



# Your Dance Fest

Chosen by the community. Created by artists.

July 2017

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 centred 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 interested 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 500 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 are looking for organizations interested in purchasing add space in our festival program and businesses able to offer in kind donations to be used as prizes for festival attendants. If you are interested in being involved in **Your Dance Fest**, please do not hesitate to contact us.

Sincerely,

**Candice Irwin**  
Festival Director  
Your Dance Fest



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## Advertising Packages

<b>Dance Friend</b> <i>\$200</i>	<b>Dance Pal</b> <i>\$100</i>	<b>Dance Supporter</b> <i>\$50</i>
<ul style="list-style-type: none"><li>• charitable tax receipt from our festival partner, random acts of dance</li><li>• full page add in our festival program</li></ul>	<ul style="list-style-type: none"><li>• charitable tax receipt from our festival partner, random acts of dance</li><li>• 1/2 page add in our festival program</li></ul>	<ul style="list-style-type: none"><li>• charitable tax receipt from our festival partner, random acts of dance</li><li>• 1/4 page add in our festival program</li></ul>

### 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 partnership or sponsorship idea for **Your Dance Fest** please contact us.