



2021 NUTCRACKER MARKET PROGRAM SPONSOR COMMITMENT FORM

The Nutcracker Market Program is the main source of information for guiding over 100,000 shoppers across the NRG Center floor space of more than 270 merchants.

Sponsor an existing page in the program - an easy way to commemorate your support for the 2021 Nutcracker Market - or sponsor a full or half page and, in return, submit your own artwork to promote your business to over 100,000 shoppers!



TIP: Add a logo to promote your business and show your support!



TIP: Promote your booth within the program directory listing!



TIP: Recognize hardworking volunteers by sponsoring a page in their honor!

Available pages to sponsor:

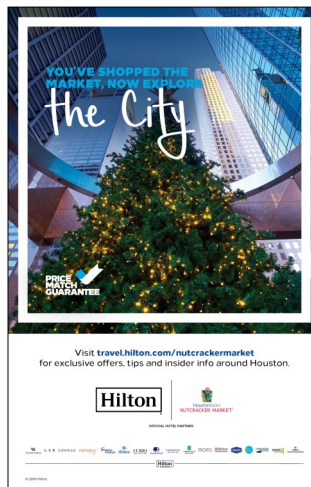
- 2021 Honoree Page
- Nutcracker Market program information page
- Wells Fargo Preview Party page with sponsor listing
- Saks Fifth Avenue Fashion Show & Luncheon page with sponsor listing
- Macy's Fashion Show & Luncheon page with sponsor listing
- Multiple sponsor pages and in-kind donor page
- Shining Star sponsor listing page
- All- Access VIP sponsor listing page
- Nutcracker Market contact page
- Official Sponsors listing page
- 2021 Committee Chairmen listing page
- Past Market chairmen listing page
- 3-page fold out map
- Frequently Asked Questions page (part of fold out map)
- Any of the 30+ pages of merchant directory listing

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IF YOU WISH TO SUBMIT YOUR OWN ARTWORK, YOU HAVE THE OPTION TO SPONSOR THE NUTCRACKER MARKET PROGRAM AT ANY LEVEL BELOW:

Page Design Specs:

Size: 7.75" high x 5" wide (vertical)
Specs: 300 dpi 133 line
File: High-res PDF, JPG, or PNG file
Submit final artwork to nutcrackermarket@houstonballet.org



PROGRAM SPONSORSHIP LEVELS:

- \$2,500 - Front Cover (color)
- SOLD** \$2,500 - Back Cover (color)
- SOLD** \$2,000 - Inside front or back cover
- \$750 - Full Color Page
- \$500 - Full B&W Page
- \$250 - Half B&W Page (horizontal 4 ¼ x 5 ½)

PAGE SPONSORSHIP LEVELS:

- \$350 - Sponsor the 3-page fold out floor map
- \$100 - Sponsor an existing page in the program (75 character limit)

Designate which page to sponsor: _____
 (see first page for page options)



Space Reservation and Payment Deadline - September 20, 2021
 Design Submission Deadline - September 30, 2021

Name _____

Company _____

Preference for listing (if different from above) _____

Address _____ Phone _____

City _____ State _____ Zip _____

Email address: _____

- Check enclosed payable to **Houston Ballet Nutcracker Market** for \$ _____
- Pledge for \$ _____. Payment due by **September 20, 2021.**

Charge \$ _____ to: American Express Visa MasterCard

Card # _____ Exp: _____

Signature _____

MAIL, FAX OR EMAIL TO:

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