



The Nutcracker

PRODUCTION SPONSORSHIP PROGRAM

Since 1945, SDCYB has been the resident classical ballet school in Balboa Park. San Diego Civic Youth Ballet believes everyone should have the opportunity to dance and strives to cultivate a learning environment based on integrity and trust. 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, and for prioritizing a child's desire to dance over their ability to pay.

There is nothing quite like **The Nutcracker** at SDCYB. From the tiniest angel to the Sugar Plum Fairy, dancers of all ages find inspiration and joy in the holiday spirit of this annual family tradition. Presented on the stage of the historic Casa del Prado Theater, and set to Tchaikovsky's timeless score, this beloved experience will be performed from **December 9-20, 2026**.



Follow Us
@SDCYBallet



Contact Us
(619) 233-3060



Visit Our Website
www.sdcyb.org



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 650 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, frequent Balboa Park visitors, tourists, supporters of the arts, and parents/grandparents/families with school-aged children.



WAYS TO SUPPORT SAN DIEGO CIVIC YOUTH BALLET'S 2026

The Nutcracker

(DECEMBER 9-20, 2026 — 10 PERFORMANCES: 8 PUBLIC, 1 FOR SCHOOLS, 1 FOR SCOUTS)

DEADLINE: NOVEMBER 1, 2026

SPONSORSHIP TIER OPTIONS

\$5,000

- Full-page advertisement in The Nutcracker production program (reach up to 4,800 patrons)
- Hyperlinked logo placement on SDCYB's Sponsor webpage for one year
- Sponsor logo in The Nutcracker production program
- One dedicated social media post before The Nutcracker celebrating your sponsorship
- Sponsor logo on The Nutcracker Marquis poster displayed in Balboa Park
- Pre-show curtain speech recognition at each performance
- Formal acknowledgement in SDCYB's annual Impact Report
- Eight complimentary tickets to The Nutcracker (performance of your choice, must be reserved in advance)
- Five-month featured placement on the SDCYB website homepage
- One dedicated marketing email to SDCYB's full mailing list (content subject to SDCYB approval)

\$3,500

- Half-page sponsor advertisement in The Nutcracker production program (reach up to 4,800 patrons)
- Hyperlinked logo placement on SDCYB's Sponsor webpage for 6 months
- Sponsor logo in The Nutcracker production program
- One dedicated social media post before The Nutcracker celebrating your sponsorship
- Sponsor logo on The Nutcracker Marquis poster displayed in Balboa Park
- Pre-show curtain speech recognition at each performance
- Formal acknowledgement in SDCYB's annual Impact Report
- Four complimentary tickets to The Nutcracker (performance of your choice, must be reserved in advance)

\$1,500

- Quarter-page advertisement in The Nutcracker production program (reach up to 4,800 patrons)
- Hyperlinked logo placement on SDCYB's Sponsor webpage for 2 months
- Sponsor logo in The Nutcracker production program
- One dedicated social media post before The Nutcracker celebrating your sponsorship
- Formal acknowledgement in SDCYB's annual Impact Report
- Two complimentary tickets to The Nutcracker (performance of your choice, must be reserved in advance)

PROGRAM AD PRICING

5,000 PROGRAMS PRINTED

\$500 — FULL PAGE AD - 5.5" W x 8.5" H

\$250 — HALF PAGE AD - 5.5" W x 4.25" H

\$125 — QUARTER PAGE AD - 2.75" W x 4.25" H

**To become a sponsor or purchase a program ad,
please contact philanthropy@sdcyb.org or 619-233-3060**