



Regional Dance America

# Sponsorship Opportunities **2020**



*Photos Courtesy of Richard Calmes*

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# 2020 Festivals



March 8 - 10  
**Indianapolis, IN**

March 26-28  
**Fort Smith, AR**

April 30 - May 2  
**Montgomery, AL**

May 14 - 16  
**Dayton, OH**

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.

Festivals are the heart and soul of RDA. Each year, RDA hosts 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 each year. Students participate in 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 2020 season!



*Photos Left to Right Courtesy of (1) Eduardo PATINO.NYC, (2 & 3) Gary Taylor Photography, (4) Leni Hoppenworth, (5) Eye Wander Photo*

# Sponsor Benefits



## ***Bronze Sponsor***      **\$5,000**

### **BENEFITS**

- Company Listing & URL on RDA National Website
- One Exclusive Quarter-Page Recognition in Festival Souvenir Programs
- Free Festival Observer Kit for Each Festival
- One Vendor Table at Each Festival

## ***Silver Sponsor***      **\$7,500**

### **BENEFITS**

- Company Listing & URL on RDA National Website
- One Exclusive Half-Page Recognition in Festival Souvenir Programs
- Free Festival Observer Kit for Each Festival
- One Vendor Table at Each Festival
- Logo on RDA National Website & Regional Websites

## ***Gold Sponsor***      **\$10,000**

### **BENEFITS**

- Company Listing & URL on RDA National Website
- Two Exclusive Half-Page Recognitions in Festival Souvenir Programs
- Free Festival Observer Kit for Each Festival
- Two Vendor Tables at Each Festival
- Logo on RDA National Website & Regional Websites
- Opportunity to Place Information & Giveaway in Dancer Kit Bags
- Quarterly Instagram, Facebook & Twitter Thank-You Posts

## ***Platinum Sponsor***      **\$15,000**

### **BENEFITS**

- Company Listing & URL on RDA National Website
- One Exclusive Full-Page Recognition in Festival Souvenir Programs
- Free Festival Observer Kit for Each Festival
- Two Vendor Tables at Each Festival
- Logo on RDA National Website & Regional Websites
- Opportunity to Place Information & Giveaway in Dancer Kit Bags
- Bimonthly Instagram, Facebook & Twitter Thank-You Posts
- Customizable Social Media Contests
- Speaking Opportunity: Directors' Breakfast at Each Festival

## ***Diamond Sponsor***      **\$20,000**

### **BENEFITS**

- Company Listing & URL on RDA National Website
- One Exclusive Full-Page Recognition with Premium Placement in Festival Souvenir Programs
- Free Festival Observer Kit for Each Festival
- Three Vendor Tables at Each Festival
- Logo on RDA National Website & Regional Websites
- Opportunity to Place Information & Giveaway in Dancer Kit Bags
- Monthly Instagram, Facebook & Twitter Thank-You Posts
- Customizable Social Media Contests
- Speaking Opportunity: VIP Reception at Each Festival
- Listing on Festival Banners & On Front of Festival Souvenir Programs
- Announcement at All Festival Performances

# Exclusive Opportunities



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

### **BENEFITS**

- Kit Bags Designed & Provided for All Festivals
- Recognition on Facebook, Instagram & Twitter

## ***Evening Performance Sponsor\**** **\$4,000**

### **BENEFITS**

- Naming Rights to Evening's Performance, Including Company Logo at Each Festival
- Recognition on Facebook, Instagram & Twitter
- Vendor Table at Each Regional Festival
- Opportunity to Place Information & Giveaway in Dancer Kit Bags

*\*Three Evening Performance Sponsorships available nationally.*

## ***Sore Toe Room Sponsor*** **\$6,000**

### **BENEFITS**

- Naming Rights to Sore Toe Room at Each Festival
- One-Hour Talk Available
- Vendor Table at Each Regional Festival
- Opportunity to Place Information & Giveaway in Dancer Kit Bags

## ***Gala Banquet Sponsor*** **\$6,000**

### **BENEFITS**

- Naming Rights to the Gala Banquet at Each Festival
- Speaking Opportunity at Gala Banquets
- Vendor Table at Each Regional Festival
- Opportunity to Place Information & Giveaway in Dancer Kit Bags
- Listing on Sponsor Recognition Page in Festival Souvenir Programs

## ***Adjudication Tour Sponsor*** **\$8,000**

### **BENEFITS**

- Naming Rights to the Tour
- Recognition on Facebook, Instagram & Twitter
- Picture with the Adjudicator & Each Company with Sponsor Logo Sign
- Opportunity to Place Information & Giveaway in Dancer Kit Bags
- One Exclusive Full-Page Recognition in Festival Souvenir Programs
- Announcement at Each Festival

## ***Outstanding Soloist Sponsor*** **\$8,000**

### **BENEFITS**

- Naming Rights to the Award
- Recognition on Facebook, Instagram & Twitter
- Vendor Table at Each Regional Festival
- Opportunity to Place Information & Giveaway in Dancer Kit Bags
- One Exclusive Full-Page Recognition in Festival Souvenir Programs
- Announcement at Each Festival

# Add-On...

### **AT ANY SPONSORSHIP LEVEL OF \$4,000+**

**Add-On** an Introductory Email to All RDA Companies before Each Regional Festival  
*for an additional \$500*

**Add-On** a Five-Minute Video Introduction to All RDA Companies, on your choice of platform,  
*for an additional \$1,000*



# Vendors, Product Placement & Programs



March 8 - 10  
Indianapolis, IN

March 26-28  
Fort Smith, AR

April 30 - May 2  
Montgomery, AL

May 14 - 16  
Dayton, OH

## Vendor Space

### ONE DRESSED TABLE AT EACH FESTIVAL

<b>\$2,500</b>	4 Regional Festivals
<b>\$2,000</b>	3 Regional Festivals
<b>\$1,400</b>	2 Regional Festivals
<b>\$750</b>	1 Regional Festival

*Additional vendor space: \$400 per table.*

## Product Placement

### FLAT FEE PER SINGLE ITEM PLACED IN ALL FESTIVAL PARTICIPANT KIT BAGS

**\$1,500** 4 Regional Festivals

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

## Performance Program Sponsorship

### RECOGNITION IN SOUVENIR PROGRAMS AT ALL REGIONAL FESTIVALS



#### 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 Performance Program is calculated at the following rates:*

#### FULL PAGE

**\$650**

#### HALF PAGE

**\$500**

#### QUARTER PAGE

**\$400**



To complete your Sponsorship,  
please email Erika Davis, CEO.

***Thank You!***

Erika Davis, CEO  
edavis@regionaldanceamerica.org  
1 (833) RDA - DANCE  
www.regionaldanceamerica.org

***Please make check payable to:***  
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PO Box 414  
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*Photos Left to Right Courtesy of Eduardo PATINO.NYC (1 & 2), Richard Calmes (3 & 4)*