

2025-2026 SEASON SPONSORSHIP OPPORTUNITIES





Principal Melody Mennite and Soloist Christopher Coomer in John Cranko's *Onegin*. Photo by Amitava Sarkar.

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Principals Connor Walsh and Karina González in Stanton Welch's *Sylvia*. Photo by Amitava Sarkar.

WE ARE HOUSTON BALLET

Mission Statement: *To inspire a lasting love and appreciation for dance through artistic excellence, exhilarating performances, innovative choreography, and superb educational programs.*

Founded in 1955, Houston Ballet has grown into one of the country's largest and most respected ballet companies. Under the artistic leadership of acclaimed Australian Choreographer Stanton Welch AM and former American Ballet Theatre principal dancer Julie Kent, the company, comprised of 60 dancers representing 14 countries and 19 states, is considered a leader in the field, nurturing the creation of new full-length narrative ballets while commissioning contemporary works from both prominent and emerging choreographers. Houston Ballet's Margaret Alkek Williams Center for Dance houses the professional company along with the acclaimed Houston Ballet Academy, while Education and Community Engagement programs keep the organization connected to local neighborhoods and schools. Houston Ballet engages a global audience through tours to international festivals and leading venues around the world, including theaters in Dubai, Spain, and Japan. Annually, Houston Ballet engages over 300,000 individuals throughout the city of Houston and the world.



Soloist Danbi Kim in Stanton Welch's *Vi et animo*. Photo by Lawrence Elizabeth Knox.

ELEVATE YOUR BRAND

By supporting Houston Ballet, your company will demonstrate a commitment to a rich and vibrant city while gaining brand visibility and entertainment opportunities.

Sponsorship opportunities range from performances and programs to the organization's signature holiday fundraising shopping event, the Nutcracker Market. Benefits are customized to meet your company's goals, including exposure and visibility to a diverse audience and exclusive experiences for employees, executives, and clients.

IMPRESSIONS



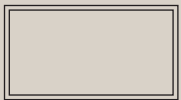
Social Media
350,000+



Digital
3,000,000+



Print
1,500,000+



TV
2,000,000+

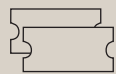
SPONSOR A PRODUCTION

Production sponsorship opportunities begin at \$10,000 and include the opportunity to support Houston Ballet’s diverse repertoire of classical story ballets and innovative mixed-repertory programs. Each season, Houston Ballet’s performances attract diverse audiences of nearly 150,000 to the Wortham Theater Center in Downtown Houston.

BENEFITS



Behind the
Scenes Access



Complimentary
Premium Tickets



Special Ticket
Discount



Entertainment
Opportunities

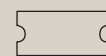


Logo Visibility
and Recognition

AUDIENCE



Houston Ballet
Donors



Season
Subscribers



Arts Enthusiasts



Principals Connor Walsh and Yuriko Kajiya in Stanton Welch's *Giselle*. Photo by Amitava Sarkar.

THE NUTCRACKER

November 28 - December 28, 2025
Choreographer: Stanton Welch AM
Music: Pyotr Ilyich Tchaikovsky

Artists of Houston Ballet in Stanton Welch's *The Nutcracker*.
Photo by Amitava Sarkar.



**2025-2026
SEASON**

This season, we invite you to journey with us through stories that transcend time and place—all told through the beauty and power of dance. Be swept away by the haunting romance of *Giselle*, where love and heartbreak linger in an enchanted village. Ascend to the grandeur of Mount Olympus in *Sylvia*, where myth and heroism unfold before your eyes. Immerse yourself in the vibrant imagination of *Broken Wings*, a stunning tribute to the life and art of Frida Kahlo. Feel the pulse of rock-and-roll in *Rooster* and the poetic elegance of Chopin's music in *Dances at a Gathering*.



ONEGIN

September 5-14, 2025
Choreographer: John Cranko
Music: Kurt-Heinz Stolze after
Pyotr Ilyich Tchaikovsky

Connor Walsh and Lauren Majewski in John Cranko's *Onegin*.Photo
by Amitava Sarkar.



