



**STEAMBOAT DANCE THEATRE
PRESENTS**

THE 48th ANNUAL DANCE CONCERT

January 23-25th, 2020

at the

STEAMBOAT SPRINGS HIGH SCHOOL AUDITORIUM



2020 Annual Concert Sponsorship Opportunity

Steamboat Dance Theatre invites you to sponsor our Annual Concert – a large community dance performance that invites local dancers of all ages and skill sets to choreograph and perform. Each year we attract over 120 dancers and showcase the creativity and talent of people in our community.

Established in 1972, Steamboat Dance Theatre's (SDT) is a local non-profit organization whose mission is to engage, enrich, and educate the communities of Steamboat Springs and the Yampa Valley through dance and movement. SDT is a community organization that offers multiple programs intended to bring dance and dance culture to local dancers and non-dancers alike. We do this by hosting an annual community dance performance, offering scholarships for dance classes, organizing master classes, organizing low-cost community dance classes, and exhibiting free dance films.

Visit our website www.steamboatdancetheatre.org to learn more!

Why Sponsor?

Sponsorship of the Steamboat Dance Theatre Annual Concert is a unique opportunity to get your business name in front of more than 2,000 captive audience members over four performances. By sponsoring the concert you are not only allowing your local community members to dance and helping to buy their costume, but you are helping us put on this unique cultural event, and supporting our ability to offer scholarships to other dancers in need throughout the community. This sponsorship will not only give your business marketing and advertising exposure, but it is also an excellent public relations event to reach the Steamboat community through philanthropy.

Details about our sponsorship levels are provided below.

Thank you for considering sponsorship of the Steamboat Dance Theatre Annual Concert!

ANNUAL CONCERT SPONSORSHIP LEVELS AND BENEFITS

FIRST POSITION SPONSOR – \$100

- Acknowledgement in Program and on sponsor page

SECOND POSITION SPONSOR - \$150

- One B&W 1/8 page ad (2.4w x 1.8h) in the concert program, acknowledgment in program on sponsor page, and recognition in our annual report

THIRD POSITION SPONSOR - \$200

- One B&W 1/4 page ad (2.4w x 3.8h) in the concert program, acknowledgment in program on sponsor page, and recognition in our annual report

FOURTH POSITION SPONSOR - \$300

- Mention of your company name in the program next to the dance that you are sponsoring, acknowledgement in program on sponsor page and recognition in our annual report
- Two seats in the reserved section to a performance of your choice
- One B&W 1/2 page ad (5w x 3.9h) in the concert program

FIFTH POSITION SPONSOR - \$550

- Mention of your company name in the program next to the dance that you are sponsoring acknowledgement in program on sponsor page and recognition in our annual report
- Two seats in the reserved section to a performance of your choice
- One full page B & W ad (5w x 8h) in the concert program

RELÈVE SPONSOR: \$1,000

There will be a maximum of two co-sponsors for a given performance. Each co-sponsor will receive:

- Mention and thank you to your business in the opening announcements at the beginning of the show you are sponsoring
- Display of your company name and logo as a Relève Sponsor in all marketing and promotional materials (including concert posters) - in order to appear on the promotional poster, commitment is needed by December 14, 2019.
- Display of marketing/branding materials at the event including banners at the entry to the venue
- Option to set up a table at the event for the night that you are underwriting in order to promote your business and distribute marketing materials and hand out promotional materials (i.e. hats, pens, etc.) to all attendees of that evening's performance
- Two specifically reserved seats to the performance of your choice

- Half page color advertisement (5w x 3.9h) in a premium location in the concert program, acknowledgement on sponsor page, and recognition in our annual report

UNDERWRITING SPONSOR: \$2,000

As an Underwriting Sponsor, your business will be recognized as the presenting sponsor for one night of the show (Friday or Saturday Night) and will receive the following:

- Exclusive opportunity as the underwriting sponsor for one night of the show with most prominent recognition at the event
- Mention and thank you to your business in the opening announcements at the beginning of the show
- Prominent display of your company name and logo as an Underwriting Sponsor in all marketing and promotional materials (including concert posters) as well as mention of your company's name in all media interviews/advertising - in order to appear on the promotional poster, commitment is needed by December 14, 2019
- Prominent display of marketing/branding materials at the event including banners at the entry to the venue
- Option to set up a table at the event for the night that you are underwriting in order to promote your business and distribute marketing materials and hand out promotional materials (i.e. hats, pens, etc.) to all attendees of that evening's performance
- Four specifically reserved seats to the performance of your choice
- Full page color advertisement (5w x 8h) in a premium location in concert program, acknowledgment on sponsor page, and recognition in our annual report

IN-KIND SPONSORSHIP: If you are interested in providing discounted services or studio rental space in lieu of cash for your sponsorship, please send an invoice to info@steamboatdancetheatre.org to receive ad space in our program equivalent to the value of the in-kind service provided. If you do not submit an invoice you should not expect to receive ad space.

PLEASE FILL OUT THE SPONSORSHIP FORM BELOW AND MAIL IT IN WITH YOUR CHECK BY 12/14/19 OR GO TO <https://www.steamboatdancetheatre.org/annual-concert-1/sponsorship-information/> AND SUBMIT YOUR FORM AND REMITTANCE ONLINE.

Thank you for supporting dance in Steamboat Springs!

**STEAMBOAT DANCE THEATRE ANNUAL
CONCERT January 23-25th, 2020**



SPONSORSHIP FORM

Sponsor Name: _____

Contact person: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Name of Choreographer/ or Dance piece _____

I would like to sponsor at the following level:

UNDERWRITING SPONSOR \$2000 (Full page color ad)

RELÈVE SPONSOR \$1000 (Half-page color ad)

FIFTH POSITION SPONSOR \$550 (One full page B & W ad)

FOURTH POSITION SPONSOR \$300 (Half page B&W ad)

THIRD POSITION SPONSOR \$200 (1/4 page B&W ad)

SECOND POSITION SPONSOR \$150 (1/8 page B&W ad)

FIRST POSITION SPONSOR \$100 (acknowledgement on sponsor page)

FRIEND OF SDT_ Any Amount

1. Program ad adhering to the correct dimensions and sponsorship monies are due 12/14/19.
2. **IMPORTANT!!!!!!** Please choose which performance you would like reserved tickets for: Thursday, 1/23 at 7 pm, Friday 1/24 at 7 pm, Saturday, 1/25 at 1 pm, Saturday, 1/25 at 7 pm.

**Sat Matinee option has a choice of 2 reserved section tickets OR 2 General seating adult tickets + 2 kids tickets*

***Please select your night and remember they can always be changed at a later date (depending on availability)**

For questions in regards to sponsorships please contact:

Rachel Mick or Elizabeth Salzgeber at sponsorships@steamboatdancetheatre.org

Return this completed form with payment to:

Steamboat Dance Theatre
P.O. Box 880924
Steamboat Springs, CO 80488
OR
sponsorships@steamboatdancetheatre.org