

HoustonBallet

2023-2024 SPONSORSHIP GUIDE





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WE ARE HOUSTON BALLET

Mission Statement: To inspire a lasting love and appreciation for dance through artistic excellence, exhilarating performances, innovative choreography, and superb educational programs.

Founded in 1955, Houston Ballet has grown into one of the country's largest and most respected ballet companies. Under the artistic leadership of acclaimed Australian Choreographer Stanton Welch AM and former American Ballet Theatre principal dancer Julie Kent, the company, comprised of 61 dancers representing 15 countries and 18 states, is considered a leader in the field, nurturing the creation of new full-length narrative ballets while commissioning contemporary works from both prominent and emerging choreographers. Houston Ballet's Margaret Alkek Williams Center for Dance houses the professional company along with the acclaimed Houston Ballet Academy, while Education and Community Engagement programs keep the organization connected to local neighborhoods and schools. Houston Ballet engages a global audience through tours to international festivals and leading venues around the world, including theaters in Dubai, Spain, Japan, and Moscow. Annually, Houston Ballet engages over 350,000 individuals throughout the city of Houston and the world.



ELEVATE YOUR BRAND

By supporting Houston Ballet, your company will demonstrate a commitment to a rich and vibrant city while gaining brand visibility and entertainment opportunities.

Sponsorship opportunities range from performances and programs to the organization's signature holiday fundraising shopping event, the Nutcracker Market. Benefits are customized to meet your company's goals, including exposure and visibility to a diverse audience and exclusive experiences for employees, executives, and clients.

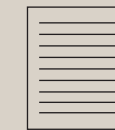
IMPRESSIONS



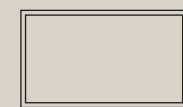
Social Media
350,000+



Digital
3,000,000+



Print
1,500,000+



TV
2,000,000+

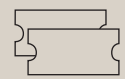
SPONSOR A PRODUCTION

Production sponsorship opportunities begin at \$10,000 and include the opportunity to support Houston Ballet's diverse repertoire of classical story ballets and innovative mixed-repertoire programs. Each season, Houston Ballet's performances attract diverse audiences of nearly 150,000 to the Wortham Theater Center in Downtown Houston.

BENEFITS



Behind the Scenes Access



Complimentary Premium Tickets



Special Ticket Discount



Entertainment Opportunities

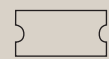


Logo Visibility and Recognition

AUDIENCE



Houston Ballet Donors



Season Subscribers



Arts Enthusiasts



THE NUTCRACKER

November 24 - December 27, 2023
 Choreographer: Stanton Welch AM
 Music: Pyotr Ilyich Tchaikovsky

Artists of Houston Ballet in Stanton Welch's *The Nutcracker*. Photo by Amitava Sarkar.



2023-2024 SEASON

In 2003, Houston Ballet started a new chapter in its storied history when an innovative young choreographer took the reins as Artistic Director, looking to build on the Company's dedication to creation. Now, celebrating his 20th anniversary as Artistic Director this season, Stanton Welch has grown Houston Ballet into a choreographic eden for dancers and choreographers alike. Houston Ballet's 2023-2024 season commemorates Welch's 20-year tenure with a thrilling lineup of new works from legendary creators and young talent, with six world premieres, three Houston Ballet premieres, and the long-awaited return of audience favorites.



A MIDSUMMER NIGHT'S DREAM
 September 8-17, 2023
 Choreographer: John Neumeier
 Music: Felix Mendelssohn Bartholdy and Gyorgy Ligeti

Artists of Houston Ballet in John Neumeier's *A Midsummer Night's Dream*. Photo by Amitava Sarkar.



TUTU
 September 21 - October 1, 2023
Tu Tu
 Choreographer: Stanton Welch AM
 Music: Maurice Ravel

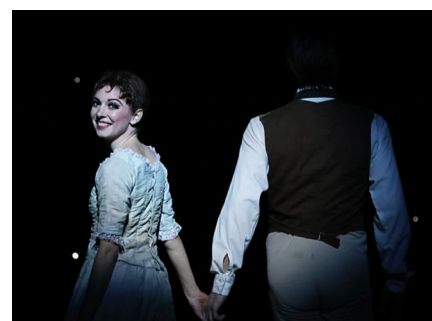
HOUSTON BALLET PREMIERE

Stars and Stripes
 Choreographer: George Balanchine
 Music: John Philip Sousa arranged by Hershy Kay

WORLD PREMIERE

Choreographer:
Annabelle Lopez-Ochoa

Nao Kusuzaki and Christopher Coomer in Stanton Welch's *Tu Tu*. Photo by Amitava Sarkar.



CINDERELLA
 February 22 - March 3, 2024
 Choreographer: Stanton Welch AM
 Music: Sergey Prokofiev

Principals Melody Mennite and Connor Walsh in Stanton Welch's *Cinderella*. Photo by Amitava Sarkar.



BESPOKE
 March 7-17, 2024
 HOUSTON BALLET PREMIERE
Bespoke
 Choreographer: Stanton Welch AM
 Music: Johann Sebastian Bach

HOUSTON BALLET PREMIERE

Overgrown Path
 Choreographer: Jiří Kylián
 Music: Leoš Janáček

Filigree and Shadow
 Choreographer: Tim Harbour
 Music: 48nord (Ulrich Müller and Siegfried Rössert)

Artists of Houston Ballet in Tim Harbour's *Filigree and Shadow*. Photo by Amitava Sarkar.



