

DANCING ON WAVES OF GRACE

SACRED DANCE FESTIVAL

July 24 to July 29, 2015
Mercyhurst University
Erie, Pennsylvania

SPONSORSHIP, ADVERTISING & SALES
OPPORTUNITIES



ABOUT THE FESTIVAL

This summer, the **Sacred Dance Guild** will be hosting a six-day festival of sacred dance on the shores of Lake Erie, at Mercyhurst University, in Erie, Pennsylvania. With the theme **Dancing on Waves of Grace**, this festival will include inspiring concerts, exciting special events, in-depth classes and eclectic workshops.

Over 150 sacred dancers – including teachers, choreographers and artistic directors – from all parts of the United States, Canada and beyond, will attend this much anticipated event.

ABOUT THE SACRED DANCE GUILD

Founded in 1958, the Sacred Dance Guild is a spiritually diverse, international, non-profit organization with a commitment to advocate for dance as a sacred art and to promote dance as a means of spiritual growth and integration of mind, body and spirit.

SPONSORSHIP OPPORTUNITIES

By sponsoring the Dancing on Waves of Grace Sacred Dance Festival you are supporting:

- **A high-quality cultural event in the Erie area**
- **Dance, and all forms of art, as a part of faith, worship and personal growth**
- **An organization that supports and connects sacred dancers from around the world**

"A TASTE OF ERIE" BANQUET SPONSOR - \$5,000

On the evening of **Monday, July 27**, festival attendees will be treated to "A Taste of Erie" banquet featuring local food, artisans and wine.

Your sponsorship would include:

- **Prominent signage at the entrance to the banquet hall**

- Mention in the opening remarks by SDG's President
- Speaking opportunity for your representative
- Signage at each table
- One promotional item inserted in festival bags
- Full-page advertisement in the festival program
- Half-page advertisement in the faculty concert program
- Four tickets to the banquet
- Logo on the SDG's website

FACULTY CONCERT SPONSOR - \$2,500

On the evening of **Tuesday, July 28**, the festival faculty will be performing in a special concert at the **Mary D'Angelo Performing Arts Center** at Mercyhurst University. This professional theatre seats over **750 people**.

Your sponsorship would include:

- Prominent signage at the entrance to the theatre
- Mention in the opening remarks by SDG's President
- Full-page advertisement in the concert program
- Half-page advertisement in the festival program
- Four tickets to the concert
- Logo on the SDG's website

FACULTY CONCERT RECEPTION SPONSOR - \$1,500

Directly following the Faculty concert and before a talk back with performers, a reception with light refreshments will be held in the theatre lobby .

Your sponsorship would include:

- Prominent signage in the lobby during the reception
- Mention in the concert's opening remarks by SDG's President
- Half-page advertisement in the concert program
- Two tickets to the concert
- Logo on the SDG's website

FESTIVAL BAG SPONSOR - \$1,500

A quality tote bag is given to each festival attendee. These often become cherished mementos of festival and are frequently used again.

Your sponsorship would include:

- Logo printed on one side of festival bag
- One promotional item inserted into bags
- Half-page advertisement in the festival program
- Logo on the SDG's website

SPONSOR SIGNAGE AND ARTWORK

Unless otherwise specified or arranged, sponsors are responsible for providing their logos, signage, advertising artwork and/or promotional items.

SPONSOR CONTACT

If you are interested in one of these sponsorship opportunities, please contact:

Jessica Clark
Co-Vice President
Sacred Dance Guild
vp@sacreddanceguild.org
(613) 407-8997

ADVERTISING

There are two opportunities for print advertising at festival – the **Festival Program** and the **Faculty Concert Program**.

The **Festival Program** is given out to **over 150** festival attendees and it is the festival "bible" with the schedule of all festival events, classes and workshops. These programs are often **kept as reference for many years** and shared with other sacred dancers at home.

The **Faculty Concert Program** will be handed out to all ticket-holders at the Faculty Concert, which will take place on the evening of **Tuesday, July 28**, at the **Mary D'Angelo Performing Arts Center** at Mercyhurst University. This professional theatre seats over **750 people**. This event will attract audience members from the Erie area, as well as festival attendees.

Back cover	colour	5" x 8"	\$150
Inside front cover	colour	5" x 8"	\$125
Inside back cover	colour	5" x 8"	\$125
Interior Full page	b&w	5" x 8"	\$100
Interior Half page	b&w	4" x 5"	\$75

Discount: Advertise in both and get **10% off!**

Specifications: All ads - no bleed, JPEG file format.

Reservation Deadline: June 30, 2015

Artwork Deadline: July 15, 2015

FESTIVAL BAG INSERTS - \$75

A quality tote bag is given to each festival attendee. Include in each your promotional materials or items, such as catalogues, flyers, pens or notepads! Fee covers a single unit – multiple flyers in folders are charged as separate units. Items must be delivered by **July 23**. The SDG will confirm delivery details after receiving your order.

ORDER ADVERTISING

Use the attached form to order your advertising.

CONSIGNMENT SALES

For the duration of the festival, the SDG manages a Festival Marketplace with items especially for sacred dancers. Sell your items on consignment and reach this unique group. You ship and supply your inventory and signage. We provide the display area, manage the store, handle sales and provide security.

Consignment terms: 20% of sales

CONSIGNMENT CONTACT

To arrange to have your items for sale in the Festival Marketplace, please contact:

Diane Dean

Marketplace Coordinator

sdgfestival@sacreddanceguild.org

DANCING ON WAVES OF GRACE

SACRED DANCE FESTIVAL | JULY 24 TO 29, 2015
MERCYHURST UNIVERSITY | ERIE, PENNSYLVANIA

ADVERTISING ORDER FORM

Date: _____

Company/Organization: _____

Contact Person: _____

Address: _____

City: _____ State/Prov: _____ Code: _____ Country: _____

Phone: _____ Email: _____

Festival Program	Amount	Total
Back Cover – colour – 5" x 8"	\$150	
Inside Front Cover – colour – 5" x 8"	\$125	
Inside Back Cover – colour – 5" x 8"	\$125	
Interior Full Page – b&w – 5" x 8"	\$100	
Interior Half Page – b&w – 4" x 5"	\$75	
Faculty Concert Program		
Back Cover – colour – 5" x 8"	\$150	
Inside Front Cover – colour – 5" x 8"	\$125	
Inside Back Cover – colour – 5" x 8"	\$125	
Interior Full Page – b&w – 5" x 8"	\$100	
Interior Half Page – b&w – 4" x 5"	\$75	
Festival Bag Inserts		
Festival Bag Inserts	Number of Items: ____ x	\$75
Discount		
Advertise in both the Festival Program and the Faculty Concert Program and get <u>10%</u> off!		
Advertising total: _____		
10% of Advertising total: _____		
Advertising total minus 10%: _____ = Discount – please write in below		
Discount	Less	
Total		

Payable in US funds by check (drawn on US bank) to Sacred Dance Guild or charged to Visa, MasterCard or Discovery.

Check Enclosed Visa MasterCard Discovery

Credit Card Number Expiry Date

Signature

Advertising orders must be received by June 30, 2015. Opportunities available on a first come-first served basis and require payment to secure.

For questions about advertising
or other sponsorship opportunities:
Jessica Clark
613-407-8997
vp@sacreddanceguild.org

Send completed Order Form to:
Sacred Dance Guild
550M Ritchie Highway, #271
Severna Park, Maryland 21146
USA
sdgfestival@sacreddanceguild.org

