

2024 SPONSORSHIP OPPORTUNITIES



Since 1945, SDCYB has been the resident classical ballet school in Balboa Park. San Diego Civic Youth Ballet believes every child should have the opportunity to dance. A 501(c)(3) charitable organization, SDCYB holds a special place in the city's legacy and is known for providing arts education to generations of dancers that prioritizes a child's desire to dance over their ability to pay.

Every year, SDCYB presents a quartet of professional quality, affordable performances at the Casa del Prado Theater, performed by our student dancers.

The Nutcracker

(Annually in December — 10 performances)

Spring Ballet

Beauty and the Beast in 2024

(One of five rotating ballets — 4 performances)

Spring and Outreach Showcase

(Annually in May — 3 performances)

Fairy Tales in the Park

(Annually in August — 4 performances)

By joining SDCYB as a sponsor, you will have the unique opportunity to demonstrate your commitment to San Diego's flourishing arts community and the next generation of community leaders. Our theater accommodates up to 600 patrons per performance, and our digital marketing reaches 5,000+ community members through social media and email distribution. Our audience includes: permanent San Diego residents, residents of Mexico, frequent Balboa Park visitors, tourists, supporters of the arts, and parents/grandparents/families with school-aged children.

To become a sponsor or purchase a program ad, please contact Marissa Shoten (Director of Philanthropy) at marissa@sdcyb.org or 619-259-0365

2024 SPONSORSHIP OPPORTUNITIES

	2024 Season	The Nutcracker	Beauty and the Beast	Spring Showcases	Fairy Tales in the Park	Supporter
Cost of Sponsorship	\$8,000	\$3,500	\$3,000	\$2,500	\$2,500	\$1,250
Number of Performances	19	10	4	3	4	n/a
Sponsor Ad in All 2024 Production Programs**	●					
Sponsor Logo on 2024 Season Postcards*	●					
Sponsor Ad in Production Program		●	●	●		
Sponsor Logo in Production Programs	●	●	●	●	●	●
Sponsor Logo on Production Postcards* (10,000)	●	●	●		●	
Top Logo Billing Among Sponsors	●					
Logo in Credits of Professionally-Filmed Production Videos	●					
Logo & Link on SDCYB Website	●	●	●	●	●	●
Acknowledgment in All 2024 Quarterly En Pointe E-Newsletters (4,000 Subscribers)	●					
Dedicated Social Media Post Before Every 2024 Production (3,000 Subscribers)	●					
Acknowledgment in 1 Quarterly En Pointe E-Newsletter (4,000 Subscribers)		●	●	●	●	●
Dedicated Social Media Post Before Production (3,000 Subscribers)		●	●	●	●	
Listed as Donor in Annual Impact Publication	●	●	●	●	●	●
Promotional Table in Lobby for One Performance of Each 2024 Production	●					
In-Venue Promotional Listing at All 2024 Performances	●					
Pre-Show Curtain Speech Recognition at All 2024 Performances	●					
A "Thank You" Plaque from SDCYB	●					
In-Venue Promotional Listing at Production		●	●	●	●	
Pre-Show Curtain Speech Recognition at Production		●	●	●		
8 Comp Tickets to Each Production	●					
4 Comp Tickets to the Production		●	●	●	●	

*Print Deadline: February 1, 2024

**Print Deadline: March 1, 2024



SAN DIEGO
CIVIC YOUTH
BALLET

2024 SDCYB PRODUCTION SEASON

PROGRAM AD PRICING

Place an advertisement in our performance programs, and you will not only reach a targeted, culture-conscious, family-friendly audience, but you'll be showing your support for arts education and this historic cultural organization.

All ads printed in full-color on high-quality, glossy stock.

\$500

FULL PAGE PRODUCTION PROGRAM AD

Full page program ad for one production

\$250

HALF PAGE PRODUCTION PROGRAM AD

Half page program ad for one production

\$125

QUARTER PAGE PRODUCTION PROGRAM AD

Quarter page program ad for one production