



## *Louisiana DanceSport* *2017 Fundraising Package*

Dear Gumbo of Ballroom DanceSport friends:

Louisiana DanceSport, along with chapter #5031 of USA Dance, invites you to participate as a donor/sponsor and support one of the most highly regarded amateur dancesport competitions in the nation. Beginning Friday, June 23, through Sunday, June 25, we present the 2017 USA Dance Gumbo DanceSport Championships, a national qualifying event for the 2018 USA Dance National Championships. On the same weekend, we host three World DanceSport Federation events. The competition features dancing couples from across the country, as well as dancers from other countries, and will be held at the beautiful Crowne Plaza Hotel, 4728 Constitution Avenue, Baton Rouge, Louisiana.

Since first presented in 2000, our local ballroom competition has become the largest and most prestigious annual ballroom competitive event across the Gulf Coast. Both local athletes and those from many other states will participate at all age groups, from Preteen to Senior, and skill levels, from beginner to championship, including nationally ranked couples. The World DanceSport Federation events draw couples from outside the US in addition to couples from our country. The public will enjoy viewing both American and International dance styles. This is a very exciting year, as Baton Rouge will play host to some of the very best dancers and athletes in the country.

**Thanks in part to our sponsors, we are able to bring competitive ballroom dancing at its best to our community. There are various ways to show your support of this athletic event. You may choose to underwrite specific expenses, advertise in our competition program or along the perimeter of the dance floor. You may also choose to purchase a VIP table at our Saturday evening banquet and enjoy some of the weekend's highest level of competition. You may also choose to contribute to the Gumbo's scholarship program for competing athletes. Regardless of the support you choose, you will be recognized in our printed program, on our website and announced at the competition. Please consider being a benefactor of ballroom as a sport and help to bring top athletes to our area. All donations are tax deductible, as both USA Dance and Louisiana DanceSport are qualified as charities under Section 501(c) (3) of the US Tax Code.**

Please see the attached information pages for more information about our sponsorship program and available ways in which to contribute to the success of the Gumbo.

Sincerely,

*Ann Durocher*

President, Louisiana DanceSport

**2017 Gumbo DanceSport Championships(NQE)**

# **WDSF Open Senior II & III Standard & Senior I Latin**

*Organized by Louisiana DanceSport, a 501(c) 3 charity.*

**June 23 – June 25, 2017**

**Crowne Plaza Hotel**

**Baton Rouge, LA**

## **About USA Dance**

Our mission is to improve the quantity and quality of ballroom dance. We promote the excitement and energy of all styles of ballroom dancing – both competitive and recreational – through our chapters in each state. USA Dance's goal is for everyone to ballroom dance. Each year, we've grown in:

- number of dancers we train
- competitions, workshops, and social dances nationwide
- social and competitive ballroom dancing for college, secondary and junior high schools

We focus on educational programs for the public about the healthful aspects of recreational ballroom dancing and competitive ballroom dancing.

These programs emphasize the physical, mental and social benefits of dancing, and include the expansion of dancing skills among those of all ages and capabilities.

USA Dance is a nationwide nonprofit corporation of thousands of volunteers who love ballroom dancing and appreciate the excitement and romance – as well as the social and health benefits – that ballroom dancing brings into their lives.

## **Competitions**

Each year, USA Dance conducts national, regional and local dance competitions through USA Dance's Championship programs.

National champions are selected and USA Dance then helps to finance their participation in the World DanceSport Championships and World Games – which are held for Olympic-recognized sports that are not yet in the Olympic Program.

At grass roots level in communities, colleges and secondary schools all over the country USA Dance provides opportunities for the public to engage in affordable social ballroom dancing and competitive dancing. Beginners are welcomed; our thousands of volunteers will help get them started and then assist them in achieving their goals.

## **Demographics:**

- 152 chapters nationwide
- 12,000+ members

## **Objective**

USA Dance is using sponsorship as a major source of funding for the promotion of competitive ballroom dancing internationally. Building and strengthening your organization's brand through effective visibility is one of the key essentials to sponsoring our event.

