



STEAMBOAT DANCE

THEATRE PRESENTS . . .

THE 38th ANNUAL DANCE CONCERT

THURSDAY, FEBRUARY 25

FRIDAY, FEBRUARY 26

SATURDAY, FEBRUARY 27

at

7:00 P.M.

and

SATURDAY, FEBRUARY 27

at

2:00 P.M.

All shows at the
STEAMBOAT SPRINGS HIGH SCHOOL AUDITORIUM



2010 Annual Concert Sponsorship Opportunity

Who?

The Steamboat Dance Theatre was established in 1972, operating as a community-based non-profit organization. Our mission is three-tiered: Community Enrichment, Dance Scholarship and Youth/School Outreach. We are an organization that has grown dramatically over the last three and a half decades, and we continue to grow and expand in both our membership and our involvement in the local community. As part of our commitment to Community Enrichment through the Arts, we are proud to have brought two nationally recognized dance companies to Steamboat over the past few years: Hubbard Street 2 from Chicago and Aspen Santa Fe Ballet from Aspen. We hope to bring another national company to Steamboat within the next 2 years. Dance Scholarship is another important aspect of the mission of our organization. In 2008, we awarded \$4000 in dance scholarships to dancers, many of whom are local children, who demonstrated a financial need and would not have been able to participate in dance programs without the assistance. Additionally, we are continually enhancing our School Outreach Program, where we coordinate with local schools in order to bring dance into the schools as a way to introduce local children to the arts through dance. Our operations are funded by private donations, public grants and ticket sales to events.

What?

The Steamboat Dance Theatre is currently in production of our largest fundraising event, the 38th Annual Dance Concert. The concert will be held on February 25-27, 2010, at the Steamboat Springs High School Auditorium and is considered one of our major annual arts events in Steamboat. Over 100 local dancers participate in the event, from choreographing pieces to performing. This year we have 15 pieces, choreographed and staged by local dancers. It is a wonderful event in the community, and we are proud to have sold-out our performances for several years, this year we are even adding a Saturday matinee to better accommodate the demand for the performance. With the diversity and talent that will be on display, we are expecting a full house again for all four performances.

Why?

Sponsorship of the Steamboat Dance Theatre Annual Concert is a unique opportunity to get your business in front of more than 2,000 captive audience members over three days of performances and one night of dress rehearsal, as well as prominent display in the marketing materials in promotion of the concert, depending on your desired level of sponsorship. This sponsorship will not only give your business marketing and advertising exposure, but it is also an excellent public relations event to reach a defined sector of the Steamboat community. It is a unique branding opportunity to get in front of both Steamboat locals and visitors in order to get them thinking and talking positively about your brand image and your products and services.

How?

There are several different levels of sponsorship available and any contribution is greatly appreciated. Please see the next pages for details. Best of all, because the Steamboat Dance Theatre is a Non-Profit with 501(c)3 Status, your sponsorship is 100% tax deductible!

Thank you for considering sponsorship of the 2010 Steamboat Dance Theatre Annual Concert!

P.O. Box 774284 ~ Steamboat Springs, CO 80477 ~ www.steamboatdancetheatre.org



ANNUAL CONCERT SPONSORSHIP LEVELS

UNDERWRITING SPONSOR \$2,000

As an underwriting sponsor, your business will be recognized as the presenting sponsor for one night of the show and will receive the following:

- Exclusive opportunity as the underwriting sponsor for one night of the show with most prominent recognition at the event
- Mention and thank you to your business in the opening announcements at the beginning of the show
- Prominent display of your company name and logo as an underwriting sponsor in all marketing and promotional materials as well as mention of your company's name in all media interviews/advertising (in order to appear on the promotional poster, commitment is needed by January 15, 2010).
- Display of marketing/branding materials at the event including banners at the entry to the venue
- Table set up at the event for the night that you are underwriting in order to promote your business and distribute marketing materials
- Four reserved seats to the evening's performance
- Option to hand out promotional materials (i.e. hats, pens, etc.) to all attendees of that evening's performance
- Full page ad in the concert program

CO-UNDERWRITING SPONSOR \$1,000

There is an option to be a co-sponsor of one evening's performance. There will be a maximum of two co-sponsors for each evening's performance. Each co-sponsor will receive:

- Mention and thank you to your business in the opening announcements at the beginning of the show
- Prominent display of your company name and logo as an underwriting sponsor in all marketing and promotional materials as well as mention of your company's name in all media interviews/advertising (in order to appear on the promotional poster, commitment is needed by January 15, 2010).
- Display of marketing/branding materials at the event including banners at the entry to the venue
- Table set up at the event for the night that you are underwriting in order to promote your business and distribute marketing materials

- Two reserved seats to the evening's performance
- Option to hand out promotional materials (i.e. hats, pens, etc.) to all attendees of that evening's performance
- Full page ad in the concert program

TICKET SPONSOR \$450/night

***Commitment is needed no later than January 22, 2010 for printing**

This is an exclusive sponsorship opportunity and only one ticket sponsor will be on each evening's ticket. In addition:

- Your company name and/or logo printed on the back of the tickets for one night's shows. Approximately 600 tickets are printed for each show.
- Two reserved seats to that evening's performance
- Half page ad in the concert program
- Option to be the exclusive ticket sponsor for all three night's shows at a discounted rate of \$1200

DANCE SPONSOR I \$550

- Dance sponsorship funds go toward purchase of costumes, props, etc. and are designated to a specific piece in the program for use by that choreographer
- Mention of your company name in the program next to the dance that you are sponsoring
- Two reserved seats to the performance
- Full page ad in the concert program

DANCE SPONSOR II \$250

- Dance sponsorship funds go toward purchase of costumes, props, etc. and are designated to a specific piece in the program for use by that choreographer
- Mention of your company name in the program next to the dance that you are sponsoring
- Two reserved tickets to the performance
- 1/8 page ad in the concert program

FRIEND OF STEAMBOAT DANCE THEATRE \$50 - \$249

- Mention of your company name on the recognition page in the program

Remember, sponsorship is 100% tax deductible and is a wonderful way to contribute to the arts in Steamboat!

To sign up as a sponsor, please complete the form on the following page and mail it in today!



STEAMBOAT DANCE THEATRE ANNUAL CONCERT
February 25-27, 2010
SPONSORSHIP FORM

Company name: _____

Contact person: _____

Mailing address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

I would like to sponsor at the following level:

_____ UNDERWRITING SPONSOR \$2000

_____ CO-UNDERWRITING SPONSOR \$1000

_____ TICKET SPONSOR \$450

Please circle the night that you would like to sponsor:

THURSDAY

FRIDAYSATURDAY

ALL 3 SHOWS (\$1200)

_____ DANCE SPONSOR I \$550

_____ DANCE SPONSOR II \$250

_____ FRIEND OF STEAMBOAT DANCE THEATRE \$50-\$249

Enter amount of sponsorship here: _____

Please return this completed form with payment to:

Steamboat Dance Theatre

P.O. Box 774284

Steamboat Springs, CO 80477

For more information, please contact:

Kelly Erickson 846-6483

kellyaerickson@hotmail.com

Jenny Meier 720-284-8299

jenwatt82@yahoo.com

Traci Cameron: 819-2519

tracilynncameron@gmail.com

Upon receipt of your payment, you will receive a receipt for your tax purposes.