

James Sofranko, Artistic Director

# 2022-2023 SEASON WHAT *LIFTS* YOUR SPIRIT



Sarah Marley, photo: Ray Nard Imagemaker

Grand Rapids Ballet, Michigan's only professional ballet company, values all the support we receive from our community partnerships. We welcome you to explore our 2022-23 *What Lifts Your Spirit* program advertising opportunities as we continue celebrating 50 years of lifting the human spirit through the art of dance.

Advertising within our programs provides an opportunity for your organization to make a meaningful cultural impact on West Michigan before an engaged audience of professional, diverse, passionate, and loyal patrons.

Our 2022-23 season includes five dynamic programs, including *The Nutcracker* and *Romeo & Juliet* taking place at DeVos Performance Hall, and *Elemental Movement*, *Jumpstart 2023*, and *Ballet + Broadway*, taking place at Peter Martin Wege Theatre. When you advertise in Grand Rapids Ballet's programs you get your message out to over 30,000 annual audience members. We offer full-season advertising options, giving your business exposure from October to May and single-issue listings for inclusion in individual programs.

### DEVOS PERFORMANCE HALL



The Nutcracker

Sarah Marley, photo: Ray Nard Imagemaker

### PETER MARTIN WEGE THEATRE



ELEMENTAL MOVEMENT

Katrina Waldo and Stephen Legate, courtesy of the San Francisco Ballet, photo by Chris Hardy



Romeo & Juliet

Yaka Oba-Muschana and Josué Justiz, photo: Ray Nard Imagemaker



JUMPSTART 2023

GRB Company dancers, photo: Scott Rasmussen

### AUDIENCE DEMOGRAPHICS

- 40% have household incomes of over \$100,000
- Nearly 25% of those have incomes over \$250,000
- More than 60% of households have children in the home
- Over 60% have a college degree
- Over half of our audience members are between 35 and 54 years old



BALLET + BROADWAY

Photo courtesy of Tulsa Ballet

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**PROGRAM I**

*Elemental Movement*

Oct. 14-16, 2022

**PROGRAM II**

*The Nutcracker*

Dec. 9-11 & 16-18, 2022

**PROGRAM III**

*Romeo & Juliet*

Feb. 17-19, 2023

**PROGRAM IV**

*Jumpstart 2023*

March 24-26, 2023

**PROGRAM V**

*Ballet + Broadway*

April 21-23 & 28-30, 2023

**AD DEADLINE**  
September 16, 2022

**AD DEADLINE**  
November 11, 2022

**AD DEADLINE**  
January 20, 2023

**AD DEADLINE**  
February 24, 2023

**AD DEADLINE**  
March 24, 2023

### FULL SEASON PROGRAM RATES

<input type="checkbox"/> Full Page	5.25" x 8.25"	\$2,200
<input type="checkbox"/> 1/2-Page (horizontal)	5.25" x 4.125"	\$1,500
<input type="checkbox"/> 1/2-Page (vertical)	2.625" x 8.25"	

### FULL SEASON PREMIUM PLACEMENTS

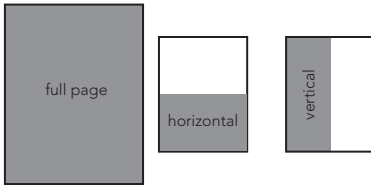
<input type="checkbox"/> Back Cover	5.25" x 8.25"	\$3,200
<input type="checkbox"/> Inside Front Cover	5.25" x 8.25"	\$2,700
<input type="checkbox"/> Page 6	5.25" x 8.25"	\$2,500
<input type="checkbox"/> Inside Back Cover	5.25" x 8.25"	\$2,700
<input type="checkbox"/> Center (L or R)	5.25" x 8.25"	\$3,000
<input type="checkbox"/> 2-page Center Spread	10.5" x 8.25"	\$5,000

*\*Previous advertisers have first right of refusal to premium placements.*

### SINGLE PROGRAM AD RATE

<input type="checkbox"/> Full Page	5.25" x 8.25"	\$1,500
<input type="checkbox"/> 1/2-Page (horizontal)	5.25" x 4.125"	\$1,000
<input type="checkbox"/> 1/2-Page (vertical)	2.625" x 8.25"	

### DESIGN SPECS



PDF format  
CMYK, full color (covers only)  
B/W (all other pages)  
Sizes are listed W x H  
Add a 0.125" bleed on all full-page ads.

Ads must be submitted on or before the deadlines above. You may submit a new ad every deadline or run the same ad for the entire season.

**Submit artwork to:**  
**Jessica Meldrum at**  
[jessicam@grballet.com](mailto:jessicam@grballet.com)  
**Questions? Call**  
**616.454.4771 x113.**

### ADVERTISER INFORMATION

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

I agree to purchase advertising space in Grand Rapids Ballet's 2022-23 season programs adhering to the price and schedule above.

Signature: \_\_\_\_\_

Please sign and return completed form with payment to:

**jessicam@grballet.com.**

Or mail to: Grand Rapids Ballet  
ATTN: Jessica Meldrum  
341 Ellsworth, Grand Rapids, MI 49503

**TOTAL: \$** \_\_\_\_\_  Please invoice  TRADE

Check enclosed  Credit Card \_\_\_\_\_ Exp. \_\_\_\_\_ Sec. \_\_\_\_\_