

BALLET
ARKANSAS



NUTCRACKER SPECTACULAR

SPONSOR PACKET



A SPONSOR IS AN ESSENTIAL PARTNER.

The Nutcracker Spectacular is Arkansas's most beloved holiday tradition, delighting audiences for more than four decades with breathtaking dancing, live accompaniment by the Arkansas Symphony Orchestra, and a cast of more than 300 dancers, musicians, and community performers from across the state. As the largest and longest-running holiday production in Central Arkansas, this treasured annual event welcomes nearly 10,000 audience members each season and has become a cherished part of the holiday experience for generations of Arkansas families.

Performance Dates

December 11-13, 2026 | The Robinson Center

Friday, December 11 @ 7:30 pm

Saturday, December 12 @ 2:30 pm and 7:30 pm

Sunday, December 13 @ 2:30 pm

This premier sponsorship opportunity offers a corporation, financial institution, or lead community partner unparalleled visibility through one of the state's highest-profile performing arts events. With an estimated reach exceeding 10,000 patrons through performances, extensive marketing campaigns, media exposure, digital engagement, and community participation, sponsors benefit from broad brand recognition while demonstrating a commitment to family enrichment, arts education, and cultural leadership.

As Arkansas's world-class professional ballet company, Ballet Arkansas serves more than 50,000 individuals annually through professional performances, arts education initiatives, and community engagement programs. Support of The Nutcracker Spectacular not only helps preserve and enhance one of Arkansas's most treasured cultural traditions, but also provides critical funding for Ballet Arkansas's year-round artistic, educational, and outreach efforts.

By partnering with Ballet Arkansas, your organization aligns itself with excellence, community impact, and a holiday tradition that inspires audiences and creates lasting memories throughout the state.

Ballet Arkansas partners with businesses, foundations, and individual philanthropists to create customized sponsorship opportunities that align with each sponsor's goals, values, and desired level of community impact. Benefits vary by sponsorship level and may be tailored to meet the specific objectives of each partner. Ballet Arkansas is committed to creating meaningful, mutually beneficial relationships that celebrate the arts while advancing the missions of our valued sponsors.

PRESENTING \$15,000+

- Eight (8) complimentary tickets to the sponsored production
- Two (2) page spread in performance playbill
- Pre-curtain recognition at the sponsored production
- Logo/Name included in all performance marketing materials
- Logo/Name included on Ballet Arkansas's website
- Access to rehearsal of the show before the performance
- Special appearance by Ballet Arkansas artists at corporate, civic, and private events

PLATINUM \$10,000+

- Six (6) complimentary tickets to the sponsored production
- One (1) page ad in performance playbill
- Pre-curtain recognition at the sponsored production
- Logo/Name included in all performance marketing materials
- Logo/Name included on Ballet Arkansas's website
- Access to rehearsal of the show before the performance

GOLD \$5,000+

- Four (4) complimentary tickets to the sponsored production
- Half page ad in performance playbill
- Pre-curtain recognition at the sponsored production
- Logo/Name included in all performance marketing materials
- Logo/Name included on Ballet Arkansas's website

SILVER \$2,500+

- Two (2) complimentary tickets to the sponsored production
- Pre-Curtain recognition at the sponsored production
- Logo/Name included in all performance marketing materials
- Logo/Name included on Ballet Arkansas's website

BRONZE \$500+

- Name included in all performance marketing materials
- Name included on Ballet Arkansas's website



NUTCRACKER SPONSOR FORM

Sponsorship Amount: _____

_____ Please contact me to customize a financial donation suited to my interests

Payment method, please check one:

_____ Check enclosed

_____ Please charge the credit card below

Please circle one: VISA MASTERCARD DISCOVER AMEX

Name on Card _____

Card # _____ Exp. Date _____

CSV Code _____ Billing Zip _____

Credit within marketing materials _____

Contact Name _____

Address _____

City, State Zip _____

Contact Phone Number _____

Contact Email Address _____

Signature _____

Date _____

*Please send a .jpeg/.png file of your logo and advertisement to tickets@balletarkansas.org by November 6, 2026 for maximum exposure.

Return to tickets@balletarkansas.org or by postal mail:

Ballet Arkansas, ATTN: Sponsorship, PO Box 941, Little Rock, AR 72203

Ballet Arkansas is a 501(c)3 nonprofit organization | Federal Tax ID Number is 71-0508968. Your sponsorship is tax-deductible to the maximum extent allowed by law.