



# Dane Dances!

GET UP » GET DOWN » GET TOGETHER

## 2017 Sponsorship Guide & Advertising Opportunities

Contact: Al Cooper  
(608) 719-8846 | [president@danedances.org](mailto:president@danedances.org)

# Letter of Invitation

This year marks the 18th season of Dane Dances!, the very popular free outdoor dance concert series held each Friday evening in August on the rooftop of the Monona Terrace Community and Convention Center.

With approximately 5,000 people in attendance each week, Dane Dances! has established itself as a premier summertime destination in Dane county. We're hoping with your support to make this season the best yet. As a leading company in Dane county, this is an opportunity to show your support and commitment. This is an event that celebrates diversity, promotes goodwill and enhances the quality of life and health in our local community. At each dance you will see almost every age group. We pride ourselves on our family-friendly and fun events that also promote physical activity.

Dane Dances! is a priceless offering to the community but not one without costs. Dane Dances!, a 501c (3) not for profit organization, relies on the support of corporate sponsors, foundations, and individual contributors to fund the event. Given the current economic conditions, we are continuing efforts to lower production costs again this year. Our total need is approximately \$60,000 this year.

This is a great opportunity to give your employees a reward for all their hard work. The financial support of your company can provide a free night of entertainment and fun for your employees. Their presence provides visibility for your company to the community; along with your name and company information being printed on Dane Dances! publicity materials and website.

The financial support of companies like yours is definitely needed to help us reach our 2017 budget goals. Your most serious consideration of our efforts to continue to provide this magnificent cultural event FREE to the community is greatly appreciated.

Please review the attached materials for background information on our organization and sponsorship options. For further information and to see the community members that Dane Dances! serves, visit our website at [www.danedances.org](http://www.danedances.org). Please contact us at 608-719-8846 if you have any questions. Thank you again for your time and consideration.

Sincerely,

Alphonso Cooper  
Dane Dances! President

# Sponsorship Levels

With over 25,000 attendees annually, Dane Dances! offers an array of sponsorship opportunities to businesses targeting Dane county.

## Supporting this event:

- Demonstrates strong engagement and commitment to community in a highly visible way;
- Maximizes your exposure to a large, diverse cross-section of the Dane county population;
- Provides an opportunity to encourage relationship-building and cooperation among people of different ethnic and cultural backgrounds in the community; and
- Builds employee morale and company pride in helping to sponsor an event such as this.

## \$50,000+ Platinum Plus

### Sponsor

- Enjoy exclusive naming rights for the year! The entire season will be advertised as “Insert your company’s name” Dane Dances!” and the highest level of visibility and exposure throughout all dances.
- Company logo on front page of Dane Dances! website.
- Company logo displayed on all advertising and promotional material including banners, posters, leaflets, and t-shirts.
- Two complimentary corporate tables and dinner (reserved seating for 10) at each of the dances.
- Sponsorship token of appreciation presented at a pre-selected Friday evening of the Dance.
- Promotional items of company on display at the event tables.
- Acknowledgment as major sponsor on all written and/or printed correspondence, media releases, advertising and promotional material.
- Verbal recognition each night during the Dane Dances! Event.
- Recognition and company link on the Dane Dances! website.

## \$10,000+ Platinum

### Sponsor

- Company logo on front page of Dane Dances! website.
- Company logo displayed on all advertising and promotional material including banners, posters, leaflets, and t-shirts.
- Second highest level of visibility and exposure throughout all dances.
- Two complimentary corporate tables and dinner (reserved seating for 10) at each of the dances.
- Sponsorship token of appreciation presented at a pre-selected Friday evening of the Dance.
- Promotional items of company on display at the event tables.
- Acknowledgment as major sponsor on all written and/or printed correspondence, media releases, advertising and promotional material.
- Verbal recognition each night during the Dane Dances! Event.
- Recognition and company link on the Dane Dances! website.

# Sponsorship Levels

## \$5,000+ Gold

### Sponsor

- Company logo displayed on all advertising and promotional material including banners, posters, and leaflets.
- Complimentary corporate table and dinner (reserved seating for 6) on one night of the event.

- Sponsorship token of appreciation presented at a pre-selected Friday evening.
- Promotional items of company on display at the event tables.
- Acknowledgment as major sponsor on all written and/or printed correspondence, media releases, advertising and promotional material.

- Verbal recognition each night during the Dane Dances! event.
- Recognition and company link on the Dane Dances! website.

## \$2,500+ Silver

### Sponsor

- Company logo displayed on advertising and promotional material including banners, posters, and leaflets.
- Acknowledgment as sponsor on all written and/or printed correspondence and media releases.
- Verbal recognition each night during the Dane Dances! event.
- Recognition and company link on the Dane Dances! website.

## \$1,000+ Bronze

### Sponsor

- Company name displayed on annual promotional 4x6 season schedule leaflets.
- Verbal recognition each night during the Dane Dances! event.
- Recognition on the Dane Dances! website.

## \$500+ Valued

### Sponsor

- Recognition at the event along with our valued sponsors; printed and/or verbal.
- Recognition on the Dane Dances! website.

## Targeted In-Kind Contribution

### Supporting Sponsor

Listed below are services we hope to have contributed as in-kind donations. We appreciate your consideration of any of the following:

1. Printing services (brochures, flyers, signage)
2. Banner Advertising
3. Video production services (nightly)
4. Volunteers (nightly)
5. Small/medium gift items for door prizes
6. Dane Dances! Sponsorship Confirmation

# Sponsorship Agreement

Please print your name as it should appear in the event materials.

Company/Organization Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_ Mailing Address: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Sponsor Acknowledgement Deadlines

Detailed sponsor acknowledgement deadlines will be provided to you. Please email [president@danedances.org](mailto:president@danedances.org) and submit your organization's materials after returning this agreement.

## Sponsorship Level:

\_\_\_ Platinum Plus Sponsor | \$50,000+ \_\_\_ Platinum Sponsor | \$10,000+

\_\_\_ Gold Sponsor | \$5,000+ \_\_\_ Silver Sponsor | \$ 2,500+

\_\_\_ Bronze Sponsor | \$1,000+ \_\_\_ Valued Sponsor | \$ 500+

\_\_\_ In-Kind Sponsor (please specify) \_\_\_\_\_

Total Amount to be charged: \$ \_\_\_\_\_

## Payment Information:

Please make your sponsorship check payable to "Dane Dances!" and send it with this completed form to Dane Dances!, PO Box 1672, Madison, WI. 53701.

Contact Al Cooper at 608-719-8846 or via email ([president@danedances.org](mailto:president@danedances.org)), if you have any questions.

## Agrees to the following:

The undersigned hereby certifies he/she is a duly authorized representative of the applicant company, that the information provided is true, and that he/she, on behalf of the applicant company, understands and agrees to the sponsorship information provided herewith, which by this reference is herein incorporated and made a part hereof. Payment Terms: Due Upon Receipt

Printed Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_