
Sample Letter for Group Sales

Dear Head Nutcracker,

Ballet Austin invites you to share in the magical holiday tradition, *The Nutcracker*. For 38 years Austin families, neighbors and friends have celebrated the season by coming together for a night of family entertainment. Over 200 children from the Ballet Austin Academy perform in this production and each night holds a special mystique with our guest Mother Ginger. Last year's Mother Gingers included The Honorable Ann Richards, the invincible Tour de France cyclist Lance Armstrong, and Children's Recording Artist Joe Scuggs just to name a few. Even if you've seen it before, *The Nutcracker* is always a special gift to share with loved ones and there is no better way to spend time together during the holiday season.

We have tried to make the job of "Head Nutcracker" as easy as possible for you. Simply choose a night you would like to designate for your group. If you want your group to sit in the same section, choose the seating section and price. Fill out the top of the Happy Holidays Form that you are going to circulate, so that people can contact you with questions and know the price of the tickets. When you have collected the forms from your group call, fax, or mail the Group Order Form to Ballet Austin.

Please note:

- 10 or more people qualify as a group.
- The group rate offers savings of about 20% off single ticket prices.
- Upon return of your order form, seats will be held for your group.
- One half of the total amount is due October 15, 2003.
- The balance is due on November 15, 2003.
- Group discounts may not be combined with other discounts or promotions.

All Sales are final.

We hope you, your friends and neighbors take advantage of this offer. Please take a few minutes to review the enclosed materials. If you have any questions or concerns, please call the Ballet Austin Box Office at 512.476.2163 or visit our website at www.balletaustin.org.

Sincerely,

Ballet Austin

From the Ballet Austin *Tool-kit*