



## SPONSORSHIP FORM

### 55<sup>TH</sup> PETROUSHKA BALL

February 7, 2020

THE PLAZA HOTEL, NEW YORK

Benefiting the Russian Children's Welfare Society charitable programs

*Helping children in crisis since 1926*

EVENT SPONSORSHIP	ADVERTISING IN EVENT PROGRAM
<p><input type="checkbox"/> <b>MAJOR SPONSOR LEVEL - \$20,000</b> (\$15,500 tax-deductible)</p> <ul style="list-style-type: none"><li>- 20 Sponsor level tickets to 2020 Petroushka Ball (2 tables)</li><li>- Verbal recognition during the event and prominent credit in the event program &amp; electronic materials</li><li>- One full-page ad in 2020 Petroushka Ball journal</li><li>- Upon sponsor's request recognition in emails to RCWS supporters (over 8,000)</li><li>- Opportunity to place corporate banner and company's material on display table at designated area in the Grand Ballroom Foyer</li><li>- Opportunity to include a flyer/ small promo gift in 300+ dinner gift bags</li></ul> <p><input type="checkbox"/> <b>SPONSOR LEVEL - \$10,000</b> (\$8,000 tax-deductible)</p> <ul style="list-style-type: none"><li>- 10 Sponsor level tickets to 2020 Petroushka Ball (1 table)</li><li>- Acknowledgement during the event and in the event journal</li><li>- Full-page ad in Petroushka Ball journal</li><li>- Upon sponsor's request recognition in email blasts to RCWS supporters (over 8,000)</li></ul> <p><input type="checkbox"/> <b>BENEFACTOR LEVEL - \$7,000</b> (\$5,000 tax-deductible)</p> <ul style="list-style-type: none"><li>- 10 Benefactor level tickets to 2020 Petroushka Ball (1 table)</li><li>- Full-page ad in Petroushka Ball journal</li><li>- Acknowledgement in the event program and other RCWS PR materials</li><li>- Upon request recognition in email blasts to RCWS supporters (over 8,000)</li></ul> <p><input type="checkbox"/> <b>PATRON - \$5,000 or \$5,500 after 1/20/20</b> (\$3,000 tax-deductible)</p> <ul style="list-style-type: none"><li>- 10 Patron level tickets to 2020 Petroushka Ball (1 table)</li><li>- Acknowledgement in the event journal</li></ul>	<p><input type="checkbox"/> <b>OUTSIDE BACK COVER - \$1,500</b></p> <p><input type="checkbox"/> <b>INSIDE FRONT COVER - \$1,200</b></p> <p><input type="checkbox"/> <b>INSIDE BACK COVER - \$1,200</b></p> <p><input type="checkbox"/> <b>FULL - PAGE AD - \$600</b></p> <p><input type="checkbox"/> <b>HALF - PAGE AD - \$300</b></p> <p><input type="checkbox"/> <b>QUARTER-PAGE AD - \$150</b></p> <p><b>Deadline: <u>January 17, 2020</u></b></p> <p>Contact <a href="mailto:main@rcws.org">main@rcws.org</a> or call 212-473-6263 for further details</p> <hr/> <p><b>UNDERWRITING OPPORTUNITIES</b></p> <hr/> <p><b>DÉCOR SPONSOR \$4,000 and \$3,500</b></p> <p><b>LIVE MUSIC SPONSOR 1 \$5,000</b></p> <p><b>LIVE MUSIC SPONSOR 2 \$5,000</b></p> <p><b>DANCING SOIRÉE SPONSOR (10 PM – 2 AM, Terrace Room) 10,000</b></p>
<p><b>RESERVATIONS WILL NOT BE ACCEPTED AFTER FEBRUARY 5, 2020</b></p> <hr/> <p>To Reserve Individual Tickets (indicate quantity)</p> <p>_____ <b>SPONSOR LEVEL TICKETS - \$1,000 each</b> (\$800 tax-deductible) Includes: cocktail reception, dinner followed by dancing, premier table position, listing in event Program</p> <p>_____ <b>BENEFACTOR LEVEL TICKETS - \$700 each</b> (\$500 tax-deductible) Includes: cocktail reception, dinner followed by dancing, best table available after the Sponsor level, listing in Petroushka Ball Program</p> <p>_____ <b>PATRON TICKETS - \$500 each or \$550 after January 20, 2020</b> Includes: cocktail reception, dinner &amp; dancing (\$300 tax-deductible)</p> <p>_____ <b>DANCING ONLY TICKETS - \$180 each before Dec 31, 2019; \$200 each from Jan 1-15, 2020; \$225 after Jan. 15, 2020</b> Includes: dancing from 10 pm till 2 am, complimentary vodka drinks (\$100 tax-deductible)</p> <p><b>DINNER RESERVATIONS WILL NOT BE ACCEPTED AFTER 2/5/2020</b> <b>AGE REQUIREMENT: 21 y.o. and up</b></p> <p><i>Please email RCWS office at <a href="mailto:main@rcws.org">main@rcws.org</a> when ordering your dinner tickets, if you would like a vegetarian dinner.</i></p>	<p><b>DONATION</b></p> <p><input type="checkbox"/> <b>INKIND PRODUCT DONATION</b> (items for the gift bags)</p> <hr/> <p>Contact <a href="mailto:main@rcws.org">main@rcws.org</a> or call 212-473-6263 to discuss your CUSTOMIZED SPONSORSHIP PARTNERSHIP package.</p> <p><input type="checkbox"/> <b>SILENT AUCTION/ RAFFLE DONATION</b></p> <p>Hereby agrees to make an in-kind prize donation of _____</p> <hr/> <p><input type="checkbox"/> <b>CONTRIBUTION</b></p> <p>I am unable to attend but wish to contribute towards the RCWS charitable programs \$_____.</p> <p>Any contribution is deeply appreciated.</p>

