

SPONSORSHIP INFORMATION DECEMBER 16, 2018

BENEFITTING DANCESPORT EDUCATION

AN ARIZONA NOT-FOR-PROFIT 501(C)(3) ORGANIZATION

Dear Friends,

On behalf of the students and families we serve, we invite you to join us on December 16, 2018 as a proud Sponsor of the 8th Annual Masquerade Ball GALA, benefitting DanceSport Education, an Arizona not-for-profit 501(c)(3) organization.

WE NEED YOUR INVOLVEMENT!

Arizona's children are growing unhealthy and obese at alarming rates, with physical consequences of Type 2 diabetes, orthopedic problems, and cardiovascular disease in their adulthood, accompanied by psychological damage, social exclusion, bullying, ridicule, and low self-esteem. These conditions intensify for children living in low-income, at risk communities. To fight obesity, the Centers for Disease Control recommend that all children engage in 60 minutes of physical activity daily as a health building effort. However, nearly 3 out of 4 children in AZ are not meeting this recommendation, with physical activity numbers trending downward.

The health benefits of regular physical activity are well established. Sport has been increasingly recognized and used as a high-impact tool in health-building efforts, especially for students from disadvantaged backgrounds. Most competitive sports, however, require audition and many children remain outside of selection; many bring elevated risk of physical injuries, pressure and even bulling. Parents are often unable to afford the team costs. As a lifetime sport, however, ballroom dance is a healthier choice that is easy to make. It is inclusive, no auditions or special skills are required, and all children are welcome. Ballroom dance helps children to mature physically, emotionally, and socially through low impact activity. Research supports the fact that participation in dance and movement develops the young brain and increases cognition: students have higher test scores and graduate school.

It is our mission is to create positive, life-long impact in the lives of young people through participation in ballroom dance. Our program aligns with state and national plans to fight obesity and its life-long adverse consequences by increasing the number of children participating in physical activity. The ballroom dance program provides children with physical activity that uses all muscles and yet is enjoyable, appealing and fosters sustained interest. It stimulates participation regardless of athletic ability, body habitus, gender, or physical fitness.

WE NEED YOUR SUPPORT!

The lack of physical activity among children is not somebody else's problem. We all bear the cost of unhealthy, socially isolated and disengaged younger generation. Investing in programs and initiatives to get children more active provides significant cost savings and societal benefits. Our Masquerade Ball GALA is for people like you, whose generous heart and desire to get involved makes great things possible!

The DanceSport Education program needs the funding and visibility to reach its full potential for social impact! With your support, we can make the program accessible and affordable for Arizona's children and youth. With the current trends of diminishing public funding for sports and arts programs, and the inability of many parents to privately afford those, especially in low-income, at risk school communities, children and youth remain negatively impacted and are deprived of participating and experiencing the benefits of those opportunities. This also includes the students, who are homeschooled, or study in distance learning programs, as well as those with special needs, for whom we will provide a venue, so that they have access and opportunity to participate in physical activities.

Your sponsorship will directly support the critical need to increase the number of children in Arizona who engage in ballroom dance as a physical activity to build life-long healthy habits.

We hope you will consider sponsoring at the Masquerade Ball GALA again and join our efforts to help shape a generation of healthy and thriving children and youth! If you have any questions, please do not hesitate to reach out to us.

With gratitude,

Artem and Inna Plakhotnyi,
Alexander and Elka Hristov
Co-founders, DanceSport EducationTM







GALA 2017

The 7th Annual Masquerade Ball Gala held in December 2017 had 300 guests in attendance, raising nearly \$15,000 to directly support the increase of the number of children in Arizona who engage in ballroom dance as a physical activity with the goal of building life-long healthy habits.

SPONSORSHIP INFORMATION



\$10,000 - PLATINUM

Brings the DanceSport Education program to 100 low-income students for 1 school year





\$5,000 - GOLD

Brings the DanceSport Education program to 100 low-income students for one semester





\$1,000 - SILVER

- Brings the DanceSport Education program to a classroom of low-income children for 1 semester
- · Covers the costs for 1 end of school year event
- · Helps train 1 incoming teacher in the program's curriculum and instructional methodology
- · Covers the costs for social media post boost outreach for 1 year
- Covers the costs for 1 video production explaining the benefits of ballroom dance





\$500 - BRONZE

- · Covers 1 demo session for entire school campus
- Covers 1 parent education night
- Covers 1 Prom-Preparation session for 25 high-school students
- Covers the printing of 2500 color brochures explaining the program benefits



SPONSORSHIP INFORMATION

SPONSORSHIP









LEVELS

PLATINUM \$10,000

Z	TITLE SPONSORSHIP: "MASQUERADE BALL GALA PRESENTED BY"	√			
0	PRESS RELEASE ANNOUNCING SPONSORSHIP	V			
	COMPANY SIGNAGE DISPLAYED AT EVENT	✓			
	PRESENTING OPPORTUNITY	✓			
Z	SPACE/TABLE FOR COMPANY PROMOTIONAL MATERIALS	✓	√		
U	RECOGNITION BY MASTER OF CEREMONIES	√	✓	✓	
0	SOCIAL MEDIA RECOGNITION ON FACEBOOK, TWITTER, & INSTAGRAM COMPANY LOGO W/ LINK TO COMPANY PAGE	√	√	✓	√
U	ADVERTISEMENT IN THE GALA PROGRAM	2 FULL PAGES	FULL PAGE	FULL PAGE	LOGO/PICTURE
Ш	RECOGNITION ON EVENT COLLATERAL (I.E. INVITATION, PRESS RELEASE, ETC.)	LOGO	LOGO	NAME	NAME
	RESERVED TABLE FOR 10/ SEATS	1 FULL PREMIUM TABLE	5 SEATS PREMIUM TABLE	2 SEATS FRONT ROW TABLE	1 SEAT FRONT ROW TABLE

SPONSORSHIP COMMITMENT

SPONSORSHIP LEVEL







GOLD SILVER \$5,000 \$1,000



BRONZE \$500

PLEASE SELECT ONE:

PAYMENT INFORMATION

CONTACT NAME			
COMPANY AND TITLE			
(as it will appear in program book)			
ADDRESS			
CITY	STATE	ZIP	
PHONE	EMAIL	DATE	
PAYMENT METHOD			
(You may also pay online at www.n	nbgala.dance or by calling 48	30-650-2312 to give payment via phone if p	referred)
☐ American Express ☐ Visa	☐ Master Card ☐ Dis	cover 🗆 Check (payable to "DanceSport Edu	ıcation")
ı cannot attend, but would like	to support DanceSport I	Education's mission with a gift of \$	
CARD NUMBER		EXP DATECVC	
NAME ON CARD (Please Print))		

Please submit payment by NOVEMBER 15, 2018. Mail completed form to:

DanceSport Education, 604 E Balboa Rd, Tempe, AZ 85282

For questions regarding sponsorship levels and benefits, contact DanceSportEd@gmail.com. For event details, contact info@MBGala.dance.

SIGNATURE____

8TH ANNUAL MASQUERADE BALL GALA