



7TH ANNUAL MASQUERADE BALL GALA

SPONSORSHIP INFORMATION
DECEMBER 17, 2017

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

7TH ANNUAL MASQUERADE BALL GALA

DEAR _____

DATE _____

On behalf of the students and families we serve, we are excited to invite you to join us on December 17, 2017 as a proud Sponsor of the 7th Annual Masquerade Ball GALA, our exquisite signature black tie event that we run for the 7th year in a row. This year is very special. 100% of the proceeds will go towards 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, ridicule, and low self-esteem. These conditions intensify for children living in low-income, at risk communities. To battle the situation, 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.

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 bullying. Parents are often unable to afford the team costs. As a lifetime sport, however, ballroom dance offers 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, socially and cognitively 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.

At DanceSport Education, our mission is to create life-long impacts in the lives of young people in Arizona through participation in ballroom dance as both an extracurricular activity at their schools, and also, as a competitive sport. The DanceSport Education program aligns with Arizona's Department of Health plan to fight obesity 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.

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WE NEED YOUR SUPPORT

The lack of physical activity among children is not somebody else's problem. We are all intimately connected when it comes to health. We all bear the cost of unhealthy and obese younger generation. Investing in programs and initiatives to get children more active provides significant cost savings and societal benefits. Our exquisite 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! Your sponsorship will directly support two major goals:

- 1. Increase the number of children in Arizona who engage in ballroom dance as a physical activity/sport with the goal of building life-long healthy habits.** Last year, upon launch, our DanceSport Education program serviced 100+ students ages 4-18 from 3 Arizona schools. Two of the schools are located in low income communities. With your support, this year we will not only retain these students, but increase their number to 750 and continue to grow the program's outreach and positive impact.
- 2. Support existing and developing DanceSport athletes by funding need and talent-based scholarships for children and youth.** Right here in Arizona we have talented, dedicated to the sport, young and developing athletes. Unprecedented, two of our Arizona born and raised DanceSport athletes, were selected to be part of the United States Junior Team at the World Cup Championship in Blackpool, England. They are not only top level athletes, but also A+ students! They are a live testimony of the positive, life-time impact of ballroom dance. With your support, we will be able to increase the number of competitive athletes from 2 to 10 and provide full and partial scholarships for them.

We hope to see you at the 2017 Masquerade Ball GALA, actively investing in the future of Arizona's children and youth. Please, 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 Education™

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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

Provides 1 DanceSport athlete with group and individual instruction for 1 year

\$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 registration cost for 2 Dancesport athletes to a competition in the US

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

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RECOGNITIONS

SPONSORSHIP LEVELS	PLATINUM \$10,000	GOLD \$5,000	SILVER \$1,000	BRONZE \$500
TITLE SPONSORSHIP: "MASQUERADE BALL GALA PRESENTED BY..."	✓			
PRESS RELEASE ANNOUNCING SPONSORSHIP	✓			
COMPANY VIDEO DURING GALA PROGRAM	✓			
COMPANY SIGNAGE DISPLAYED AT EVENT	✓			
PRESENTING OPPORTUNITY	✓			
SPACE/TABLE FOR COMPANY PROMOTIONAL MATERIALS	✓	✓		
RECOGNITION BY MASTER OF CEREMONIES	✓	✓	✓	
SOCIAL MEDIA RECOGNITION ON FACEBOOK, TWITTER, & INSTAGRAM COMPANY LOGO W/ LINK TO COMPANY PAGE	✓	✓	✓	✓
ADVERTISEMENT IN THE GALA PROGRAM	2 FULL PAGES	FULL PAGE	FULL PAGE	LOGO/PICTURE
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
OTHER	10 PRIVATE LESSONS AT IMPERIAL	5 PRIVATE LESSONS AT IMPERIAL	2 PRIVATE LESSONS AT IMPERIAL	1 PRIVATE LESSON AT IMPERIAL

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SPONSORSHIP LEVEL	PLATINUM \$10,000	GOLD \$5,000	SILVER \$1,000	BRONZE \$500
PLEASE SELECT ONE:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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.mbgala.dance or by calling 480-650-2312 to give payment via phone)

American Express Visa Master Card Discover

Check (payable to "DanceSport Education")

I cannot attend, but would like to support DanceSport Education's mission with a gift of \$ _____

CARD NUMBER _____ EXP DATE _____ CVC _____

NAME ON CARD (Please Print) _____

SIGNATURE _____

Please submit payment by NOVEMBER 1, 2017. 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.

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