

MIDWEST YOUTH BALLET COMPANY

THE

NUTCRACKER



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NUTCRACKER 2026 SPONSORSHIP OPPORTUNITIES

Help bring the magic to life for young artists
and families across Southwest Michigan

SATURDAY DECEMBER 5 | 1 PM AND 6 PM

Jenkins Theatre at The Mendel Center, Lake Michigan College

Two Events One Meaningful Partnership

Support young artists while connecting with families across Southwest Michigan

Who Is MYBC?

Founded in 2016 by Christine Waterhouse and Jennifer Loy, owners of Fusion Center for Dance, Midwest Youth Ballet Company (MYBC) brings young dancers together to share their love of ballet and the magic of live performance.

Our mission is to educate students and the community about the history and technique of classical ballet while giving young dancers the opportunity to experience a classical ballet production. MYBC presents The Nutcracker every other year, alternating with a Gala featuring a medley of classical ballet selections.

Our 2026 production of The Nutcracker features more than 100 cast members ages 3-19 from Southwest Michigan and Northern Indiana. From our youngest performers taking their first steps on stage to accomplished teens dancing leading roles, every cast member builds confidence, friendships and lasting memories while bringing the beauty of ballet to our community.

Why Your Support Matters

The Nutcracker gives young dancers the rare opportunity to participate in a full-scale ballet production in their own community.

Sponsorship helps meet the costs of theatre rental, production staff, costumes, scenery, lighting, sound, rehearsal space, marketing and dancer support.

Your Investment Reaches

- Young artists from beginning dancers through advanced performers
- Families seeking accessible, high-quality arts experiences close to home
- Teachers, choreographers, designers, technicians and other creative professionals
- Audiences and local businesses throughout Berrien County and Southwest Michigan

The Nutcracker

DECEMBER 5 | 1 PM AND 6 PM

**JENKINS THEATER AT THE MENDEL CENTER,
LAKE MICHIGAN COLLEGE**

- Professional theatre experience at Jenkins Theatre
- Printed color program and sponsor advertising
- Sponsor slides before both performances and during intermission
- VIP Experience and general admission ticket benefits by level

Sugar Plum Tea

**SUNDAY NOVEMBER 15 | 1 TO 3 PM
THE INN AT HARBOR SHORES**

- Step into a storybook afternoon of tea and enchanting Nutcracker performances
- Bring your favorite doll and dance on stage with Clara
- Enjoy festive holiday shopping, a photo booth, giveaways and a special child's gift bag
- Gather friends and family: \$30 per guest or \$250 for a reserved table of 10
- Qualifying sponsors receive additional recognition and hospitality benefits

Premier Sponsorship Levels

Show and Sugar Plum Tea benefits combine for greater community visibility

Grand Pas Presenting Sponsor

\$2,500

- Top billing as presenting sponsor in the program and on show signage
- Premium full-page color program ad and individual sponsor slide
- Featured social media spotlight, Fusion newsletter feature, and MYBC webpage logo with link
- Ten Nutcracker VIP Experience tickets for the 1 PM performance (\$400 value)
- One reserved table for 10 at the Sugar Plum Tea (\$250 value)
- Featured Tea sponsor recognition on available promotions and event signage, dedicated social media thank-you, and verbal recognition at the Tea

Land of Sweets Sponsor

\$1,500

- Full-page color program ad and prominent logo on show signage and rotating screen
- Dedicated social media thank-you, Fusion newsletter feature, and MYBC webpage logo with link
- Four Nutcracker VIP Experience tickets for the 1 PM performance (\$160 value)
- Four Sugar Plum Tea tickets (\$120 value)
- Logo on Tea sponsor signage and inclusion in Tea sponsor acknowledgments

Snow Queen Sponsor

\$1,000

- Half-page color program ad and logo on show signage and rotating screen
- Recognition on Fusion social media, in the Fusion newsletter, and on the MYBC sponsor webpage
- Two Nutcracker VIP Experience tickets for the 1 PM performance (\$80 value)
- Two Sugar Plum Tea tickets (\$60 value) and name or logo on Tea sponsor signage

Community Sponsorships and Tea Tables

Flexible ways for businesses families and community groups to participate

Clara Sponsor

\$500

- Quarter-page color program ad
- Business name or logo on the rotating show screen
- Group social media sponsor thank-you and Fusion newsletter listing
- Four general admission tickets to either performance (\$80 value)

Toy Soldier Sponsor

\$300

- Business-card-size color program ad
- Business name on the rotating show screen
- Group social media sponsor thank-you and Fusion December newsletter listing
- Two general admission tickets to either performance (\$40 value)

Sugar Plum Tea Table Host

\$250

- One reserved table for 10 guests seated together
- Table identified with your family, business, or group name
- Recognition as a Sugar Plum Tea Table Host on event signage

Friends of the Nutcracker

\$100

- Name listed in the printed program
- Name included on the community supporters show slide

Sponsor Details and Next Steps

Reserve your level and submit materials by November 1 2026

The VIP Experience

VIP tickets are valid for the December 5 at 1 PM performance and include:

- Backstage tour
- Land of Sweets Treat Bar
- Nutcracker-themed goody bag full of fun and memories
- Printed souvenir program
- Photos with the Sugar Plum Fairy and other characters
- Premium reserved seating

Program Ad Sizes

- Premium or standard full page: 4.75 x 7.75 inches
- Half page horizontal: 4.75 x 3.75 inches
- Quarter page vertical: 2.25 x 3.75 inches
- Business card horizontal: 3.5 x 2 inches

Submit a print-ready color PDF, JPG, or PNG at 300 dpi. Keep important text at least 0.25 inch from each edge.

Program Ad Only

Well-wisher and commercial ads are available. All students may purchase or sell ads, but participation is not required.

PROGRAM TWEET - \$15

Send a good-luck wish of up to 150 characters with our program Tweet!

BUSINESS ADS - Advertise your business in our program and support the arts in our community!

- Quarter-page ad: \$40
- Half-page ad: \$75
- Full-page ad: \$125
- Inside front cover, full color: \$250
- Inside back cover, full color: \$200

Program ad space is limited and available on a first-come, first-served basis.

Ready to Make an Impact

Ready to join the magic? Choose the sponsorship level or Tea table option that feels right for you, then contact Christine to reserve it. We would also be delighted to create a custom or in-kind partnership with you!

Sponsorship Contact

Christine Waterhouse

Christine@FusionCenterForDance.com
269-985-8144

www.FusionCenterForDance.com

ADVERTISING DEADLINE

NOVEMBER 1, 2026

Return Materials To

Midwest Youth Ballet Company 2162 Plaza
Drive Benton Harbor, MI 49022

Checks may be made out to Fusion Center for Dance/Midwest Youth Ballet Company, or contact us to arrange another payment method.

Custom Partnerships

In-kind support may include printing, photography, flowers, hospitality, concessions, costumes, materials, transportation, lodging, meals, promotional services, or scholarship support. Recognition is based on fair market value and confirmed in advance.