



## 2016 Florida Dance Festival Program Advertising and Sponsorships

Florida Dance Association, a private nonprofit organization established in 1972, was incorporated in 1974 to serve and support the development of dance in Florida. Our mission is to encourage excellence, support artistic and cultural diversity in dance, and increase opportunities for all people to experience dance and the arts. We accomplish this mission through programs that facilitate the teaching, creation, presentation and administration of dance and the arts.

For more than three decades the Florida Dance Association has provided leadership, information and services to dance artists, organizations and audiences in Florida. We are strengthened by a statewide membership of hundreds of dance companies, schools, teachers, choreographers, dancers and students all working together to make Florida an exciting international center for dance.

The Florida Dance Festival is one of the FDA's programs designed to promote dance in Florida, to encourage and maintain communication within the state's dance constituency, and foster a sense of pride and community among Florida's dance artists. The festival serves dance professionals and students, dance businesses and organizations, and dance audiences and enthusiasts.

This year's festival at the University of South Florida will feature the following performances in USF Theatre:

<b>JON OLE OLSTAD and JENNIFER ARCHIBALD</b>	<b>Saturday, June 18</b>
<b>AXIS DANCE COMPANY</b>	<b>Friday, June 24</b>
<b>FESTIVAL FINALE</b>	<b>Saturday, June 25</b>

### Program Advertisement Pricing

By purchasing a Program Advertisement or Sponsorship, you will be featured in the program for each of the 2016 Florida Dance Festival performances.

Booklet-Styled Programs 8.5" x 5.5"	B/W	Color
Business Card Size (roughly 1/8 page)	\$30.00	\$45.00
¼ Page (roughly 2.75x4.25 inches or 4.25x2.75 inches)	\$50.00	\$70.00
½ Page (roughly 5.5x4.25 inches or 2.75x8.5 inches)	\$90.00	\$115.00
Full Page (roughly 5.5x8.5 inches)	\$120.00	\$150.00

*The ad should be pre-made to size and in the selected color format. If the ad is not selected format, the ad will be scaled down and re-colored. Ads cannot be created by Florida Dance Association for your business.*

### Festival Sponsorship Pricing

As with all non-profit organizations our success depends heavily on the support of the community. All Sponsorship monies will first be put toward the programming needs of the Florida Dance Association.

The following are suggested Sponsorship levels. Any amount is of course appreciated. All Sponsors will be listed on the Sponsor page in the 2016 Florida Dance Festival performance programs and on the website during this fiscal year.

Acquaintance	\$10 to \$49	
Friend	\$50 to \$124	
Contributor	\$125 to \$249	
Affiliate	\$250 to \$499	
Sustainer	\$500 to \$999	(Includes 2 Free Tickets to Each 2016 Florida Dance Festival performance)
Director's Circle	\$1,000+	(Includes 4 Free Tickets to Each 2016 Florida Dance Festival performance)



## 2016 Florida Dance Festival Program Advertising and Sponsorships Form

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Home Phone Number: \_\_\_\_\_ Cell Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Please fill out the section that corresponds to your interest in supporting the 2016 Florida Dance Festival

### Program Advertisement:

Advertiser's Name: \_\_\_\_\_

Size of Ad:  
(Please circle)

B/W Business Card Size (\$30)

Color Business Card Size (\$45)

B/W ¼ Page (\$50)

Color ¼ Page (\$70)

B/W ½ Page (\$90)

Color ½ Page (\$115)

B/W Full Page (\$120)

Color Full Page (\$150)

### Festival Sponsorship:

Sponsor's Name: \_\_\_\_\_

Sponsorship Amount: \$ \_\_\_\_\_

Please make checks payable to: **Florida Dance Association**

Payment must be received with form. Payments and form can be send to  
Florida Dance Association, attn. Sadie Lehmker  
PO Box 9045, Tampa, FL 33674-9045

Program Ads:

You may either submit the artwork with this form or via email in either .pdf or .jpg format to [floridadanceinfo@gmail.com](mailto:floridadanceinfo@gmail.com)  
with the subject line of *Program Ad Artwork* and must be received no later than June 1<sup>st</sup>, 2016

***Thank you for your support!!!!***