

Dear Supporter,

The Rockland Youth Dance Ensemble (RYDE) offers a forum for students and emerging artists in dance and theatre to develop their talents in a fully integrated environment of education and performance. RYDE’s signature production of *The Nutcracker* is a tradition that has engaged thousands of young performers in the art of live theatre, while reaching an audience of more than 128,000 patrons throughout the past four decades. In addition to the annual *Nutcracker*, RYDE brings arts-based programs to the community, including to underserved audiences in the tri-state region.

Like many small organizations, RYDE faces ongoing challenges in the post-pandemic financial climate. Despite escalating production costs, RYDE remains committed to providing K-12 children the opportunity to engage in the performing arts – an experience that yields many positive benefits including building confidence, teamwork and listening skills and creative expression.

As we prepare for our 2023 *Nutcracker* season, we are thrilled to take the stage at Rockland Community College and perform a series of shows for a full-capacity audience December 8-10. We cannot do this without the support of generous donors and hope you will consider supporting RYDE so that we may bring this beautiful production to our community. Your gift will help to underwrite the production costs including lighting, sound, theatre rental, costumes, props and professional staff.

All gifts will be acknowledged in the 2023 Playbill, and there are two opportunities to support RYDE: for businesses that include an ad, it’s a great opportunity to get in front of a local audience (rates and specs attached). In addition, donors can support the production directly and will be recognized in our RYDE contributors circle. Donate here: <https://rocklandyouthdanceensemble.org/donate-now>

<i>Producers</i>	<i>\$10,000+</i>	<i>Soloists</i>	<i>\$1,000-1,499</i>
<i>Directors</i>	<i>\$5,000-9,999</i>	<i>Demi Soloists</i>	<i>\$500-999</i>
<i>Senior Principals</i>	<i>\$3,000-4,999</i>	<i>Ballet Master/Mistress</i>	<i>\$250-499</i>
<i>Principals</i>	<i>\$1,500-2,999</i>	<i>Corps de Ballet</i>	<i>\$50-249</i>

Please mail checks to: RYDE, PO Box 924, Bardonia, NY 10954. For additional information, contact Lisa Frenz (Sponsorship Committee) at lisa.frenz@gmail.com or 267-240-8841. Thank you for helping us bring an enriching environment of arts education and performance to children and families!

With appreciation,



Gilbert Giannini
Chair, RYDE Board of Governors

**RYDE Nutcracker
2023 Playbill Ad Rates**

Inside Front Cover	\$ 350.00
Inside Back Cover	\$ 325.00
Full Page (5" wide x 8" high).....	\$ 225.00
Half Page (5" wide x 4" high)	\$ 150.00
Quarter Page Vertical (2.5" wide x 4" high).....	\$ 100.00
Quarter Page Horizontal (5" wide x 2" high)	\$ 100.00
Eighth Page* (2.5" wide x 2" high)	\$ 75.00

**Business card size*

- Files must be submitted in .jpg, .jpeg, or .pdf format with resolution of 300 ppi/dpi or greater, and *must* adhere to stated dimensions.
- Ads may be submitted in color but will be printed in black and white.

Questions?

Contact the Playbill editor at rydeplaybill@gmail.com.

Thank you for supporting the Rockland Youth Dance Ensemble.

RYDE
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