



Baton Rouge Ballet Theatre



BRBT GIVING GUIDE

WWW.BATONROUGEBALLET.ORG

OUR HISTORY

SERVING GREATER BATON ROUGE FOR OVER HALF A CENTURY

Since 1960, Baton Rouge Ballet Theatre (BRBT) has nurtured and trained hundreds of award winning local dancers and choreographers while continuing to bring world-class professional artists to the Baton Rouge stage. Named artistic directors in 1976, Molly Buchmann and Sharon Mathews guided the artistic vision of the organization for over 48 years. Among their many contributions, Molly and Sharon created the BRBT original, *The Nutcracker – A Tale from the Bayou*, in 1992. Since its inception, this treasured production has continued to thrill children and adults alike as one of the most highly anticipated events of the holiday season.

After decades of performances, Molly and Sharon took their final bows in 2024. Today, BRBT is under the direction of co-artistic directors, Rebecca Acosta and Jonna Cox. Both Rebecca and Jonna have introduced innovative programming, including a new full-length production, *Alice in Wonderland*.



Dear Patron of the Arts:

Can you imagine a holiday season without the time-honored tradition *The Nutcracker: A Tale from the Bayou*? We can't either.

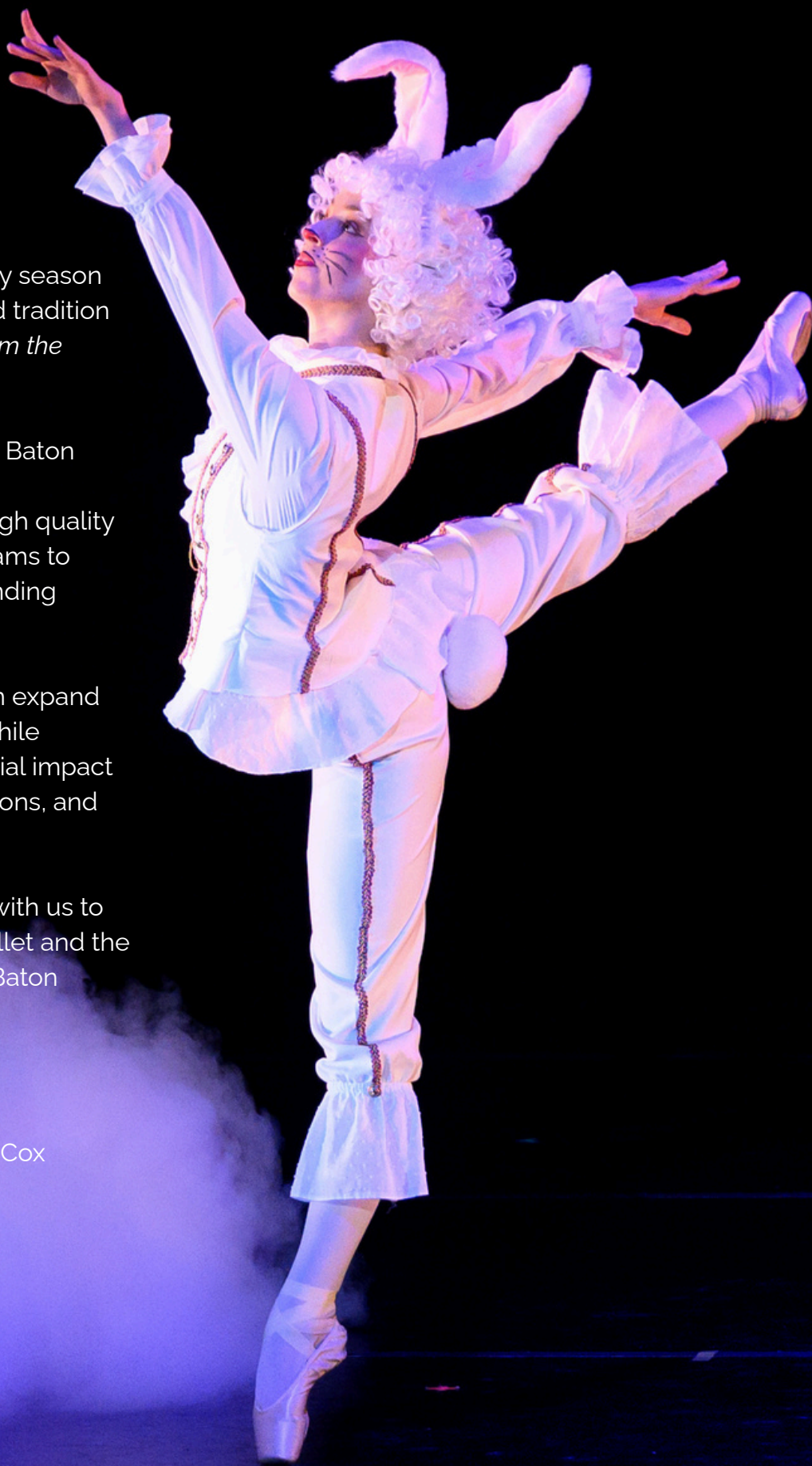
For the past 65 years, the Baton Rouge Ballet Theatre has continuously delivered high quality performances and programs to Baton Rouge and surrounding communities.