ROCK, ROLL & TUTUS

September 18-28, 2025

**what i was thinking while i
was waltzing**

Choreographer: ISHIDA
Music: Ezio Bosso

Illuminate

Choreographer: Jacquelyn Long
Music: Oliver Davis

Rooster

Choreographer: Christopher Bruce OBE
Music: The Rolling Stones

Vi et animo

Choreographer: Stanton Welch AM
Music: Pyotr Ilyich Tchaikovsky

Artists of Houston Ballet in Jacquelyn Long's *Illuminate*. Photo by
Amitava Sarkar.



SYLVIA

February 26 - March 8, 2026
Choreographer: Stanton Welch AM
Music: Léo Delibes

Artists of Houston Ballet in Stanton Welch's *Sylvia*. Photo by
Lawrence Elizabeth Knox.



BROKEN WINGS

March 12-22, 2026

WORLD PREMIERE

Choreographer: Stanton Welch AM
Music: Mason Bates

Petite Mort

Choreographer: Jiří Kylián
Music: Wolfgang Amadeus Mozart

Broken Wings

Choreographer: Annabelle Lopez Ochoa
Music: Peter Salem

Principals Karina Gonzalez and Chun Wai Chan in Jiří Kylián's *Petite
Mort*. Photo by Amitava Sarkar.



AN EVENING WITH THE STARS

May 28 - June 7, 2026

Tapestry

Choreographer: Stanton Welch AM
Music: Wolfgang Amadeus Mozart

WORLD PREMIERE

Choreographer: Alice Topp

Dances at a Gathering

Choreographer: Jerome Robbins
Music: Frédéric Chopin

Artists of Houston Ballet in Stanton Welch's *Tapestry*. Photo by
Lawrence Elizabeth Knox.



GISELLE

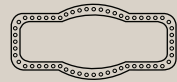
June 11-21, 2026
Choreographer: Stanton Welch AM
Music: Adolphe Adam

Artists of Houston Ballet in Stanton Welch's *Giselle*. Photo by
Amitava Sarkar.

SPONSOR AN EVENT

Houston Ballet's special events allow your company to share a memorable experience with guests that will leave them in awe. Through black-tie dinners, cocktail receptions, or dazzling fashion shows, the organization offers numerous ways to build relationships with clients and the Ballet's biggest supporters.

BENEFITS



Activations



Tickets
& Tables

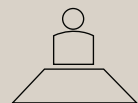


Entertainment
Opportunities



Logo Visibility
& Recognition

AUDIENCE



Houston Ballet
Board of Trustees



Houston Ballet
Donors



Philanthropic
Community





HoustonBallet NUTCRACKER MARKET®

NOVEMBER 12-15, 2025

Houston Ballet's Nutcracker Market has become the city's signature shopping event that kicks off the holiday season! It is a one-stop shop featuring hundreds of merchants, offering unique items for everyone, including home décor, gifts, food, apparel, toys, accessories, and more. There are a number of sponsorship opportunities available that target nearly 100,000 shoppers.



WELLS FARGO PREVIEW PARTY

Wednesday, November 12, 2025
6:30 p.m.



SNOW QUEEN'S FASHION SHOW & LUNCHEON

Thursday, November 13, 2025
10:15 a.m. Doors Open



SUGAR PLUM'S FASHION SHOW & LUNCHEON

Friday, November 14, 2025
10:15 a.m. Doors Open



SPECIAL EVENTS

Each season, Houston Ballet hosts Opening Night Onstage Dinner, Ballet Ball, and Raising the Barre – three unique special events that cater to a variety of audiences in support of Houston Ballet.



OPENING NIGHT ONSTAGE DINNER

Friday, September 5, 2025

Shara and Kent Schaffer, Chairmen

Jim Nelson, Honoree

Please join us for Opening Night Onstage Dinner and celebrate the opening of Houston Ballet's 2025-2026 season. Revel in an opening night soirée with a dinner on the Wortham Theater stage immediately following John Cranko's *Onegin*, an thrilling introduction to a new year of performances.