Sponsorship will serve the interest of three constituent groups:

- The business interest of the sponsoring company
- The event, its participants, and the USA Dance membership
- The sponsor's direct consumers

**Louisiana DanceSport** was formed in 2003 specifically to support ballroom as a sport among dancers of all ages. Its vision is to initiate and promote competitive ballroom training among our local area youth, in preparation for the introduction of ballroom as a sport into the Olympics. This organization has pulled together organizations such as USA Dance and Saturday Night Ballroom, to hold one of the best ballroom dance competition weekends anywhere in the country. The USA Dance Gumbo DanceSport Championships has gained national recognition as one of the best national qualifying events in the country. The competition weekend draws dancers from across the nation as well as other countries. In addition, spectators come from around the state and from across the South to witness some of the best dancers compete for the right to move on to the national championships and for the scholarship awards.

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## **Growth in Interest**

During the last few years there has been an explosive growth in the interest in ballroom dancing throughout the United States. All age groups are involved.

## **College Students Lead the Way**

The number of colleges that have ballroom dance programs continues to grow in all regions of the country, and many college dance clubs hold classes for their members in both social ballroom dancing as well as in competitive dance, also known as DanceSport.

Colleges and universities also hold dance competitions where college students can compete against students from other colleges. These collegiate ballroom dance competitions are attended by cheering crowds of students and the noise levels are similar to those at football and basketball games.

## **Now Moving Into High Schools & Elementary Schools**

USA Dance is now working aggressively to move this devotion to ballroom dance into our high schools, middle schools and elementary schools. USA Dance chapters across the country are working with K-12 schools to promote ballroom dance training for all school age youth. Much of this interest is being spurred by efforts to make school age youth more active and to fight childhood obesity.

Such efforts take the form not only of after school dance clubs and programs staffed by teachers, parents and/or dance instructors drawn from the local community or the closest USA Dance chapter, but also may include ballroom dancing in the Physical Education curriculum of a school. In some school districts, competitions are organized where children from a number of schools compete against each other, further serving to motivate the children and increase their level of interest in ballroom dancing.

***Locally our organization is working with the Dancing Classrooms of Lake Charles, Baton Rouge and now Houma. In addition competitive ballroom is being taught in middle schools through college in Southwest Louisiana. A number of these young dancers will be competing at the Gumbo DanceSport Championships in June.***

## **Effects of Olympic Recognition**

Enthusiasm for ballroom dance has always been strong with adults, but the interest among all age groups has increased dramatically during the last few years.

Much of this increased interest is focused on DanceSport, the competitive version of ballroom dancing. This is attributed to the recognition of USA Dance as the National Governing Body of DanceSport in the U.S. by the USOC, and the recognition of the World DanceSport Federation as the International Governing Body of DanceSport by the IOC.

USA Dance and its international body, the World DanceSport Federation, are working in concert to increase the interest and access to DanceSport events all over the world. Such programs as Dancing with the Stars, So You Think You Can Dance, and other dance-related programs also help to keep ballroom dancing and DanceSport in the public eye both in the U.S. and abroad.

## **Changing Image**

The image of ballroom dancers has changed. Not only is the general public now used to seeing competitive dancers in striking Latin costumes or in flowing ballgowns and white tie and tails, but thousands of informally dressed couples are seen dancing socially in gymnasiums, recreation centers, and similar locations in communities large and small around the country.

USA Dance's emphasis is on providing affordable opportunities to learn and practice ballroom dancing and this is proving very popular with the public. Thousands of new dancers are adopting this healthful and enjoyable recreational and sport activity.

## ***Contribution Categories***

## Benefits

### Sponsor Level

Championship	\$5,000	- Weekend admission & banquet for 8 persons with front row seating to view Championship finals. Full page ad in the Competition program. Banner ad on dance floor perimeter. Business logo on website and promotional material.
Rising Star	\$3,000	- Banquet for 8 persons, with front row seating to view Championship finals. Full page ad in the Competition program. Banner ad on dance floor perimeter. Business logo on website and promotional material.
Diamond	\$2,000	- Banquet for 8 persons, with front row seating to view Championship finals. Full page ad in the Competition program. Business logo on website and promotional material.
Platinum	\$1,500	- 4 session passes, full page ad in the Competition program. Business logo on website and promotional material.
Gold	\$1,000	- 4 session passes and half page ad in the Competition program. Business logo on website and promotional material.

