



# SPONSORSHIP PROSPECTUS

## About

Gain unparalleled access to nearly 500 executive directors, artistic directors, company managers, choreographers, dancers, presenters, agents and artist representatives, service providers, and development and marketing professionals who will join Dance/USA for four days of information sharing, professional development, networking, and performances.

[www.danceusa.org/annual-conference](http://www.danceusa.org/annual-conference)



## WHO ATTENDS?

- ATTENDEES HAIL FROM AN AVERAGE OF **33 STATES** AND **4 COUNTRIES**
- **39%** OF 2018 ATTENDEES WERE **DANCE ADMINISTRATORS**; **21%** WERE **ARTISTIC PERSONNEL**
- APPROXIMATELY **40%** OF 2018 ATTENDEES **HAILED FROM THE HOME STATE** OF CONVENING
- **64%** OF 2018 ATTENDEES WERE **ACTIVE MOBILE APP USERS** WHO OFFERED OVER **1,000 UPDATES** AND NEARLY **5,000 LIKES**

## WHY SPONSOR?

- **54%** OF CONFERENCE ATTENDEES AGREE **CURRENTLY DOING BUSINESS** WITH CONFERENCE SPONSORS
- **81%** OF ATTENDEES SAID THEY ARE **LIKELY TO CONDUCT BUSINESS OR PATRINIZE A SPONSOR IN THE FUTURE**
- NEARLY **60%** OF 2018 CONFERENCE ATTENDEES **INTERACTED WITH A SPONSOR AT THE ANNUAL CONFERENCE**
- **50%** OF ATTENDEES SAY THEIR **PRIMARY PURPOSE** FOR ATTENDING THE CONFERENCE IS **NETWORKING**

### CONTACT

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## SPONSOR BENEFITS

Dance/USA looks forward to discussing your interests and customizing a sponsorship package that meets your objectives with benefits designed especially for you!

	Platinum Sponsor \$15,000 +	Gold Sponsor \$7500-\$14,999	Silver Sponsor \$4,500-\$7,499	Bronze Sponsor \$2,000-\$4,499	Welcome Sponsor \$1,999 - \$500
<b>Benefits</b>					
<b>Presentation to the Dance/USA Board of Trustees</b>	X				
<b>Welcoming remarks</b> at the Opening Plenary	X				
Promotional <b>feature</b> in the <i>Dance/USA Bulletin</i>	X				
<b>Logo on Dance/USA's home page</b> for one year	X				
In-person <b>presentation(s)</b> to Dance/USA's <b>Councils</b>	X	X			
Promotional <b>feature in one pre-Conference e-blast</b>	X	X			
<b>Curate a 75-minute breakout session</b> featured during the Annual Conference	X	X			
Invitation to <b>write an article</b> for Dance/USA's e-Journal <i>From the Green Room</i>	X	X	X		
Serve as a <b>breakout session panelist</b> at the Annual Conference	X	X	X		
Invitation to be a <b>SmART Bar Bartender</b>	X	X	X	X	
<b>Promoted post</b> on Conference mobile app	X	X	X	X	
<b>Listing</b> , at the appropriate sponsorship level, in <b>all</b> Annual Conference print, electronic, and media <b>communications</b>	X	X	X	X	
<b>Complimentary Conference registration</b> (includes access to the Opening Night Celebration, Conference plenaries and breakout sessions, as well as Showcase Performance)	X	X	X	X	
<b>Logo and website on Conference mobile app</b>	X	X	X	X	X
<b>Conference attendee list</b> (.XLS), including names and email addresses of attendees, two weeks prior to and two weeks following the Conference	X	X	X	X	X
<b>Hyperlinked company logo</b> prominently displayed on the Annual Conference website	X	X	X	X	X
<b>Logo listing on signage and print material</b> associated with the Annual Conference	X	X	X	X	X
Invitation to include a <b>one-page marketing piece</b> or <b>promotional item</b> in the Conference tote bags	X	X	X	X	X
<b>Recognition</b> during the Conference Welcoming Address	X	X	X	X	X