With your support we can expand our breadth and reach, while continuing to have a crucial impact on our economy, our patrons, and our future.

We invite you to partner with us to keep the magic of the ballet and the beauty of dance alive in Baton Rouge.

Sincerely,

Rebecca Acosta & Jonna Cox
Co-Artistic Directors



We work with some of the most talented dancers in our community.



QUALITY PERFORMANCES & DANCER EDUCATION

Our focus is on presenting a professional level dance series for the city of Baton Rouge.

BRBT presents an annual professional performance season that includes outstanding main stage productions at the River Center Theatre for the Performing Arts and other venues in town. Our seasons include hosting a professional ballet touring company, *The Nutcracker – A Tale from the Bayou* and a full-length classical ballet or a mixed bill of contemporary ballet and cutting-edge, modern works.

We develop aspiring dancers.

A member company of Regional Dance America Southwest since 1981, BRBT maintains Honor Company status in this national organization of adjudicated ballet companies held to the highest standards of artistic quality and dance education. BRBT provides training opportunities to aspiring artists and makes a significant impact with dance in public education.

COMMUNITY OUTREACH

Over the past seven decades we've worked alongside our community to bring performing arts to the greater Baton Rouge area.

Through the years, BRBT's community outreach programs have continued to expose new audiences to the art of dance. These programs bring dance into the community, creating affordable and accessible opportunities for everyone to experience the exciting world of dance through our Nutcracker school day performances, Ballet for Every Body, Youth Ballet and the Ballet Experience.



STATISTICS



Being one of the oldest classical ballet companies in the region, our brand is a well-established family name, known for its high-quality productions and community support programs.

Our demographic is diverse

60% of the market = Age range from 5 - 35 years
(Major purchaser of products, educational programs & tickets)

40% of the market = Age range from 35 - 60+ years (Major purchaser of tickets)

Social Media Exposure

Facebook = 5,500+ followers with 25% growth annually
Instagram = 2,600+ followers with 35% growth annually

Subscribers

(Email) 7,500+ Subscribers
(Direct mail) 5,700+ Subscribers

Website stats

+/-2,500 Unique visits monthly

Media

35,000+ Posters/Fliers/Postcards printed annually
8,000+ Programs printed annually
500K+/- impressions through print and digital ads placed in major publications and billboards throughout the area

YOUR GIFT MAKES A DIFFERENCE

As a 501(c) nonprofit organization, Baton Rouge Ballet Theatre relies on generous contributors for financial sustainability. Without support from you, we would lack the funds necessary not only to stage our professional productions but also to continue to provide our programs that extend the artistry and athleticism of ballet to wide audiences.

Every one of your financial gifts allows us to present new works, sustain our dancers, fund live music, fund scholarships, and engage with the community through various programs.



