

**METRO JACKSON AREA**



**CORPORATE SPONSOR PROPOSAL  
2010**

**To Benefit  
Parents for Public Schools  
and  
Haiti Christian Development Fund**



**Mailing Address:**

123A Highway 80 East #274

Clinton, MS 39056

Office: (601) 238-3303

Fax: (866) 496-8083

[info@lamornedance.com](mailto:info@lamornedance.com)

[www.lamornedance.com/National\\_Dance\\_Week](http://www.lamornedance.com/National_Dance_Week)

**NATIONAL DANCE WEEK (NDW) MISSION STATEMENT**  
( *[nationaldanceweek.org](http://nationaldanceweek.org) website*)

*The Mission Statement of NDW is to raise public awareness to the benefits of Dance in our American society.*

By observing an annual National Dance Week, dancers across the United States are served well by raising the public's awareness to the importance of their role in our American societal, cultural and educational communities. Dance has undergone a tremendous amount of change and validation in America during the past three decades and there is now a newfound recognition of its value to humanity from a therapeutic and educational perspective in addition to its long-held status as an entertainment venue.

National Dance Week serves as a strong potential vehicle for informing the American populace on the latest discoveries and advances made in the art form. No longer is the dancer to be regarded as merely an entertainer although that certainly remains an important factor insofar as the cultural benefits are concerned. From the beginning of recorded history, dance has served as a meaningful venue for communication and continues to do so in modern day. The public is being presented with an insight to these factors by the observation of events during National Dance Week and will thereby gain a heightened and improved understanding of the dancer.

**NDW MISSISSIPPI DELEGATES**

LaMorne's Dance & Fitness

LaMorne's Dance & Fitness was founded in 2006 to provide quality, affordable and convenient dance instruction to children and adults. We strive to provide our students with the best possible dance instruction, in an atmosphere of love and care that can only be provided by people that truly love children and have a passion for the art of dance. We further strive to provide the parents of our students the highest level of customer service and all of the details that they need to be supportive of their child in his or her study of dance.

Belhaven University Dance Department

Belhaven Dance is unique for its Christian emphasis and reputation for skill, rigor, creativity and refinement. Whether in ballet or modern dance classes, students are challenged and encouraged to excel under the direction of accomplished instructors in the best facilities and state-of-the-art dance studios. Belhaven's Dance department is one of a kind among Christian colleges and universities. All the necessary resources are available for both modern and ballet dancers to allow them to become the best among performers, choreographers and instructors.

## **BENEFIT ORGANIZATIONS**

### Parents for Public Schools

Parents for Public Schools (PPS) is a national organization of community-based chapters working with public school parents and other supporters to improve and strengthen local public schools. We believe that quality public education is vital to our democracy and to America's future. Ask for More Arts is a school-community-arts partnership that believes today's Jackson Public School students need arts learning to improve their academic performance, graduate, and prepare them to become engaged and productive 21st Century citizens.

### Haiti Christian Development Fund

The Haiti Christian Development Fund (HCDF) is a faith-based, 501c3 tax-exempt organization and depends totally on your generosity for its operation. Over 25 years ago, the HCDF launched a comprehensive holistic community development endeavor in Fond-des-Blancs, Haiti with the following goals: Evangelism, Education, Community Development, and Leadership Development.

## **EVENT DESCRIPTION**

This year, we are inviting individuals, dance studios, dance companies and supporters of dance in the Metro Jackson area to assist in the events for National Dance Week in Mississippi. This is our second year hosting these events in the area. Last year was a great success and we are looking to improve this year. We provide dancers and dance groups an amazing opportunity to share their dance talents. Each person and organization has a different reason for participating in these events. Overall, we all agree on the importance of dance in our community. Dance has a presence in our educational, therapeutic, liturgical, historic, cultural and ethnic communities as well as our artistic endeavors. This week is a celebration of the beautiful world of dance.

## **OUR AUDIENCE**

By offering, these dance opportunities; National Dance Week attracts a wide audience. Our target market is people of all ages interested in dance and dance education, as well as its impact on the community. In addition, these events provide the opportunity to raise funds for worthy causes.

## **VISIBILITY**

The Coalition for National Dance Week was formed in 1981 by a group of dance related organizations who began a strong "grass roots" movement across the United States to bring greater recognition to dance as an art form. This movement began in Mississippi, specifically in the Metro Jackson area last year. It continues this year as we expand our events and get more community involvement. All dance schools, studios, churches, and dance companies will prominently post all advertising materials in their establishments. In addition, materials will be posted in the locations of all sponsors.

