

# *Grow With Us*

## *In 2012*



Photo courtesy of  
Bogdan Oporowski



# *Louisiana DanceSport*



# *Louisiana DanceSport*

*203 Choctaw Drive  
Houma, LA 70360*

Dear Gumbo of Ballroom DanceSport friends:

Louisiana DanceSport, along with chapter #5031 of USA Dance, invites you to participate as a donor/sponsor and support one of the most highly regarded amateur dancesport competitions in the nation. Beginning Friday, June 29, through Sunday, July 1, we present the 2012 USA Dance Gumbo DanceSport Championships, a national qualifying event for the 2013 USA Dance National Championships. This competition features dancing couples from across the country. The competition will be held at the beautiful Crowne Plaza Hotel, 4728 Constitution Avenue, Baton Rouge, Louisiana.

Since first presented in 2000, this ballroom competition has become the largest and most prestigious annual ballroom event in Louisiana. Both local athletic dancers and ones from many other states will participate at all age groups, from Preteen to Senior, and skill levels, from beginner to championship, including nationally ranked couples. The public will enjoy both American and International dance styles.

Thanks in part to our sponsors; we are able to bring competitive ballroom dancing at its best to our community. Through the generosity of our sponsors, we are also able to provide an excellent dance scholarship program for athletes in a variety of dance categories.

Please consider being a benefactor of ballroom dancing. All donations are tax deductible, as both USA Dance and Louisiana DanceSport are qualified as charities under Section 501(c) (3) of the US Tax Code.

You are also invited to place advertisements in our competition program, which is distributed to hundreds of spectators and dancers. Many of the programs are saved as keepsakes, thus providing years of repeated exposure to the advertisements. In addition to this form of advertising, we offer banner advertising around the perimeter of the dance floor. Please see the attached advertising pages for layout specifications, rates and copy deadline information.

Sincerely,

*Ann Durocher*

President, Louisiana DanceSport



# 2012 Gumbo DanceSport Championships

*A National Qualifying Event*

*Member of Louisiana Governor's Games*

*Organized by Louisiana DanceSport, a 501(c) 3 charity.*

June 29 – July 1, 2012

Crowne Plaza Hotel

Baton Rouge, LA

## About USA Dance

Our mission is to improve the quantity and quality of ballroom dance. We promote the excitement and energy of all styles of ballroom dancing – both competitive and recreational – through our chapters in each state. USA Dance's goal is for everyone to ballroom dance. Each year, we've grown in:

- number of dancers we train
- competitions, workshops, and social dances nationwide
- social and competitive ballroom dancing for college, secondary and junior high schools

We focus on educational programs for the public about the healthful aspects of recreational ballroom dancing and competitive ballroom dancing.

These programs emphasize the physical, mental and social benefits of dancing, and include the expansion of dancing skills among those of all ages and capabilities.

USA Dance is a nationwide nonprofit corporation of thousands of volunteers who love ballroom dancing and appreciate the excitement and romance – as well as the social and health benefits – that ballroom dancing brings into their lives.

### Competitions

Each year, USA Dance conducts national, regional and local dance competitions through USA Dance Championships programs.

National champions are selected and USA Dance then helps to finance their participation in the IDSF World DanceSport Championships and World Games – which are held for Olympic-recognized sports that are not yet in the Olympic Program.

At grass roots level in communities, colleges and secondary schools all over the country USA Dance provides opportunities for the public to engage in affordable social ballroom dancing and competitive dancing. Beginners are welcomed; our thousands of volunteers will help get them started and then assist them in achieving their goals.

### Demographics:

- 160 chapters nationwide
- 25,000 members (12,000 men, 13,000 women)
- 1,000 youths (under 18)
- 2,300 college students

## **Objective**

USA Dance is using sponsorship as a major source of funding for the promotion of competitive ballroom dancing internationally. Building and strengthening your organization's brand through effective visibility is one of the key essentials to sponsoring our event.

Sponsorship will serve the interest of three constituent groups:

- The business interest of the sponsoring company
- The event, its participants, and the USA Dance membership
- The sponsor's direct consumers

## **Brand Positioning**

USA Dance marketing committee is committed to identifying and securing branding opportunities for sponsors to expand their marketing to the dance community. Through skillful use of brand positioning, USA Dance will open up new markets and maximize media exposure for your products and services.

