

Your Dance Fest

in partnership with random acts of dance

November 2016

Candice Irwin
371B Oakwood Avenue
Toronto, ON M6E 2W1

Dear Business Owner,

The one of a kind **Your Dance Fest** is leaping into the St Clair West community August 25th-27th, 2017! We are focused on bringing artists and audiences closer together through creating a family-friendly dance celebration. The festival developed because many audiences don't feel welcome at dance events. We want to change that. **Your Dance Fest** is centered around creating open communication between artists and their audience.

Traditionally when dance is presented it is chosen by other dancers. Instead, what we are doing at **Your Dance Fest** is inviting members of the community who are interesting in dance, but with little background in it, as our main curators. We have found that the most honest and genuine feedback about dance often comes from those who are not well versed in the artform. We want to promote this open dialogue and encourage people outside the industry to view and appreciate dance.

Our curators are working alongside the artistic team to craft a festival which directly responds to the interests of the community. We are also programming dance classes accessible for all ages and abilities, raffles for products from local businesses and events where artists and audiences can discuss ideas. All events at **Your Dance Fest** are under \$20.00 - many are even free or Pay-What-You-Can. We want to make **Your Dance Fest** accessible for everyone in the community regardless of their previous dance exposure or their financial situation. We anticipate having a minimum of 400 people participating in various festival events over the course of the weekend.

We are looking for your support to help make **Your Dance Fest** possible. We have included a sponsorship fact sheet for your review. If you are interested in becoming a sponsor of **Your Dance Fest**, please do not hesitate to contact us. Thank you in advance for taking the time to review our sponsorship proposal package.

Sincerely,



Candice Irwin
Artistic Director
Your Dance Fest

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Sponsorship Packages

Dance Lover <i>\$2,000 or more</i>	Dance Enthusiast <i>\$1,000</i>	Dance Fan <i>\$500</i>	Dance Friend <i>\$200</i>
<ul style="list-style-type: none">• charitable tax receipt from our festival partner, random acts of dance• logo recognition on our website and social media pages• full page add in our festival program• logo recognition on festival print material	<ul style="list-style-type: none">• charitable tax receipt from our festival partner, random acts of dance• logo recognition on our website and social media pages• 1/2 page add in our festival program• logo recognition on festival print material	<ul style="list-style-type: none">• charitable tax receipt from our festival partner, random acts of dance• logo recognition on our website and social media pages• 1/4 page add in our festival program	<ul style="list-style-type: none">• charitable tax receipt from our festival partner, random acts of dance• logo recognition on our website and social media pages

In-Kind-Donations

If your organization can provide a product donation or discount we would be interested with partnering with you. We are looking for products to offer as raffle prizes for our audiences and services which can help us with the administrative and marketing needs of the event. Please contact us to discuss how we can adequately recognize your contribution.

Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for **Your Dance Fest** please contact us.