### Donor Level

Silver	\$500	- Choice of 4 session passes or 4 workshop tickets.
Bronze	\$250	- Choice of 2 session passes or 2 workshop tickets.

### Individual Level \$1 - \$249

All donors will be recognized in the competition program. In addition, a donor recognition ceremony will be held at the competition site. Silver and Bronze donors will be contacted regarding their choice of passes or tickets. All Sponsor Level Donors are to send their copy ready ad no later than May 19, 2017, by email to Ann Durocher, [fliprann@aol.com](mailto:fliprann@aol.com).

Benefits and values are listed below:

Table for 8 at banquet	\$480
Banner ad	\$350
Full page ad in program	\$150
Half page ad in program	\$80
Spectator day pass	\$10
Workshop ticket	\$10

## Advertising Information

### **Competition program Rates:**

Outside back cover	\$300 (Color only)
Inside back cover	\$250 (Color only)
Full Page	\$150 (Color \$75 additional)
Half Page	\$80
Quarter Page	\$40
Business Card	\$25
Ballroom Booster	\$10

Competition program advertisements must be submitted copy ready by email to:

Ann Durocher,

Email address: [fliprann@aol.com](mailto:fliprann@aol.com). Deadline is May 19, 2017.

Contact number: (504) 722-4800

### **Banner display in ballroom:**

Rate per banner	\$350
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Your banner will be displayed around the perimeter of the dance floor throughout the three days of competition and, if you wish, will be given to you for other uses following the competition.

Please return this form with your check to:

Louisiana DanceSport  
C/O Ann Durocher  
203 Choctaw Drive  
Houma, LA 70360

Make checks payable to Louisiana DanceSport

Individual or Corporate Name: \_\_\_\_\_

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

\_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Date: \_\_\_\_\_

Participating at the \_\_\_\_\_ donor/sponsor level.

Please check here if you wish to have your contribution restricted specifically to scholarships. \_\_\_\_\_

Please check here if you wish to remain anonymous. \_\_\_\_\_

Please check here if you do not wish to have the complimentary benefits. \_\_\_\_\_

Please indicate which tickets you wish to have as your benefit. (circle)

Session Passes or Workshops

Advertisement Size (Check one):

Outside back cover	\$300_____	
Inside back cover	\$250_____	
Full Page	\$150_____	Color \$225_____
Half Page	\$80_____	
Quarter Page	\$40_____	
Business Card	\$25_____	
Ballroom Booster	\$10_____	

If you need an invoice for your records, please check here. \_\_\_\_\_



**Perimeter Advertising Opportunity**

- 6' x 2' Perimeter Advertising Banner
- Recognition in Event Competition Program
- Sponsors announcement by MC during primetime events
- Advertisement on web site

**NOTE** All Perimeter Advertising Banners will be strategically positioned in the view of TV cameras during televised events.

**\$350**

**Enclosed is my donation of \$350 to the USA Dance 2017 Gumbo DanceSport Championships for right to a Banner Advertisement.**

Company:	Louisiana DanceSport/USA Dance
Name:	Ann Durocher
Title:	fliprann@aol.com
Phone:	(504) 722-4800
Signature:	Return banner to you <input type="checkbox"/> Y <input type="checkbox"/> N
Make checks payable to Louisiana DanceSport and mail to:  <b>Louisiana DanceSport  C/O Ann Durocher  203 Choctaw Drive  Houma, LA 70360</b>	USA Dance and Louisiana DanceSport are 501c3 charitable organizations and donations are tax deductible to the extent allowed by law.

**Louisiana DanceSport, organizer of  
The USA Dance Gumbo DanceSport Championships,**

***"A Gumbo of Ballroom"***