## NDW 2010 EVENT SCHEDULE

- April 26<sup>th</sup> – 29<sup>th</sup>      TBD    Educational Demonstration  
Location - Area schools & after school programs
- April 30<sup>th</sup>                7pm    Community Dance Showcase  
Proceeds benefit Ask for More Arts Program  
Belhaven University Center for the Arts
- May 1<sup>st</sup>                    8am    Benefit Dance-a-thon  
Proceeds benefit Haiti Christian Development Fund  
Voice of Calvary Ministries
- 6pm    Dance Concert  
Proceeds benefit Ask for More Arts Program  
Featuring: TALK Dance Company  
Bitsy Irby Visual Arts and Dance Center Studio Theatre

National Dance Week offers you the following Corporate Sponsorship opportunities:

**Platinum Level      \$2,500**

Name and/or logo of business included in all advertising for a full year  
Link to business website will remain on the Jackson area NDW site for a full year  
2 Full Page ads in souvenir program  
Display table at all NDW events  
8 NDW T-shirts  
8 comp tickets to each show  
Name and/or logo of business will be included in recruitment materials for NDW 2011

**Diamond Level      \$2,000**

Name and/or logo of business included in all advertising and on website  
1 Full Page ad in souvenir program  
Business information at information table at each NDW event  
6 NDW T-shirts  
6 comp tickets to each show

**Gold Level      \$1,000**

Name and/or logo of business included in all advertising and on website  
Half Page ad in souvenir program  
4 NDW T-shirts  
4 comp tickets to each show

**Silver Level      \$500**

Name and/or logo of business included in all print advertising and on website  
Quarter page ad in souvenir program  
2 NDW T-shirts  
2 comp tickets to each show

**Bronze Level      \$250**

Name of individual or business included on website & listing in souvenir program  
1 NDW T-shirt  
1 comp ticket to each show

**In-Kind Donations**

Name of individual or business included on website & listing in souvenir program  
1 comp ticket to each show

**Program Advertisements**

Full Page	\$100.00	1/8 Page	\$25.00
Half Page	\$60.00	Patron	\$10.00
1/4 Page	\$40.00	Photographs	\$15.00

*(More details on attached form)*

**NATIONAL DANCE WEEK SPONSORSHIP FORM**

**COMPANY/ORGANIZATION:**

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**CONTACT NAME:** \_\_\_\_\_

**ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_

**STATE:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_ **EMAIL:** \_\_\_\_\_

( ) **YES! I want to be a sponsor of the National Dance Week 2010 in Jackson, MS.**

**I will participate as a:**

\_\_\_ **Platinum Sponsor for \$2,500**

\_\_\_ **Diamond Sponsor for \$2,000**

\_\_\_ **Gold Sponsor for \$1,000**

\_\_\_ **Silver Sponsor for \$500**

\_\_\_ **Bronze Sponsor for \$250**

\_\_\_ **In-Kind Donor (please specify miscellaneous items to donate):**

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**THANK YOU SO MUCH FOR YOUR SUPPORT!!!**

Please include sponsorship checks payable to:

**LaMorne's Dance & Fitness, designating for "NDW 2010" in the memo section.**

**Mail to:**

**LaMorne's Dance & Fitness, LLC  
123A Highway 80 East #274, Clinton, MS 39056**

**In order to be included in all the advertisements, your sponsorship application and logo must be received by Friday, April 2, 2010.**

**NATIONAL DANCE WEEK 2010  
PROGRAM ADVERTISEMENT ORDER FORM**

Full Page	\$100.00	_____	1/8 Page	\$25.00	_____
Half Page	\$60.00	_____	Patron	\$10.00	_____
1/4 Page	\$40.00	_____	Photographs	\$15.00	_____

Advertiser's Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**AD COPY (fill in or attach copy)**

Write ad or congratulatory message exactly as you wish it to appear in the Souvenir Program. You may attach a printed sample or your business card.

All ads must be received on or before Friday, April 1, 2010. Make checks payable to LaMorne's Dance & Fitness.

Insert our ad in the National Dance Week Souvenir Program for which I have paid \$ \_\_\_\_.

\_\_\_\_\_  
**Signature of Advertiser**

\_\_\_\_\_  
**Date**