)
- Logo placement and/or name recognition on centerpiece table numbers
- Logo placement and/or name recognition on event signage
- Logo placement and/or name recognition on MCB Corporate Partners webpage for one year
- Double page color ad in the Nutcracker Magic Program Book
- Vocal recognition as the Reception Sponsor during program remarks at the event
- Ability for sponsor to make short remarks at the event

EVENT BENEFITS*

- One complimentary table seating ten (10) guests at the Nutcracker Magic Children's Soirée
- Ten (10) complimentary tickets to attend George Balanchine's The Nutcracker, in prime seats, on December 18th 1:00 PM
- Personalized VIP Concierge Ticketing services for ticketing needs
- Nutcracker keepsake gift for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag bag for each child in the group
- Signed ballet shoe for each child in the group
- Picture with the Sugar Plum Fairy
- Complimentary valet parking

MEDIA EXPOSURE

- Recognition in two (2) dedicated Nutcracker Magic social media posts on MCB's Facebook and Instagram platforms
- Mention in one (1) edition of MCB's digital newsletter, Relevé, as the Nutcracker Magic Children's Soirée Reception Sponsor, with a link to your company website
- PR coverage surrounding Nutcracker Magic including pre- and post-event press serviced to local media outlets

*Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.

\$15.000 Decor Sponsor

An enchanting winter wonderland provides the backdrop for an unforgettable experience.

RECOGNITION & BRANDING

- Logo placement and/or name recognition on Nutcracker Magic digital invitation and save the date
- Logo placement and/or name recognition on Nutcracker Magic marketing, digital, and social media communications
 regarding event ticket sales and guest communications
- Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 220 guests
- Logo placement and/or name recognition on MCB's Corporate Partners webpage for one year
- Full page color ad in the Nutcracker Magic Program Book
- Vocal recognition as the Soirée Décor Sponsor during program remarks at the event

EVENT BENEFITS

- One complimentary sponsor table seating ten (10) at the Nutcracker Magic Children's Soirée
- Ten (10) complimentary tickets to attend George Balanchine's The Nutcracker, in prime seats, on December 18th 1:00 PM
- Personalized VIP Concierge Ticketing services for all ticketing needs
- Nutcracker keepsake doll for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag bag for each child in the group
- Signed ballet shoe for each child in the group
- Picture with Sugar Plum Fairy
- Complimentary valet parking

- Recognition in one (1) dedicated Nutcracker Magic social media post on MCB's Facebook and Instagram platforms
- Mention in MCB communications piece, Relevé, as the Nutcracker Magic Children's Soirée Décor Sponsor
- PR coverage surrounding Nutcracker Magic including pre- and post-event press serviced to local media outlets



^{*}Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.

\$8.500 Photo Booth Sponsor

During the event, children and families can pose for fun photos with costumes and props and have a holiday photo printed on the spot!

RECOGNITION & BRANDING

- · Logo placement on the photo strip of every photo printed from the photo booth
- Logo placement and/or name recognition on Nutcracker Magic digital invitation and save the date
- Logo placement and/or name recognition on Nutcracker Magic marketing, digital, and social media communications
 regarding event ticket sales and guest communications
- Logo placement and/or name recognition in Nutcracker Magic Program Book (distributed to over 220 guests)
- Logo placement and/or name recognition on event signage
- Logo placement and/or name recognition on MCB Corporate Partners webpage for one year
- Full page color ad in the Nutcracker Magic Program Book

EVENT BENEFITS

- Six (6) complimentary seats at the Nutcracker Magic Children's Soirée
- Six (6) complimentary tickets to attend George Balanchine's The Nutcracker, in prime seats, on Dec 18th 1:00 PM
- Personalized VIP Concierge Ticketing services for ticketing needs
- Nutcracker keepsake doll for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag bag for each child in the group
- Complimentary valet parking

- Recognition in one (1) dedicated Nutcracker Magic social media post on MCB's Facebook and Instagram platforms
- Mention in one edition of MCB's digital newsletter, Relevé, as the Nutcracker Magic Children's Soirée Photo Booth Sponsor
- PR coverage surrounding Nutcracker Magic including pre- and post-event press serviced to local media outlets

^{*}Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.

\$7.500 Entertainment Sponsor - SOLD



A Live DJ for non-stop dancing, table-top activities, and picture-perfect moments with cast characters.

