

UNIVERSITY OF HARTFORD

THE HARTT SCHOOL COMMUNITY DIVISION

September 1, 2026

Dear Friend of The Hartt School Community Dance Division,

I am writing to you on behalf of The Hartt School Community Dance Division, Hartford Connecticut, regarding our upcoming 2026-27 dance season. Our school is a not-for-profit organization focused on enriching lives through innovative and unparalleled performing arts education.

We are looking for sponsorship from a few area businesses. With a sponsorship your business will be showcased in our production program as well on an electronic display in the lobby. Our programs will be given to the over 5,000 guests expected to attend our 3 events this season. Your business will also be mentioned in the opening remarks of each of our events.

Your contribution would help to fund our scholarship program for families in need, special enrichment programs for our dance students, as well as guest artists, new costumes and production items for our performances.

Our tax id number is: 060-73-1360 and you can feel free to contact me should you need additional information to make a sponsorship possible. We hope you can support us and thank you in advance for your time and consideration.

Donations can be mailed to: The Hartt School
Community Dance Division
c/o Sarkis Kaltakhtchian, Director
35 Westbourne Parkway
Hartford, CT 06112

Sincerely,

Sarkis Kaltakhtchian
Artistic and Education Director
The Hartt School Community Division
860-768-2424

The Hartt School Community Division Dance Department presents 3 dance productions each season. Your business may choose to sponsor our program by placing an ad in just 1 program or in multiple production programs. Please see below for more information on our productions, and your potential exposure to the community with your program ad/s.

1. Nutcracker

Each winter, the HCD Dance Department presents (6) separate showings of *The Nutcracker*. Here, Tchaikovsky's glorious score provides the backdrop for this full length, family-friendly annual holiday production.

Based on this past academic year, there are around 90 participants in each of the 6 performances.

2026 Nutcracker ticket sales: 2,500

2. HarttWorks

Each spring, the HCD Dance Department presents (2) showings of *HarttWorks*, a multi genre music and dance performance. Based on this past academic year, there are around 30-45 participants in each of the 2 performances.

2026 HarttWorks ticket sales: 500

3. Spring Festival

Each spring, the HCD Dance Department presents 3 separate Spring Festival showcases. This series of performances showcase the Classical Ballet Program and Youth Program in a variety of styles. Based on this past academic year, there were about 135 participants throughout the 3 performances.

2026 Spring Festival ticket sales: 1000

Sponsorship Levels

Program Ad Placement

	Gold	Silver	Bronze
Investment	\$1,000	\$500	\$250
Ad Size	Full Page	1/2 Page	1/4 page
Complimentary Tickets	4	2	0

- Your business will be mentioned at all 3 of the HCD productions.
- Electronic display in lobby.
- You can update your ad/image for each production.

Platinum Level Sponsor - \$2,000 - \$4,999

• Full page color ad in each HCD the 3 production programs. • 6 complimentary tickets to each of the 3 HCD productions. • Your business will be mentioned at all 3 of the HCD productions opening remarks. • You can update your ad/image for each production. • Electronic display in lobby. • Complimentary behind the scenes tour and meet and greet with HCD faculty and dancers. • Commemorative certificate. • Gift bag.
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Titanium Level Sponsor - \$5,000 donations and above

• Full page color ad in each HCD the 3 production programs. • 8 complimentary tickets to each of the 3 HCD productions. • Your business will be mentioned at all 3 of the HCD productions opening remarks. • You can update your ad/image for each production. • Electronic display in lobby. • Complimentary behind the scenes tour and meet and greet with HCD faculty and dancers. • Opportunity to have a private mini show at a company event. • Commemorative plaque. • Gift bag.

If you would like to sponsor our program for the 2026-27 production year, please contact us at HCDBoosters@gmail.com with your advertisement formatted as a JPEG, PDF or PNG image in the following size specifications:

Bronze Level (¼ page ad): 4” high x 2.5” wide

Silver Level (½ page ad): 4” high x 5” wide

Gold/Platinum/Titanium Level (Full page ad): 8” high x 5” wide

Deadline to submit your ad is Friday, November 6, 2026.

Donations can be made by scanning the QR Code below, or you may make a check payable to the University of Hartford (memo line: HCD Program Sponsorship).