## AS A CONFERENCE SPONSOR

- **Connect with key industry decision makers**
- **Showcase** your product, services, expertise, & leadership to the field
- **Build brand awareness**
- **Network with new and existing clients**

## HIGH VISIBILITY SPONSORSHIP OPPORTUNITIES

### **Video production sponsor**

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**\$15,000** | features logo recognition on interviews and videos captured throughout the four-day convening

### **Opening Plenary sponsor**

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**\$12,000** | features invitation to make remarks, as well as verbal and logo recognition during event's welcoming and closing remarks

### **Official travel sponsor**

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**\$10,000** | provides in-kind travel vouchers, discounted rates, and/or financial assistance for Dance/USA staff, VIP, and/or attendee travel to the 2018 Annual Conference

### **Closing Plenary sponsor**

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**\$10,000** | features invitation to make remarks, as well as verbal and logo recognition during event's welcoming and closing remarks

### **Hotel key card sponsor**

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**\$10,000** | customized hotel keycard design provided to all attendees staying at Conference partner hotel

### **Mobile app sponsor**

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**\$9,000** | includes splash page recognition on Annual Conference mobile app

### **Live streaming sponsor**

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**\$8,000** | feature during the 2018 Annual Conference Opening Plenary with recognition extending to archival footage of the event

### **Cleveland Welcoming Affair sponsor\***

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**\$7,500** | features an intimate cocktail reception attended by approximately 60 guests and high-powered VIP dance professionals serving on the Dance/USA Board and Cleveland Host Committee

\*also available as joint sponsorship opportunity

### **2018 Conference promotional video sponsor**

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**\$7,000** | sponsorship of promotional video featured on Dance/USA's website, YouTube page, and viewed at Dance/USA community meetings hosted throughout the U.S.

### **Programming track sponsor**

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**\$7,000** | support one of the Conference programming tracks

### **Single-day lunch sponsor** (2 available)

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**\$7,000** | provides boxed lunches to over 500 attendees on one day of the Conference

### **Conference transportation sponsor**

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**\$7,000** | supports ADA compliant attendee travel needs throughout the convening

### **Registration sponsor**

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**\$6,000** | features highly visible on-site recognition and through web-based Conference registration system

### **Tote bag sponsor**

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**\$6,000** | offers brand awareness at the Conference and beyond via tote bags distributed to approximately 500 attendees

**Charging station sponsor**

**\$6,000** | includes branded visibility on or around each charging station provided throughout the convening

**First-Timers Reception sponsor**

**\$6,000** | invitation to make welcoming remarks at event, plus logo event signage feature

**Networking Break sponsor**

**\$6,000** | business feature during one networking break held during the convening, as well as on-site signage recognition

**Conference Guide sponsor**

**\$5,000** | full page business ad on the Conference Guide's back cover

**Honors Celebration Awardee sponsor**

(4 available)

**\$5,000** | features logo branding of one Honors Celebration award

**SmART Bar sponsorship**

**\$5,000** | includes SmART Bar consultant feature at each session and logo branding on all SmART Bar communications and signage

**Conference lanyards**

**\$4,000** | Distributed to and worn by approximately 500 attendees

**Daily featured coffee sponsor** (3 available)

**\$4,000** | recognition for coffee service provided prior to morning sessions and during networking breaks

**Wi-Fi sponsorship** (3 available)

**\$2,500** | recognition as a one day Wi-Fi sponsor on all on-site signage and Wi-Fi communications

**Host Committee Breakfast sponsor**

**\$2,500** | features on-site signage and invitation to making welcoming remarks to event attendees

**Recognition starts with your sponsorship commitment and extends until December 31, 2018.**  
**Strengthen America's professional dance community by supporting Dance/USA. Dance/USA encourages its members to support its sponsors!**



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