



National Dance Week Hawaii Sponsorship Proposal

About NDW-Hawaii

NDW-Hawaii is a weeklong festival for dancers, dance enthusiasts and organizations to empower and inspire our community through dance. The week offers dance outreach classes, master workshops, and scholarships. This year, the theme is "Sustainability & Dance". Our events will focus on how to build a sustainable and supportive community through individual outreach, community projects and a fundraiser for public school dance programs.

Why Should You Sponsor?

NDW-Hawaii has served over 500 dancers and attracted over 1000 participants per year. Each year, scholarship trips are provided to 2 deserving dancers to further their crafts in NYC or internationally. This year, our sponsors can choose to sponsor the entire festival, or a day / outreach event of the week that supports YOUR choice of nonprofit beneficiary.

International Exposure

In addition to local media coverage, our sponsors will be featured through our international partnership with the Sketchers All-Star Crew. Our international promotions will be active via social media, putting our sponsors at the fingertips of 15,000 targeted, active and media-savvy users around the world.

Local Media Reach

Each year, NDW-Hawaii is featured in major print, TV, and online media including Olelo TV, KHON, KITV, KGMB, Midweek, Star Advertiser, FLUX Hawaii, KTUH, Yelp Hawaii, Frolic Hawaii, etc. This year, radio promotions will be added. Estimated local media reach: 550,000 audience

Branding & Community Outreach

Our sponsors are connected directly with our community outreach projects. Sponsors have the flexibility to support the event and project of their choice, so we can best deliver their brand message to our participants and audience. This year, our Title Sponsor and Island sponsor will be able to share a booth with us at Hawaii Children and Youth Day, attended by over 10,000 guests.

Demographics

Dancers:

Age groups 6 - 17: 300 dancers

Age groups 18 - 35: 150 dancers

Age groups 36 and up: 50 dancers

Audience (mixed age group): 1000 attendees + viewers of Olelo TV programs

Sponsorship Levels & Benefits

\$5,000.00 + [Title Sponsor; No In-Kind Donation]

1. TITLE SPONSOR of the entire festival: YOUR BRAND presents National Dance Week Hawaii
2. Dedicated FULL-PAGE ad in festival program (5,000 copies; a \$2,000 value)
3. Banner Ad on email newsletters & website for August, September and October (a \$1,000 value)
4. 1 Complimentary vendor table at Dance Camp (event must be confirmed by August 31, a \$225 value)

@ndwhawaii #ndwhawaii www.NDW-Hawaii.com

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 Children & Youth Day Booth, Dance Camp & Opening Reception Performance
7. Exposure to 2,000 dancers and guests at NDW Hawaii events and classes; exposure to international and mainland markets
8. 5 all-access passes to National Dance Week Hawaii events: Opening Reception Performance, Dance Camp, and workshops (a \$1,750 value)

\$2,000.00 - \$4,999.00 [ISLAND-LEVEL SPONSORS; In-Kind Sponsorship welcome for \$3,000 and up]

1. A HALF-PAGE ad in festival program (5,000 copies, a \$1,000 value)
2. 1 banner ad in email newsletters (a \$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 table at Dance Camp (event must be confirmed by August 31, a \$225 value)
5. 1 banner prominently placed at Dance Camp & Your Sponsored Event
6. Exposure to 2,000 dancers and guests at NDW Hawaii events and classes; exposure to international and mainland markets
7. 2 all-access passes to National Dance Week Hawaii events: Opening Reception Performance, Dance Camp, and workshops (a \$700 value)
8. Sponsor selects which day / event of the festival to sponsor and promote your brand

\$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 Your Sponsored Event
4. 2 all-access passes to National Dance Week Hawaii events: Opening Reception Performance, Dance Camp, and workshops (a \$700 value)
5. Sponsor selects which day / event of the festival to sponsor and promote your brand

Partnership

We love partnering with various festivals for cross-promotions! Our previous 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 raffle prizes at our Opening Reception Performance.
- Be our promotional partner, distribute our event program, and register for NDW-Hawaii events 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 program and register for our events!

@ndwhawaii #ndwhawaii www.NDW-Hawaii.com

NONPROFIT Partners

Navigating Change Program: Navigating Change Program at Camp Mokule`ia introduces Papahānaumokuākea Marine National Monument, providing hands on opportunities to engage in stewardship of a unique coastal dune ecosystem. The development of this wilderness experience was supported by experts from NOAA, US Fish and Wildlife Service, and State of Hawai`i DLNR, to provide STEM and Common Core aligned activities, as well as relevant in skills of habitat conservation.

Educating For Peace: Educating for Peace engages complex problem solving skills, helping teachers foster essential elements for global citizenry. As our world faces new challenges, communication, cooperation, empathy, and compassion are necessary qualities in peace advocacy. Educating for Peace at Camp Mokule`ia engages participants in teamwork training, food and water sustainability, wilderness conservation, and global mindedness, providing participants with the tools necessary to shape our future.

Agile Learning Center Hawaii: ALC Hawaii is a non-profit agency that provides mentorship and resources to self-directed learners ages 7-18. This learning resource center is built on collaborations with local and non-local businesses, organizations, and individuals who offer a vast variety of skills, knowledge, passions and resources. Our locally shared-space will be shaped by our students and staff through the foundation and network support of the national Agile Learning Center network. ALC Oahu is a gathering space where our youths can engage with the island community while sharing and collaborating on self-generated projects based on personal choice. Our students will have access to a new space that amplifies freedom of creativity, exploration of natural gifts, and honing of strengths. At ALC Oahu, our facilitators led by example and together, we create endless opportunities to reignite personal power.

The World Collaboration Project: TWCP connects arts, cultures and humanitarian projects to create growth, healing, awareness, and empowerment. Its mission is to facilitate a network of artists and humanitarian organizations, and utilize the power of arts to create sustainable communities. TWCP is also the driving force for NDW-Hawaii 2015 outreach programs that serve ALL the nonprofit beneficiaries.

Schools: This year, NDW-Hawaii partners with various schools to offer free dance workshops during school assemblies. A list of schools will be announced in September 2015.

Festival Producer: Dancers Unlimited

Dancers Unlimited is a Hawaii-based dance with a global network. It has toured multiple times to China and has established NYC, Hawaii, and Shanghai chapters that actively performs, teaches, and produces dance events. 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 present charity projects with community outreach programs and non-profit organizations. 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.

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