ORLANDO BALLET

Inaugural Annual Report

Launched in 1974 by twelve young, non-paid dancers, and with only $4,000, Orlando Ballet has grown to become Central Florida's only fully residential professional ballet company. Performing at the Dr. Phillips Center for the Performing Arts, the ballet is host to more than 100,000 theatregoers, residents, and visitors annually. Orlando Ballet produces year-round Main Stage productions featuring timeless masterpieces and innovative contemporary world premieres, conducts performance lecture demonstrations, enrichment programs, and supports pre-professional dancers through Orlando Ballet II.

Orlando Ballet School is only one of four professional national training academies accredited by American Ballet Theatre®, attracting more than 1,200 local and international students. The School's two campuses provide year-round professional ballet training, as well as performance and touring opportunities, summer intensive training, workshops and master classes, and teacher training programs.

Arts education and community enrichment activities include STEPS for underserved low-income second and third graders, Come Dance With Us! a program for children with varying abilities, Intro to Ballet, scholarship assistance for those in need, and performances for more than 16,000 public school students who attend performances annually.

S. Sutton & Associates Inc. was engaged to envision and design the inaugural Annual Report for the Company.

S. Sutton & Associates Inc.
Representative Client Brief: Orlando Ballet
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Approach and Methodology

The inaugural Annual Report project was designed to:

- Review existing materials used to cultivate and solicit funds written by the Orlando Ballet and all relevant collateral

- Determine with Orlando Ballet leadership major milestones/goals achieved by the Orlando Ballet during FY 2019-2020

- Draft themes for the Annual Report along with a proposed outline

- Source and refine quotes or other "color commentary" for inclusion

- Develop copy/verbiage

- Draft and present the design concepts

- Finalize print and digital versions

- Interface with a print house/vendor

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