



December 17th, 2019

Prince George Dance Festival Sponsorship

Please accept this letter of request for sponsorship of the 44th annual Prince George Dance Festival, March 14th - 20th, 2020.

The Prince George Dance Festival is one of Northern British Columbia's leading cultural events with a history of amazing and 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 their dance studies.

Every year the Prince George Dance Festival hosts hundreds of dancers and their families that travel to our city to dance at Vanier Hall. This year we will be hosting families from Prince Rupert, Terrace, Smithers, Fort St. John, Quesnel, Fort St. James, Kitimat, Vancouver, and Whitehorse along with our Prince George dancers. While in Prince George these travelers will enjoy the amenities of Prince George while contributing to the local economy.

The Prince George Dance Festival is volunteer run, without grants or government funding. The dancers pay a nominal entry fee for each dance they enter to contribute to cover operational costs. It is your generous sponsorship that allows us to provide awards to our qualifying performers.

The community spirit demonstrated in Prince George provides our participants with the incentive to spend their spring break attending our local festival, and many return year after year.

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
Prince George Dance Festival
Sponsorship Co-Chairs

PRINCE GEORGE DANCE FESTIVAL 2020

SPONSORSHIP INFORMATION SHEET

Dates of Festival: March 14th-20th, 2020

Location: Vanier Hall

Role of Sponsorship: The Prince George Dance Festival, now in its 44th 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 up to 20 major scholarships of between \$250 and \$2,000, based on the adjudicator's choices for over-all achievement in various age groups and genres. These scholarships will be announced and presented at the Gala Performance, which brings the Festival to a close on Friday, March 20th.

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
- Vouchers for 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, and in Festival program and on the PGDF website
- Vouchers for 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
- Voucher for two (2) complimentary tickets to the Friday night Gala Performance and (2) general admission weekly passes for use throughout the Festival

Bronze Sponsor \$100 - \$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

Friend of the Festival up to and including \$99

- 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



Prince George Dance Festival 2020 Sponsorship Response Form

NAME OF BUSINESS, ORGANIZATION OR INDIVIDUAL

ADDRESS

CONTACT PERSON

PHONE Day _____ Evening _____

E-MAIL _____

SPONSORSHIP

Cheques only pls. \$ _____

In Kind Services value \$ _____

Please specify "in kind services" _____

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