MAYERLING
 May 23 - June 2, 2024
 Choreographer:
 Sir Kenneth MacMillan
 Music: Franz Liszt arranged and orchestrated by John Lanchbery OBE

Principal Karina Gonzalez and Connor Walsh in Sir Kenneth MacMillan's *Mayerling*. Photo by Amitava Sarkar.



FOUR SEASONS
 June 6-16, 2024
Eclipse
 Choreographer: Disha Zhang
 Music: Zeng Xiaogang

The Four Seasons
 Choreographer: Stanton Welch AM
 Music: Antonio Vivaldi

Tschaikovsky Pas de Deux
 Choreographer: George Balanchine
 Music: Pyotr Ilyich Tchaikovsky

WORLD PREMIERE

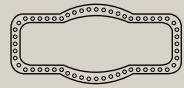
Choreographer: **Dwight Rhoden**

Artists of Houston Ballet in Disha Zhang's *Eclipse*. Photo by Amitava Sarkar.

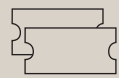
SPONSOR AN EVENT

Houston Ballet's special events allow your company to share a memorable experience with guests that will leave them in awe. Through black-tie dinners, cocktail receptions, or dazzling fashion shows, the organization offers numerous ways to build relationships with clients and the Ballet's biggest supporters.

BENEFITS



Activations



Tickets
& Tables

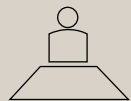


Entertainment
Opportunities



Logo Visibility
& Recognition

AUDIENCE



Houston Ballet
Board of Trustees



Houston Ballet
Donors



Philanthropic
Community





HoustonBallet NUTCRACKER MARKET®

NOVEMBER 8-12, 2023

Houston Ballet's Nutcracker Market has become the state's signature shopping event that kicks off the holiday season! It is a one-stop shop featuring hundreds of merchants, offering unique items for everyone, including home décor, gifts, food, apparel, toys, accessories, and more. There are a number of sponsorship opportunities available that target over 88,000 shoppers.



WELLS FARGO PREVIEW PARTY

Wednesday, November 8, 2023



MACY'S FASHION SHOW & LUNCHEON

Friday, November 10, 2023



SAKS FIFTH AVENUE FASHION SHOW & LUNCHEON

Thursday, November 9, 2023



SPECIAL EVENTS

Each season, Houston Ballet hosts Onstage Dinner, Ballet Ball, and Raising the Barre – three unique special events that cater to a variety of audiences in support of Houston Ballet.



ONSTAGE DINNER

Friday, September 8, 2023
Please join us for Opening Night Onstage Dinner and celebrate the opening of Houston Ballet's 2023-2024 season. Revel in an opening night soirée with a dinner on the Wortham Theater stage immediately following *A Midsummer Night's Dream*, an enchanting introduction to a new year of performances.



BALLET BALL

Saturday, February 17, 2024
The 2024 Houston Ballet Ball is not to be missed. The dazzling black-tie evening is a city-renowned event offering a three-course seated dinner, luxury silent auction, top-notch entertainment, and a lively dance floor.



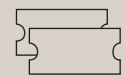
RAISING THE BARRE

Sunday, April 28, 2024
Raising the Barre, one of Houston Ballet's most exciting spring traditions, brings a dining experience unlike any other in Houston! Top Houston chefs join Houston Ballet Company dancers in creating a fabulous multi-course dinner supporting Houston Ballet's mission.

SUPPORT THE COMMUNITY

One of Houston Ballet's most significant achievements is its Education and Community Engagement programs, which foster creative learning and cultivate vibrant communities. The organization reaches over 150,000 participants from over 400 schools, community centers, and libraries throughout Houston and beyond each year through accessible, high-quality programming.

BENEFITS



Complimentary Premium Tickets



Special Ticket Discount



Logo Visibility & Recognition



Volunteer Opportunities

AUDIENCE



Community Leaders



Elected Officials



Arts Enthusiasts





EDUCATION & COMMUNITY ENGAGEMENT



EXPOSE

Houston Ballet offers eight distinct programs designed to introduce participants to dance or enhance their knowledge of it:

Ballet Talks, Behind the Scenes Tours, Guest Speaking, Graceful Givings, Student Matinees, Studio Series, Virtual Field Trips, Dance Talks



EDUCATE

Programs encouraging participants to explore movement:

Adapted Dance, Adapted Dance Off-Site, Chance to Dance, Learning from the Masters, X³: Explore, Extend, Excel!



INTEGRATE

By connecting dance to academic and Social and Emotional Learning (SEL) goals, Houston Ballet takes student learning to new heights through these programs:

Dance to Learn, Teacher Workshops

BECOME A CORPORATE MEMBER

Companies seeking special access to Houston Ballet's patrons and donor groups can join the Corporate Membership program. Corporate memberships start at \$1,500 and are a meaningful way to begin a relationship with the Ballet and give your company access to exclusive events and networking experiences.

BENEFITS



Invitations to Exclusive Events



Complimentary Premium Tickets

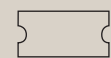


Special Ticket Discount



Logo Visibility & Recognition

AUDIENCE



Season Subscribers



Houston Ballet Donors



Philanthropic Community





HoustonBallet

We are committed to working with you to maximize the impact of your relationship with Houston Ballet and can tailor benefits to meet your specific needs.

To learn more about these opportunities, please contact Jose E. Gaona, Assistant Director of Institutional Giving, at jgaona@houstonballet.org or 713.874.5464.