



December 15th, 2022

Prince George Dance Festival Sponsorship

Please accept this letter of request for sponsorship of the 47th annual Prince George Dance Festival, March 11th-17th, 2023.

The Prince George Dance Festival is one of Northern British Columbia's leading cultural events with a history of dedicated community support for which we are very grateful. The prizes and scholarships provided by sponsorship are awarded to qualifying participants, to support their pursuit of continued dance studies.

Each year the Prince George Dance Festival hosts hundreds of dancers and their families that travel to our city to dance at Vanier Hall. Due to the Covid-19 pandemic, the last three years were very different, from having to completely cancel in 2020, hosting our first virtual festival in 2021, and having to host a shortened and delayed festival in 2022. We are looking forward to returning to our regular format for 2023. Our amazing sponsors and supporters have ensured we made it through these challenging times, and we are incredibly grateful for that.

The Prince George Dance Festival is a volunteer run event. The dancers pay a nominal entry fee for each dance they enter to help cover operational costs. It is your generous sponsorship that allows us to provide awards to our qualifying performers.

We ask that you please support the Prince George Dance Festival by providing sponsorship. We are enclosing a Sponsorship Information Sheet which defines the various sponsorship options and incentives. We are grateful for any sponsorship you are able to provide.

Please contact us with any questions by email at pgdfsponsorship@gmail.com

Attached to this letter of request is a response form with mailing information. Please attach the response form to your sponsorship. Alternatively, we are happy to pick up your sponsorship at your earliest convenience. To arrange pick up please email pgdfsponsorship@gmail.com

Thank you for your time and consideration.

Yours truly,

Callie Callahan and Tami Rowe
Sponsorship Co-Chairs on behalf of The Prince George Dance Festival Association

PRINCE GEORGE DANCE FESTIVAL 2022

SPONSORSHIP INFORMATION SHEET

Dates of Festival: TBD 2022

Location: TBA

Role of Sponsorship: The Prince George Dance Festival, now in its 46th year, is operated by a committee of volunteers. The Festival's goal is to provide dancers with a quality opportunity to showcase their talent and skills while being evaluated by qualified adjudicators. The Festival operates on a non-profit basis without subsidies, with the dancers' registration fees covering the operating costs.

Sponsorship monies enable the Festival to grant cash awards to those dancers who have excelled in the competition throughout the Festival. Competing dancers spend a great deal of time, and money in dance training preparing for this event. The awards received from sponsors are gratefully appreciated and motivating.

Awards Format: Cash awards will be granted to the top three finishers in each solo and duo category. Amounts will vary relative to the place of finish, and the age category, with the greater amounts awarded to the 16-18 year olds on account of the number of hours and cost of training that is associated with this level of dance training. The exact amount of the awards will be determined once the committee has received all sponsorship monies. In our most recent years, we have awarded approximately \$20,000 annually in prize money during the week long festival.

The Festival will also award over 20 major scholarships of between \$100 and \$1,000, based on the adjudicator's choices for over-all achievement in various age groups and genres. These scholarships will be announced and presented during the gala event, which takes place the last day of the festival and showcases outstanding dances that have been performed during the festival.

Sponsorship Levels and Recognition: All sponsorship is greatly appreciated and will be recognized, with additional recognition relative to the scale of the sponsorship. Sponsorships may be cash or in-kind services such as: advertising, accommodation, transportation, food, etc.

Please see the following page for details on the sponsorship levels.

Platinum Sponsor \$1,000 and up

- Contribution towards scholarships and cash awards
- Recognition on sponsorship display at Vanier Hall, in Festival program and on the PGDF website
- Six (6) complimentary tickets to the Friday night Gala Performance and six (6) general admission weekly passes for use throughout the week of Festival
- Full page advertisement in the Prince George Dance Festival program

Gold Sponsor \$500 - \$999

- Contribution towards scholarships and cash awards
- Recognition in sponsorship display at Vanier Hall, in Festival program and on the PGDF website
- Four (4) complimentary tickets to the Friday night Gala Performance and four (4) general admission weekly passes for use throughout the week of festival
- Half page advertisement in the Prince George Dance Festival program

Silver Sponsor \$250 - \$499

- Contribution towards scholarships and cash awards
- Recognition in sponsorship display at Vanier Hall and in Festival program and on the Prince George Dance Festival website
- Two (2) complimentary tickets to the Friday night Gala Performance and (2) general admission weekly passes for use throughout the Festival

Bronze Sponsor up to and including \$249

- Contribution towards scholarships and cash awards
- Recognition in sponsorship display at Vanier Hall and in Festival program and on the Prince George Dance Festival website
- Two (2) general admission weekly passes for use throughout the Festival



Prince George Dance Festival 2022 Sponsorship Response Form

NAME OF BUSINESS, ORGANIZATION OR INDIVIDUAL

ADDRESS

CONTACT PERSON

PHONE Day _____ Evening _____

E-MAIL _____

SPONSORSHIP

Cheques or e-transfers only pls. \$ _____

Do you require a receipt (circle one) YES NO

In Kind Services value \$ _____

Please specify "in kind services" _____

E-transfers can be made to pgdffinance@gmail.com

CHEQUES MADE PAYABLE TO PGDF or PRINCE GEORGE DANCE FESTIVAL

Response Form may be mailed with cheque attached to the following address:
PGDF c/o Callie Callahan 7551 St Patrick Pl. Prince George, BC V2N 4E9

Response Form may be emailed to pgdfsponsorship@gmail.com