2025-26 SEASON

Lagniappe

October 2, 2025

Baton Rouge Magnet High

Houston Ballet II

March 28, 2026

Manship Theatre at the
Shaw Center for the Arts

The Nutcracker: A Tale From the Bayou

December 20 & 21, 2025

River Center Theatre for the Performing Arts

Rapunzel

April 17 & 18, 2026

River Center Theatre for the Performing Arts



SPONSOR OUR SEASON

We are pleased to offer opportunities to sponsor this season's outstanding performances. Season sponsorships are a unique opportunity for your company to be seen in its best light – as a community leader and supporter of artistic excellence.

Premier Season Sponsor: \$25,000

- Naming rights for the fall or spring performance*
- Full page ad in all programs
- Logo recognition on title page of all programs as premier sponsor
- Logo and link on website
- Prime placement of company logo on all promotional materials for the season
- Branded signage at all performances
- Two individual social media posts thanking the sponsor with logo and tag
- Recognition in all BRBT performance press releases
- Exclusive feature in *To The Pointe* e-newsletter
- Specific social media posts thanking the sponsor with their logo and tags throughout the season
- Verbal acknowledgement during introductions of all performances
- 10 premium seats to a performance of your choice
- Backstage meet & greet at performance of your choice
- Invitation to intermission champagne reception at all performances

**not applicable for in-kind donations*

Give Now



SPONSOR OUR SEASON

Major Season Sponsor: \$10,000

- Half page ad in all programs
- Logo recognition on title page as major season sponsor
- Logo and link on website
- Individual social media post thanking the sponsor with logo and tag
- Company logo on select marketing materials for the season
- Recognition in all BRBT performance press releases
- Verbal acknowledgement during introduction of two performances
- 4 premium seats to a performance of your choice
- Backstage meet & greet at performance of your choice
- Invitation to intermission champagne reception during *The Nutcracker - A Tale From the Bayou*

Supporting Season Sponsor: \$5,000

- Logo recognition in all programs as supporting season sponsor
- Logo and link on website
- Logo on select marketing materials for the season
- Group social media post thanking the sponsor with logo and tag
- Recognition in all BRBT performance press releases
- 2 premium seats to a performance of your choice
- Backstage meet & greet at performance of your choice
- Invitation to intermission champagne reception during *The Nutcracker - A Tale From the Bayou*

Sustaining Season Sponsor: \$2,500

- Logo recognition in all performance programs
- Logo and link on website
- Backstage meet & greet at performance of your choice
- Invitation to intermission champagne reception during *The Nutcracker - A Tale From the Bayou*

Give Now



Our impact goes beyond the stage.



Partner with us to bring dance to the entire community. Our Youth Ballet, Ballet for Every Body, school day performances and Ballet Experience programs help connect with over 5,000 + children and adults annually.