RECOGNITION & BRANDING

- Logo placement and/or name recognition on DJ booth signage
- Logo placement and/or name recognition on Nutcracker Magic digital invitation and save the sate
- Logo placement and/or name recognition on Nutcracker Magic marketing, digital, and social media communications
 regarding event ticket sales and guest communications
- Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 220 guests
- Logo placement and/or name recognition on MCB's Corporate Partners webpage for one year
- Full page color ad in the Nutcracker Magic Program Book
- Vocal recognition as the Entertainment / DJ Sponsor during program remarks at the event

EVENT BENEFITS

- Six (6) complimentary seats at the Nutcracker Magic Children's Soirée
- Six (6) complimentary tickets to attend George Balanchine's The Nutcracker, in prime seats, on Dec 18th 1:00 PM
- Personalized VIP Concierge Ticketing services for all ticketing needs
- Nutcracker keepsake doll for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag bag for each child in the group
- Complimentary valet parking

- Recognition in one (1) dedicated Nutcracker Magic social media post on MCB's Facebook and Instagram platforms
- Mention in MCB communications piece, Relevé, as the Nutcracker Magic Children's Soirée Entertainment / DJ Sponsor
- PR coverage surrounding Nutcracker Magic including pre- and post-event press serviced to local media outlets

^{*}Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.

\$5.000 Marketing Sponsor - SOLD

The Nutcracker Magic Children's Soiree is a main attraction holiday event and is sold-out year after year.

RECOGNITION & BRANDING

- Prominent logo placement and/or name recognition on the digital invitation
- Logo placement and/or name recognition on Nutcracker Magic marketing, digital, and social media communications regarding event ticket sales and guest communications
- Logo placement and/or name recognition in the Nutcracker Magic Program Book distributed to over 220 guests
- Logo placement and/or name recognition on MCB's Corporate Partners webpage for one year
- Double page center spread, full color, in the Nutcracker Magic Program Book

EVENT BENEFITS

- Four (4) complimentary seats at the Nutcracker Magic Children's Soirée
- Four (4) complimentary tickets to attend *George Balanchine's The Nutcracker*, in prime seats, on Dec 18th 1:00 PM
- Personalized VIP Concierge Ticketing services for all ticketing needs
- Nutcracker keepsake doll for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag bag for each child in the group
- Complimentary valet parking

- Recognition in dedicated Nutcracker Magic social media posts on MCB's Facebook and Instagram platforms
- Mention in MCB communications piece, Relevé, as the Nutcracker Magic Children's Soirée Marketing Sponsor, with a link to your company website
- PR coverage surrounding Nutcracker Magic including pre- and post-event press serviced to local media outlets



^{*}Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.

\$5.000 Party Favors Sponsor

Every child will receive their own Nutcracker keepsake doll, one of the biggest highlights of the experience!

RECOGNITION & BRANDING

- Logo placement and/or name recognition on Nutcracker Magic keepsake doll gift bags
- Logo placement and/or name recognition on Nutcracker Magic marketing, digital, and social media communications regarding event ticket sales and guest communications
- Logo placement and/or name recognition on MCB's Corporate Partners webpage for one year
- Full page color ad in the printed Nutcracker Magic Program Book

EVENT BENEFITS

- Two (2) complimentary seats at the Nutcracker Magic Children's Soirée
- Two (2) complimentary tickets to attend George Balanchine's The Nutcracker, in premium seats, on Dec 18th – 1:00 PM
- Nutcracker keepsake doll for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag Bag for each child in the group
- Complimentary valet parking

\$2.500 Valet Sponsor -5010

RECOGNITION & BRANDING

- Logo placement and/or name recognition on valet passes provided to guests and hang tags placed in each car at event
- Logo placement and/or name recognition on MCB's Corporate Partners webpage for one year
- Full page color ad in the printed Nutcracker Magic Program Book

Choncor -

^{*}Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.



Tables

\$5,500 MAGIC TABLE*

- Fun-filled Soirée table for Ten (10) guests
- Prime Seating at the December 18th 1:00 PM performance for Ten (10) guests
- Invitation to visit MCB studios in Miami Beach for a private tour of the costume shop
- Special recognition of sponsorship in the Nutcracker Magic Program Book
- Nutcracker keepsake doll for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag Bag for each child in the group
- Signed ballet shoe for each child in the group
- Complimentary valet parking

\$5,000 STANDARD TABLE

- Fun-filled Soirée table for Ten (10) guests
- Premium Seating at the December 18th 1:00 PM performance for Ten (10) guests
- Nutcracker keepsake doll for each child in the group
- All children's names listed in the Nutcracker Magic Program Book
- Swag Bag for each child in the group
- Complimentary valet parking



^{*}Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.



\$500 TICKET - ADULT OR CHILD

- One (1) guest admission to Soirée
- Prime Seating at the December 18th 1:00 PM for one (1) guest
- Child's name listed in the Nutcracker Magic Program Book
- Nutcracker keepsake doll for a child
- · Swag Bag for a child
- Complimentary valet parking (one (1) pass per adult)

Program Book Advertising

- Full page color ad \$500
- Double page color ad \$750
- Inside back cover, full page color ad \$1,000 (exclusive)
- Inside front cover, full page color ad \$1,500 (exclusive)
- Outside back cover, full page color ad \$2,000 (exclusive)



^{*}Benefits may be customized upon request and may be modified based on MCB COVID protocols at the time of event. Costume illustrations by Ruben Toledo.

