

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.



SEASON SPONSOR | \$25,000 +  
PRESENTING SPONSOR | \$15,000 +  
PLATINUM SPONSOR | \$10,000 +  
GOLD SPONSOR | \$5,000 +  
SILVER SPONSOR | \$2,500 +  
BRONZE SPONSOR | \$500 +

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. Whether supporting performances, education programs, special events, or artistic initiatives, sponsors receive meaningful recognition and exclusive access designed to maximize visibility and engagement.

Sponsorship benefits may include:

- Recognition through Ballet Arkansas's print, digital, radio, and social media platforms
- Logo placement and brand visibility across performances, programs, events, and marketing materials
- Public recognition at performances, special events, and donor gatherings
- Opportunities for customized marketing campaigns and creative collaborations featuring Ballet Arkansas artists
- Complimentary tickets and hospitality opportunities for clients, employees, and guests
- Exclusive invitations to rehearsals, opening nights, receptions, and behind-the-scenes experiences
- Special appearances by Ballet Arkansas artists at corporate, civic, and private events
- Access to private performances and curated donor experiences
- Networking opportunities with community and business leaders who share a commitment to the arts
- Eligibility to participate in Ballet Arkansas's Business Leadership Council for sponsors contributing \$5,000 or more annually

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.

# 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 \_\_\_\_\_

Return to [tickets@balletarkansas.org](mailto: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.