**PAYMENT AND CONTACT INFORMATION**

Name _____			Company (if Applicable) _____		
Address _____			Phone _____		
City _____	State _____	Zip _____	Fax _____		
Email _____			Website _____		
<input type="checkbox"/> CHECK	<input type="checkbox"/> CREDIT CARD	<input type="checkbox"/> WIRE TRANSFER			
CREDIT CARD NUMBER _____			EXP. DATE _____		
BILLING ADDRESS _____					
HEREBY AGREES TO TAX - DEDUCTIBLE DONATION OF _____ RCWS TAX ID # 13-55-62332					
SIGNATURE _____			DATE _____		

Please return this form via email, fax or mail to the Russian Children’s Welfare Society, Inc. by **January 31, 2020**

**Russian Children’s Welfare Society, Inc.**  
**16 West 32<sup>nd</sup> Street, Suite 405, New York, NY 10001**  
**Tel: 212-473-6263 Fax: 212-473-6301 [main@rcws.org](mailto:main@rcws.org)**  
**Follow us on Instagram @PetroushkaBall**  
**[www.rcws.org](http://www.rcws.org)**

Since its inception in 1965, the Petroushka Ball has been one of New York's most important charitable Russian-American events, attended by over 700 guests representing business, artistic and diplomatic spheres. Past Petroushka Ball events have featured leading soloists of the Metropolitan Opera, the American Ballet Theatre, New York City Ballet, Bolshoi Theater, and other prominent companies.

The success of the Petroushka Ball is contingent upon the on-going participation of local and international businesses, as well as RCWS’ patrons. Sponsorship of the Petroushka Ball is a great way to entertain clients and employees, network with prominent Russian-American businesses while enjoying an exciting evening. Supplying raffle prizes or products for the gift bags and contributing advertisements to the event journal present an effective opportunity for corporate visibility and brand awareness for your products or service.

One of the Petroushka Ball unique features is two distinguished orchestras – The Lester Lanin Orchestra in the Grand Ballroom coupled with the Barynya Balalaika Orchestra in the Terrace Room. Dancing tickets holders will start in the Terrace Room at 10 pm with the Barynya Balalaika Orchestra playing a boisterous set of popular Russian folk and gypsy music, Cossack songs, and lively balalaika arrangements to the early hours of the morning. Following dinner, the world-renowned Lester Lanin Orchestra will play in the Grand Ballroom. All guests (Dinner & Dancing) are invited to dance in the Terrace Room and the Grand Ballroom.

All net proceeds from the 55th Petroushka Ball will be directed towards RCWS’ charitable programs in Russia. RCWS awards college scholarships to orphaned children and supports pediatric hospitals, orphanages, rehabilitation centers for children with special needs and schools in Russia. RCWS is a 501 c 3 US non-profit organization and all contributions are tax deductible to the extent allowed by law. Please visit our web site for additional information about the RCWS charitable efforts.

**Support the RCWS’ charitable programs and be a part of the Petroushka Ball legacy by purchasing tickets to the Ball, placing advertisements in Petroushka Ball journal, supplying raffle prizes or products for event gift bags, or by generously making a contribution.**

We are looking forward to seeing you at the 55th Petroushka Ball. Please help us to continue the RCWS on-going projects assisting at-risk children in Russia by dancing the night away on February 7, 2020. Contact RCWS at 212-473-6263 or [main@rcws.org](mailto:main@rcws.org) for tickets, ads, raffle donations, contributions and special sponsorships.

Thank you for your support and patronage!



## Photo Gallery



Visit the RCWS web site ([www.rcws.org](http://www.rcws.org)) and @PetroushkaBall on Instagram for more images and information about the event.