
Sample Playbill Solicitation Letter

Date
Name
Title
Address
Address

Dear Name,

On (date) our organization will present Ballet Austin's production of *The Nutcracker*. We are very excited to bring this world-class arts organization to our community and project to have over (number) attendants share in this magical tradition.

Our program for this event is the perfect venue for you to communicate with your market. I know during the holidays reaching this audience will be of great interest to you. The deadline for payment and ad copy will be (date.) Advertiser rates and contract information are enclosed.

Within the next few weeks, a member of our organization will be contacting you to answer any questions. In the meantime, if you would like more information please call (number). We appreciate your dedication in the endeavor to bring the arts into our great community.

Sincerely,

From the Ballet Austin *Tool-kit*