Sponsorship goals include:

- Maximizing your company's brand awareness
- Increasing brand loyalty
- Reaching new potential customers
- Introducing new products or services



**Louisiana DanceSport** was formed in 2003 specifically to support ballroom as a sport among dancers of all ages. Its vision is to initiate and promote competitive ballroom training among our local area youth, in preparation for the introduction of ballroom as a sport into the Olympics. This organization has pulled together organizations such as USA Dance and Saturday Night Ballroom, to hold one of the best ballroom dance competition weekends anywhere in the country. The Gumbo of Ballroom has gained national recognition as an outstanding event. The competition weekend draws dancers from across the nation and occasionally other countries. In addition, spectators come from around the state, as well as from across the South to witness some of the best dancers compete for the right to move on to the national championships and for the scholarship awards.

# Contribution Categories

## Benefits

### Sponsor Level

Diamond	\$2,000	- "Table Sponsor" Banquet meal for 8 persons, front row seating to View Adult Championships and dance following.
Platinum	\$1,500	- 4 day passes, full page ad in the Competition program.
Gold	\$1,000	- 4 day passes and half page ad in the Competition program.

### Donor Level

Silver	\$500	- Choice of 4 day passes or 4 workshop tickets.
Bronze	\$250	- Choice of 2 day passes or 2 workshop tickets.

### Individual Level \$1 - \$249

All donors will be recognized in the competition program. In addition, a donor recognition ceremony will be held at the competition site. Bronze and Gold donors will be contacted regarding their choice of passes or tickets. Gold and Platinum sponsors are to send their copy ready ad no later than May 25, 2012, by email to Ann Durocher, [fliprann@aol.com](mailto:fliprann@aol.com).

Benefits and values are listed below:

Table for 8 at banquet	\$440
Full page ad in program	\$150
Half page ad in program	\$80
Spectator day pass	\$10
Workshop ticket	\$10

### Advertising Information

#### Competition program Rates:

Full Page	\$150
Half Page	\$80
Quarter Page	\$40
Business Card	\$25
Ballroom Booster	\$10

Advertisements must be submitted copy ready by email to Ann Durocher, Email address: [fliprann@aol.com](mailto:fliprann@aol.com). Deadline is May 25, 2012.

#### Banner display in ballroom:

Rate per banner	\$300.
-----------------	--------

Your banner will be displayed around the perimeter of the dance floor throughout the three days of competition and, if you wish, will be given to you for other uses following the competition.

## Gumbo of Ballroom Donor/Sponsor/Advertising

Please return this form with your check to:

Louisiana DanceSport  
C/O Ann Durocher  
203 Choctaw Drive  
Houma, LA 70360

Make checks payable to Louisiana DanceSport

Individual or Corporate Name: \_\_\_\_\_

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

\_\_\_\_\_

Contact person: \_\_\_\_\_

Telephone number: \_\_\_\_\_ Date: \_\_\_\_\_

Participating at the \_\_\_\_\_ donor/sponsor level.

Please check here if you wish to have your contribution restricted specifically to scholarships. \_\_\_\_\_

Please check here if you wish to remain anonymous. \_\_\_\_\_

Please check here if you do not wish to have the complimentary benefits. \_\_\_\_\_

Please indicate which tickets you wish to have as your benefit. (circle)

Day Passes or Workshops

Advertisement Size (Check one):

Full Page	\$150 _____
Half Page	\$80 _____
Quarter Page	\$40 _____
Business Card	\$25 _____
Ballroom Booster	\$10 _____

If you need an invoice for your records, please check here. \_\_\_\_\_



**Perimeter Advertising Opportunity**

- 6' x 2' Perimeter Advertising Banner
- Recognition in Event Competition Program
- Sponsors announcement by MC during primetime events
- Advertisement on web site

**NOTE** All Perimeter Advertising Banners will be strategically positioned in the view of TV cameras during televised events.

**\$300**

**Enclosed is my donation of \$300 to the USA Dance 2012 Gumbo DanceSport Championships and the Louisiana Challenge for right to a Banner Advertisement.**

Company:	Louisiana DanceSport/USA Dance
Name:	Jim Steven, Banner Advertising Chair
Title:	Jtsteven61@yahoo.com
Phone:	(504) 214-3145 (985) 853-0030
Signature:	Return banner to you ___Y___N
Make checks payable to Louisiana DanceSport and mail to:  <b>Louisiana DanceSport  C/O Jim Steven  203 Choctaw Drive  Houma, LA 70360</b>	USA Dance and Louisiana DanceSport are 501c3 charitable organizations and donations are tax deductible to the extent allowed by law.

**Louisiana DanceSport**  
**Organizer of the USA Dance Gumbo DanceSport Championships**  
*A National Qualifying Event and Member of the Louisiana Governor's Games*  
*A Gumbo of Ballroom*