BALLET BALL

Saturday, February 21, 2026

Christine and David M. Underwood, Jr., Chairmen
Richard Flowers/The Events Company and Houston First, Honorees

The 2026 Houston Ballet Ball is not to be missed. The dazzling black-tie evening is a city-renowned event offering a three-course seated dinner, luxury silent auction, top-notch entertainment, and a lively dance floor.



RAISING THE BARRE

Sunday, April 26, 2026

Lenni & Bill Burke and
Marianne & Joe Geagea, Chairmen
Chef Chris Shepherd, Honoree

Raising the Barre, one of Houston Ballet's most exciting spring traditions, brings a dining experience unlike any other in Houston! Top Houston chefs join Houston Ballet Company dancers in creating a fabulous multi-course dinner supporting Houston Ballet's mission.

SUPPORT THE COMMUNITY

One of Houston Ballet's most significant achievements is its Education and Community Engagement programs, which foster creative learning and cultivate vibrant communities. The organization reaches over 70,000 participants from over 300 schools, community centers, and libraries throughout Houston and beyond each year through accessible, high-quality programming.

BENEFITS



Complimentary
Premium Tickets



Special Ticket
Discount



Logo Visibility
& Recognition



Volunteer
Opportunities

AUDIENCE



Community
Leaders



Elected Officials



Arts Enthusiasts





EDUCATION & COMMUNITY ENGAGEMENT



EXPOSE
Houston Ballet offers seven distinct programs designed to introduce participants to dance or enhance their knowledge of it:

Ballet Talks, Behind the Scenes Tours, Graceful Givings, Guest Speaking, Student Matinees, Studio Series, Virtual Field Trips



EDUCATE
Programs encouraging participants to explore movement:

Adapted Dance, Adapted Dance Off-Site, Chance to Dance, Learning from the Masters, X³: Explore, Extend, Excel!



INTEGRATE
By connecting dance to academic and Social and Emotional Learning (SEL) goals, Houston Ballet takes student learning to new heights through these programs:

Dance to Learn, Teacher Workshops



Principal Connor Walsh in Christopher Bruce's *Rooster*. Photo by Leonel Nerio.

JOIN THE BUSINESS COUNCIL

Individuals interested in championing Houston Ballet's mission and engaging with others to support its performances and programs can partner with their workplace to join the Business Council. With an annual gift of \$5,000, you can network with philanthropic leaders from various industries while gaining access to behind-the-scenes experiences and events.

BENEFITS



Invitations to
Exclusive Events



Behind the
Scenes Access



Volunteer
Opportunities

AUDIENCE



Houston Ballet
Donors



Community
Leaders



Arts
Enthusiasts

BECOME A CORPORATE MEMBER

Companies seeking special access to Houston Ballet's patrons and donor groups can join the Corporate Membership program. Corporate memberships start at \$1,500 and are a meaningful way to begin a relationship with the Ballet and give your company access to exclusive events and networking experiences.

BENEFITS



Invitations to
Exclusive Events



Complimentary
Premium Tickets

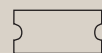


Special Ticket
Discount



Logo Visibility
& Recognition

AUDIENCE



Season
Subscribers



Houston Ballet
Donors

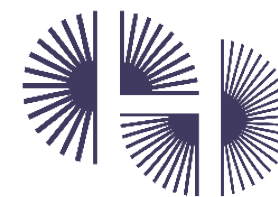


Philanthropic
Community





Soloists Alyssa Springer, Aoi Fujiwara and Bridget Allinson-Kuhns in Stanton Welch's *Vi et animo*. Photo by Amitava Sarkar.



HoustonBallet

We are committed to working with you to maximize the impact of your relationship with Houston Ballet and can tailor benefits to meet your specific needs.

To learn more about these opportunities, please contact:

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