



A NON-PROFIT 501(3)C ORGANIZATION

## Become a Friend of the New York State Ballet. Be a donor or buy an ad.

Make Rochester a more enjoyable and interesting place to live, while receiving notice and praise for your company, and thanks for your contribution or ad.

### History

New York State Ballet (NYSB) is a New York not for profit 501 (c) 3 Corporation formed on May 16, 2014. The incorporator is Katherine Johnson, who is also the Artistic Director. There are nine board members.

NYSB was granted tax exempt status from the IRS on February 20, 2015. In addition, NYSB was issued an Exempt Organization Certificate (ST-119) by the state of New York on May 21, 2015.

NYSB is proud of its staff of five professional and highly trained instructors. Performances and instruction are given in both classical ballet and contemporary dance.

NYSB is located in a safe, clean and family friendly locale in Brighton Commons in Rochester, NY.

Expanded and completed in late 2016, NYSB enjoys state-of-the-art dance floors in 3 beautiful studios. The floors are non slip, cushioned, "sprung" with high density foam, designed for excellent energy absorption and to reduce potential injury.

### Vision

New York State Ballet will be recognized throughout Rochester and Western New York for enriching its culture through classical and original contemporary ballets.

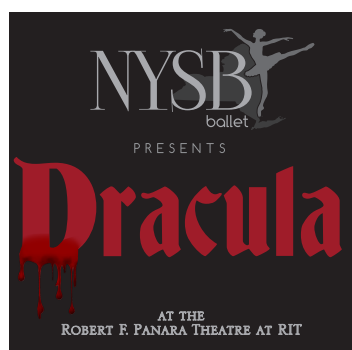
New York State Ballet creates stories that connect, and provide an emotional experience to the audience.

New York State Ballet, along with collaborative partnerships, as with the Lyric Theatre and Rochester Oratorio Society, creates original and highly impactful productions, showcasing the artistry and talent of dancers and musical artists.

### Mission

New York State Ballet strives to change the image of classical ballet, to truly nurture their dancers, and to reflect the faces, bodies and stories of our diverse community with the intent to draw in a new generation of young ballet dancers, audiences and supporters.

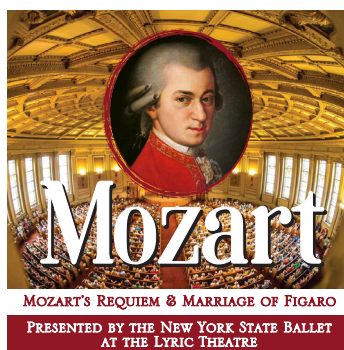
## New York State Ballet 2017-2018 Season Performances



October 13-15  
Robert F. Panara  
Theatre at RIT



December 8-10  
Kodak Center for  
Performing Arts



February 23-24  
Lyric Theatre



April 27-28  
Lyric Theatre



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# 2017 - 2018 Donor Levels and Benefits

## Corps de Ballet (\$25 - \$100)

- Name recognition in all New York State Ballet programs for the season
- Monthly newsletter from New York State Ballet
- Email updates on our events

## Soloist (\$101 - \$250)

- Name recognition in all New York State Ballet programs for the season
- Monthly newsletter from New York State Ballet
- Email updates on our events
- Pre-sale ticket information to the 4 season performances

## Principal (\$251 - \$500)

- Name recognition in all New York State Ballet programs for the season
- Monthly newsletter from New York State Ballet
- Email updates on our events
- Pre-sale ticket information to the 4 season performances
- Invitation to In Studio events to observe the artistic process at work

## Artistic Director (\$501 - \$1000)

- Name recognition in all New York State Ballet programs for the season
- Monthly newsletter from New York State Ballet
- Email updates on our events
- Pre-sale ticket information to the 4 season performances
- Invitation to In Studio events to observe the artistic process at work
- Meet and Greet event after performances with the company members of New York State Ballet
- Six (6) complimentary general seating tickets to any show

## Advertise in our Playbills

### Estimated Playbill Circulation

Dracula (October 2017) - 1000 Playbills

Nutcracker (December 2017) - 1400 Playbills

Mozart (February 2018) - 700 Playbills

Romeo & Juliet (April 2018) - 700 Playbills

### Ad rates (Full Color Ads in all four Playbills)

\$125- Quarter Page

\$250- Half Page

\$375- Full Page

## Advertising Schedule

Advertising for all 4 shows will appear in the following publications and media.

Democrat & Chronicle

Kids Out & About

Rochester Parent Magazine

City Magazine

WXXI

Posters and Flyers

Playbills

Direct Mail

Facebook

Constant Contact



Example of 2016 Printed Materials

For more information, visit us at [www.NewYorkStateBallet.org](http://www.NewYorkStateBallet.org) or call 585-704-1903