

NDW.HI

National Dance Week . Hawaii

Opportunity: Sponsorship, Partnership and Donations

National Dance Week Hawaii is back for its 5th consecutive year from September 29 to October 6, 2014! Since 2010, the NDW-Hawaii volunteers and team have continuously brought together dancers from around the state for a week of dance-filled events and workshops. The festival creates industry unity and opportunity, and it emphasizes on building a strong community by donating 20% of our proceeds each year to a non-profit.

Our success is only possible because of support from our sponsors, partners, and donors. Because of the generous support, we have been able to create many memorable and heart-warming experiences, including:

- A last-birthday charity Disney performance for a terminally ill cancer patient, in collaboration with Hawaii Children's Cancer Foundation
- A day of dance fundraiser for Operation Unite, a dance therapy program for cancer patients
- A Hip Hop forum featuring 15 respected culture pioneers from Hawaii, NYC, Los Angeles and China
- Over 15 workshops from top choreographers in the nation
- Scholarship dance trip to New York City for two Hawaii dancers
- Sponsorship to Bboy In Shanghai World finals for two Hawaii dancers
- A free day of community classes at UH Manoa

Can we count on you to continue building our community and presenting Hawaii as the dance destination in the Pacific? Enclosed please find our sponsorship benefits and partnership opportunities. In addition, monetary and in-kind donations are tax-deductible and extremely appreciated.

Please feel free to contact us for any questions or inquiries!

Sincerely,

Linda Kuo
Co-Director & Sponsorship Coordinator
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Marketing & PR

Poi Planet will be our PR consultant. Press Release has been and will be send to all major media in Print, TV, Radio, and Web in Hawaii.

Social Media: Monthly contests on Instagram and Facebook will begin in June.

International & National: NDW-Hawaii has partnered up with 10 elite dance studios and dance event promoters around the world. Our flyers will be promoted in the following cities: New York City, Los Angeles, San Francisco, Seattle, Vancouver, Montreal, Calgary, Taipei, Shanghai, Beijing, Tokyo, Amsterdam, and more.

NDW-Hawaii Event Passport: Over 5,000 passports will be distributed to schools, dance studios and event venues around Hawaii. Passport users can earn and redeem points by attending NDW-Hawaii events.

Sponsorship Levels & Benefits

\$5,000.00 + [STATE-LEVEL SPONSOR; One title-sponsor]

1. TITLE SPONSOR of the entire festival
2. Dedicated FULL-PAGE ad in festival passport (5,000 copies; a \$3,000 value)
3. Banner Ad on website for August, September and October (a \$1,200 value)
4. 1 Complimentary vendor booth at an event of choice (event must be confirmed by August 31)
5. Logo prominently displayed in all marketing materials in Hawaii and abroad: festival passport, flyers, online, billboards, and web
6. 2 banners prominently placed at all Master Workshops and Special Events
7. Exposure to 2,000 dancers and guests at NDW Hawaii events and classes; exposure to international and mainland markets
8. 10 all-access passes to National Dance Week Hawaii events (\$3,000 value)

\$2,000.00 - \$4,999.00 [ISLAND-LEVEL SPONSORS]

1. A HALF-PAGE ad in festival passport (5,000 copies, \$2,000 value)
2. 1 banner ad in email newsletters (\$200 value)
3. Logo prominently displayed in all marketing materials in Hawaii and abroad: festival passport, flyers, online, billboards, and web
4. 1 Complimentary vendor booth at an event of choice (event must be confirmed by August 31)

5. 2 banners prominently placed at all Master Workshops and Special Events
6. Exposure to 2,000 dancers and guests at NDW Hawaii events and classes; exposure to international and mainland markets
7. 5 all-access passes to National Dance Week Hawaii events (\$1,500 value)

\$500.00 - \$1,999.00 + [CITY-LEVEL SPONSORS]

1. Logo displayed in all marketing materials in Hawaii and abroad: festival passport, flyers, online, billboards, and web.
2. 1 banner ad in email newsletters (a \$200 value)
3. 1 banner placed at all Master Workshops and Special Events
4. 2 all-access passes to National Dance Week Hawaii events (\$600 value)

Partnership

In the past, we have partnered with various festivals for cross-promotion opportunities. Our past partners include Oahu Fringe Festival, Hawaii Bellydance Festival, and Hawaii International Film Festival. If you have an event, let's come up with creative ways to cross promote. For example:

- Provide discount codes for NDW-Hawaii participants (this works for events during and after NDW-Hawaii)
- Donate tax-deductible event passes to your events, products, and services. They will be used as prizes for NDW-Hawaii passport points.
- Be our promotional partner and distribute our event passport at your events, parties, or classes! We will tag you on social media as a "distributing partner" and encourage people to visit you to grab a passport.

Donation

Our festival producer, Dancers Unlimited, is a fiscally sponsored project of Fractured Atlas (FA). FA is a non-profit arts services organization. All donations are tax deductible to the fullest extent permitted by law.

Festival Producer: Dancers Unlimited

Dancers Unlimited is a Hawaii-based dance with a global network. It has toured multiple times to China for various festivals and productions, and will be launching its summer season in NYC this year by performing at 3 dance festivals and a performing arts residency. Spearheading National Dance Week Hawaii and Bboy In Shanghai USA Finals, Dancers Unlimited has made unprecedented impact on Hawaii's dance scene. In addition to professional performances, Dancers Unlimited also actively does charity work with community outreach programs and non-profit organizations.

Sponsorship Coordinator Linda Kuo. (808) 888-9858 or Linda@DUHawaii.com