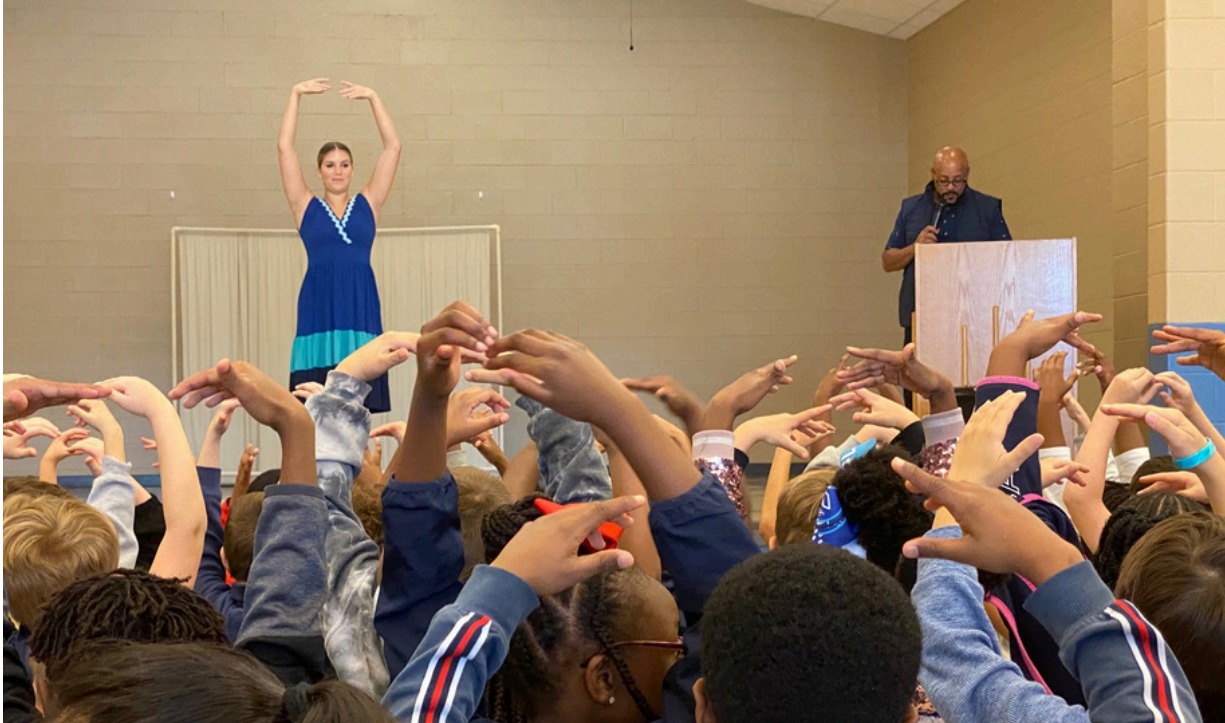
Youth Ballet

BRBT's Youth Ballet Summer Tour is one of our cornerstone community outreach initiatives that fosters the advancement of classical and contemporary dance. This community outreach program highlights the talents of our younger dancers in a series of performances around the city. As they train and perform together, these young dancers receive valuable professional-caliber training, while also delighting area audiences with their highly anticipated productions. This year, our dancers performed 17 shows and reached over 2,500 kids and adults at libraries, retirement homes, community centers, and other, underserved audiences.

Ballet Experience

With the help of community sponsors, BRBT is able to distribute free main stage performance tickets through local organizations, including Big Buddy, East Baton Rouge Parish Schools, Family & Youth Services, Life of a Single Mom, and Youth Oasis. This program offers free access to community members who may not otherwise have the opportunity to experience the art of ballet in a live performance setting.

COMMUNITY OUTREACH PROGRAMS



Ballet for Every Body

BRBT's Ballet for Every Body program emphasizes that dance is something that all body shapes and sizes can enjoy. Everyone moves differently in dance and through the classic tale of Peter and the Wolf, k-12 students can explore how different styles of movement are all beautiful with the goal of making everyone feel empowered to dance.

SPONSOR OUR OUTREACH

Presenting Sponsor: \$5,000

- Logo recognition as presenting sponsor on all program related communications
- Logo and link on website
- Signage at all performances
- Verbal acknowledgement during introductions of performances
- Exclusive feature in e-newsletter
- 4 premium seats to one of our season performances

Community Partner: \$2,500

- Recognition on all program related communications
- Name and link on website
- 2 premium seats to one of our season performances

Give Now



MORE WAYS TO GIVE



Advertise In Our Programs

BRBT's performance programs are a great advertising value. A single ad buy for the full season repeats your message during 8 performances from October through April. Your business benefits from your message being received by high-value customers from a wide geographic area.

[Learn more...](#)



Special Events

BRBT hosts several fundraising events throughout the year, including our inaugural Night at the Nutcracker fundraiser planned for 12/19/25. Sponsorships start at \$2,500. Individual tickets cost \$150.

[Learn more...](#)



Support Our Dancers

Gifts to the general fund support our dancers and instructors in a variety of ways, including scholarships, master classes, summer intensives, and professional development.

[Learn more...](#)



Patrons Circle

Your unrestricted donation plays a vital role in providing our community with the highest quality performances and dance education. By joining our Patrons Circle, you will receive exclusive member benefits.

[Learn more...](#)





Partner with the Baton Rouge Ballet Theatre and discover new ways to activate generosity in your community through dance. Support our community engagement programs reaching thousands of students and adults in our area; sponsor our season to connect with our audiences and your potential customers, and much more. Let's unlock the power of partnership together.

CONTACT US

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