



Business Advertisement Information

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www.esoartscenter.org

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757-442-3226

As the holiday season approaches– so does ESO's annual Nutcracker Production December 13-15! This year we celebrate 29 years of Nutcrackers, all under the direction of Dana Floyd. Over the past 29 years, students and special guests have showcased a variety of Nutcracker interpretations, from the classic ballet that first premiered in Russia in 1892 to ESO's own version "The Nutcracker Swings." This year, more than 100 dance students and special guests will perform the traditional ballet– with a few extra surprises!

Will you consider sponsoring the Ballet production with an advertisement in the Playbill?

Each Ballet performance attracts between 300-350 patrons; Nutcracker performances take place over a three day weekend, in addition to a special Dress Rehearsal Performance on Thursday, for an **overall reach of more than 1,000 patrons**. Your advertisement will be printed in the playbill each patron receives upon entering the theatre.

This is a great opportunity to promote holiday events, attractions and sales, or to reach new audiences on the Eastern Shore. Included in this letter, please find the Ad Form, which details sizing, costs, as well as the option to sponsor both Winter and Spring Productions.

I'll be happy to answer any questions you may have– as well as discuss additional options for sponsorships beyond playbill advertisements. Please send your ad by mail (address to the left) or email (exec@esoartscenter.org) by **Wednesday November 20**.

Thank you for your support of ESO and this wonderful Eastern Shore Holiday Tradition!

All the best,

Ashleigh Maggard

Nutcracker Performances take place at Nandua High School December 13, 14 and 15, 2019.

Please submit your ad to ESO by Wednesday November 20, 2019. Emailed ads should be sent in jpeg or pdf.

If attaching a paper copy, do not staple business card to sheet – attach with a paper clip or tape.

Nutcracker Program booklet size is 5.5" across x 8.5" down

Ad sizes and rates:	(Please circle ad size)	Nut Only	Nut & Spring Ballet
Business card (4 ½" wide by 1 15/16" high)	¼ page	\$25.00	\$45.00
Half Page (4 ½" wide by 3 ¾" high)	½ page	\$50.00	\$95.00
Full Page (4 ½" wide by 7 ½" high)	Full page	\$100.00	\$175.00

Business Name & Contact Name: _____

Mailing Address: _____

Email: _____

If you would like us to repeat the same ad copy we have previously used, please check here: