



# Regional Dance America

# 2019

# Sponsorship Opportunities



# Regional Dance America 2019 Festivals

March 28-30  
Albuquerque, NM

May 2-4  
Athens, GA

May 24-26  
Lawrence, KS

May 24-26  
Erie, PA

Regional Dance America is a 501(c)3 nonprofit organization that fosters a network of pre-professional dance companies throughout the United States. RDA provides increasing opportunity, exposure, and connection for its members to inspire a community of excellence in dance education and performance. RDA nurtures the artists of tomorrow!

Festivals are the heart and soul of RDA. Each year, RDA hosts four festivals in different regions of the US consisting of dance classes, performances, workshops, and social events. Over 1500 dancers from 60 regional companies, 300 parents, 100 artistic directors and staff members, and nearly 100 faculty members and musicians attend the annual festivals. Students have the opportunity to attend RDA festivals year after year possibly starting as early as eleven years old. The median age of an RDA dancer is 15. Social media posts surrounding festival activities consistently reach RDA's 20,000 followers.

Festivals inspire artistic and personal growth, creativity, and excellence through networking with professionals in the areas of dance education and choreography, sports medicine, and more. Upon graduation from RDA member companies, students are poised for success in professional dance careers, college dance programs, and every job and scholastic endeavor they pursue. Festivals also provide professional growth opportunities for artistic directors, choreographers, staff members, and parents through networking engagements. Together we explore new opportunities, reach new heights, and envision a limitless world of promise for our artists.

Your company can benefit from supporting RDA's programs! Access to pre-professional dancers, interaction with dance educators, visibility to dance enthusiasts, and inclusion in our national marketing campaign are just some of the opportunities. We invite you to explore the sponsorship package that suits you best. Please contact Erika Davis, CEO, with any questions. We look forward to your participation in Regional Dance America's exciting 2019 season!



Photos Left to Right Courtesy of (1) Leni Hoppenworth Photography, (2 & 4) Richard Calmes, Eduardo PATINO.NYC (3)

1 (833) RDA - DANCE  
1 (833) 732 - 3262

edavis@regionaldanceamerica.org  
www.regionaldanceamerica.org

PO Box 414  
Lemoyne, PA 17043



# Sponsorship Benefits

	Bronze \$5,000	Silver \$7,500	Gold \$10,000	Platinum \$15,000	Diamond \$20,000
Listing & URL on RDA National Website	✓	✓	✓	✓	✓
Listing on Sponsor Recognition Page in Each Regional Program	✓	✓	✓	✓	✓
Exclusive Recognition in Each Regional Program	One Quarter-Page	One Half-Page	Two Half-Page	One Full-Page	One Full-Page, Premium Placement
Free Observer Kit & Gala Banquet Ticket	✓	✓	✓	✓	✓
Vendor Table at Each Regional Festival	1 Table	1 Table	2 Tables	2 Tables	3 Tables
Logo on RDA National Website		✓	✓	✓	✓
Logo on Each Regional Website		✓	✓	✓	✓
Opportunity to Place Information & Giveaway in Dancer Kit Bags			✓	✓	✓
Instagram, Facebook & Twitter Thank-You Posts, Customizable Contests			Quarterly (4)	Bi-Monthly (6)	Monthly (12)
Speaking Opportunity at Each Regional Festival				Director Breakfast	VIP Reception
Listing on Festival Banners & On Front of Each Regional Program					✓
Announcement at All Performances at Each Regional Festival					✓



# Exclusive Sponsorships

## RDA Outstanding Soloist Sponsor \$8,000

Naming Rights to the Award



Recognition on Facebook, Instagram & Twitter



Vendor Table at Each Regional Festival



Ability to Place Information & Giveaway in  
Dancer Kit Bags



Full-Page Recognition in Festival Program



## RDA Adjudication Tour Sponsor \$8,000

Naming Rights to the Tour



Picture with the Adjudicator & Each Company  
with Sponsor Logo Sign



Recognition on Instagram, Facebook & Twitter  
During the Tour



Ability to Place Information & Giveaway in  
Dancer Kit Bags



Full-Page Recognition in Festival Program



Announcement at Gala Banquet in All Regions



### Festival Sore Toe Room Sponsor

\$6,000

Naming Rights to Sore Toe Rooms in Each Region



1-Hour Talk Available



Vendor Table at Each Regional Festival



Ability to Place Information & Giveaway in Dancer Kit Bags



### RDA Gala Banquet Sponsor

\$6,000

Naming Rights to Gala Banquet in All Regions



Speaking Opportunity at Gala Banquets



Vendor Table at Each Regional Festival



Ability to Place Information & Giveaway in Dancer Kit Bags



Listing on Sponsor Recognition Page in Each Regional Program



### RDA Evening Performance Sponsor\*

\$4,000

Naming Rights to the Evening's Performance, Including Company Logo



Recognition on Instagram, Facebook & Twitter



Vendor Table at Each Regional Festival



Ability to Place Information & Giveaway in Dancer Kit Bags



\*3 Sponsorships available nationally, one per each evening's performance.



# Kit Bags, Vendors & Product Placement

March 28-30  
Albuquerque, NM

May 2-4  
Athens, GA

May 24-26  
Lawrence, KS

May 24-26  
Erie, PA

**Kit Bag Sponsor\***  
\$1,500

Kit Bags Designed for Each Region's Festival



\*If sponsoring fewer than 4 Regions, Kit Bag Sponsorship is calculated at \$500 per Region sponsored.

**Vendor Table\***

Vendor Table at Each Regional Festival



\*Cost of Vendor Tables is calculated at the following rates:

**\$2,500:** 4 Regional Festivals

**\$2,000:** 3 Regional Festivals

**\$1,400:** 2 Regional Festivals

**\$750:** 1 Regional Festival

**Product Placement\***  
\$1,500

Flat Fee Per Single Item Placed in All Kits



\*If sponsoring fewer than 4 Regions, Product Placement is calculated at \$500 per Region sponsored.



# Regional Performance Program Sponsorship

March 28-30  
Albuquerque, NM

May 2-4  
Athens, GA

May 24-26  
Lawrence, KS

May 24-26  
Erie, PA

Performance Program Sponsorship\*

Recognition in Each Festival's Souvenir Program



\*Sponsorship of All 4 Regional Festival Programs is calculated at the following rates:



**Full Page:**  
8"w x 10.5"h  
**\$2,500**



**Half Page:**  
8"w x 5"h  
**\$1,750**



**Half Page**  
3.75"w x 10.5"h  
**\$1,750**



**Quarter Page:**  
3.75"w x 5"h  
**\$1,250**

\*Sponsorship of a Single Regional Festival Program is calculated at the following rates:

**Full Page:**  
**\$650**

**Half Page:**  
**\$500**

**Quarter Page:**  
**\$400**

To complete your Sponsorship, Click on the Following Link to provide your information. Please note, In Kind Donations are also greatly appreciated. Please follow the link below:

## Click Here to Submit Your Sponsorship Information

Please make check payable to:  
Regional Dance America  
PO Box 414  
Lemoyne, PA 17043