

BALLET  
ARKANSAS



SLEEPING  
BEAUTY

SPONSOR PACKET



# A SPONSOR IS AN ESSENTIAL PARTNER.

The Sleeping Beauty brings one of the most beloved and visually spectacular ballets of all time to the Robinson Center, February 19–21, 2027. Set to Tchaikovsky's magnificent score, this grand-scale production transports audiences into a magical kingdom of fairy tale wonder, where Princess Aurora's journey unfolds through breathtaking choreography, lavish costumes, unforgettable characters, and timeless storytelling. With four public performances and a dedicated student matinee, The Sleeping Beauty is poised to captivate families, arts patrons, and school groups from across Arkansas.

## Performance Dates

February 19-21, 2027 | Robinson Center

- Friday, February 19, 2027 | 7:30 PM
- Saturday, February 20, 2027 | 2:30 PM & 7:30 PM
- Sunday, February 21, 2027 | 2:30 PM

This distinguished sponsorship opportunity allows a corporation, financial institution, or lead community partner to align its brand with one of the most recognizable titles in the classical ballet repertoire. With an anticipated reach of more than 10,000 patrons, students, educators, and families through performances, marketing campaigns, digital media, community engagement efforts, and public relations initiatives, sponsors receive significant visibility while demonstrating a commitment to arts education, family engagement, and cultural enrichment throughout Arkansas.

As Arkansas's world-class professional ballet company, Ballet Arkansas serves more than 50,000 individuals annually through professional productions, educational programs, and statewide outreach initiatives. Sponsorship of The Sleeping Beauty helps make this majestic production possible while supporting the professional artists, educators, and community programs that inspire creativity, foster learning, and expand access to the arts.

By partnering with Ballet Arkansas, your organization invests in a world-class cultural experience that creates lasting memories, strengthens communities, and enriches the quality of life for Arkansans of all ages.

**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.

# SLEEPING BEAUTY 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.