

YPBT - SPONSORS/ADS CAMPAIGN 2018-2019 SEASON

Dear YPBT Parents,

Enclosed is a Program Marketing Packet for each YPBT family. The ads and sponsorships we get for our program help us to pay for the program itself and help defray some of the costs of the production. Our productions have become more and more expensive every year. We would really appreciate your help! Remember to tell your patrons that we are a non-profit, tax-exempt 501(c)3 organization!

I have included the following:

Cover Letter for Advertisers and Corporate Sponsors: This letter gives information about our company and our season. A copy should be included, especially if you will be mailing the form to a potential large sponsor, advertiser or business sponsor.

General Sponsorship Form: This form is used for small and large donations from your friends, family, associates, etc. Make sure you get the names just as they would want them listed in the program.

Corporate Sponsorship Form: This is for businesses, large or small, who wish to donate to YPBT. Their company name would be included in our program and on our web site. Large corporate donors would also be included on signage in our lobby during the ballet weekend.

Advertisement Form: This is for businesses who wish to purchase an ad for our program. The sizes and prices are included on this form.

Ads/Sponsors Receipt: Please give your donors a receipt so they can claim their donation on their taxes

Thank you so much for your help and dedication to YPBT,

Sincerely,

Denise Paavola