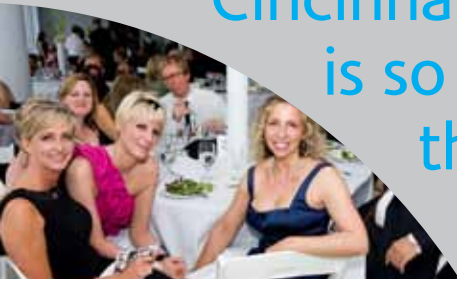


Distribution Channels

Sources of Distributing Information

Cincinnati Ballet is so much more than performances!



- CINCINNATI BALLET OTTO M. BUDIG ACADEMY
- SCHOOL EDUCATION
- COMMUNITY OUTREACH
- SUMMER PROGRAMS
- ADULT DANCE CLASSES
- SPECIAL EVENTS:
Beer & Ballet, After Parties, Galas, and many more unique hospitality opportunities throughout the year

DISTRIBUTION CHANNELS

- TICKETS
- HOSPITALITY
- MERCHANDISE
- MARKETING
- COMMUNITY OUTREACH
- ONLINE MASS MEDIA & AWARENESS

Whether your interest is hospitality or co-marketing, we can create a custom sponsorship package based on your business needs.

BENEFITS OF CUSTOMER SPONSORSHIP

- Engage your target (families and/or children) audience.
- Efficient use of marketing dollars. Our package contains aspects most important to your company.
- Measurable sponsorship plans crafted with consideration to metrics.

Unique Opportunities for Your Target Audience

Cincinnati Ballet attendees are passionate people who engage with more than simply the performances. Depending on your audience and your objectives, you may want to consider ways in addition to performance sponsorship to co-market with Cincinnati Ballet.

PROFESSIONAL SERVICES

Cincinnati Ballet attendees are frequent professional services users. They are 71% more likely to use financial planners, 73% more likely to use an accountant, 67% more likely to use a full service broker and 96% more apt to have used an attorney in the past year. Whether your goal is to attract new clients or retain your current clients, Cincinnati Ballet has approaches tailored to your goals.

Season Ticket Packages
Hospitality Experiences
Meet the Dancer Events
Cocktail Receptions
After Party Sponsorship

Performance Sponsorship
Event Sponsorship
Frederic Franklin Society Programming
Playbill Advertising

YOUNG PROFESSIONALS

57% of Cincinnati Ballets attendees are under 44, with household incomes of \$50k+. This educated affluent young professional can be reached through:

Ballet & Beer Sponsorship
Social Media Outreach

After Party Sponsorship

FAMILIES

Maintaining our relevance through all life cycles has been a key priority of Cincinnati Ballet. We are fortunate to have one of the youngest audiences of any performing arts in the region. 54.4% of our attendees have children in the household. To reach a multi-generational audience, consider:

Performance Sponsorship
School Outreach Programming
Cultivation Events
Academy Outreach



CINCINNATI
Ballet Beauty • Power • Passion

MISSION: To inspire hope and joy in our community and beyond through the power and passion of dance. MANTRA: Everybody Dances!

Cincinnati Ballet has attracted top dancers from all over the United States and the world. The innovation and originality of the new repertoire has molded this exciting group of versatile performers, who approach both traditional and contemporary dance with individual flair and sensational technique.

The Company has performed to enthusiastic audiences and tour in American cities, including Anchorage, Detroit, Indianapolis and Cleveland and in Europe as well.

As Cincinnati Ballet begins to prepare for its 50th Anniversary during the 2013-2014 season, it is acknowledged as one of the country's leading midrange ballet companies. Cincinnati Ballet is set to soar.



cballet.org
READ/WATCH/LISTEN/LEARN/ENJOY

For sponsorship opportunities call 513-562-1115

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