

2017

45th Annual Coffs Harbour & District Eisteddfod

*Dance Sponsorship & Advertising
Prospectus*

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EXECUTIVE COMMITTEE 2017

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Introduction

The Coffs Harbour and District Eisteddfod Society has been encouraging and nurturing young performers across various genres for over 45 years. In addition to providing the Annual Eisteddfod, Gala Concerts and workshops for students to showcase their abilities, the Society provides opportunities for talented performers to extend their training and experience via scholarships to summer schools and workshops with world renowned teachers.

As a *Not for Profit* organisation run by volunteers, all funds raised go back into the running of the Annual Eisteddfod. As such, we would invite you to become a supporter of the Society as a sponsor, advertiser or member and assist us in continuing this tradition.

The annual eisteddfod is the longest continual running and only diverse cultural event in this region. Each year it attracts over 2000 competitors and their families to the Coffs Coast. There are five genres in the Eisteddfod – Dance, Piano, Vocal, Instrumental, and Speech & Drama – with specific Schools Group sections within some of these as well.

We understand the importance of providing recognition to our sponsors, members, volunteers and supporters and adding value in return for their investment. Whilst any donation is greatly appreciated, the Society has introduced a structured approach designed to provide a return in line with the level of support offered. There are seven levels of *sponsorship*, three program *advertising only* options, and two types of *membership*. Please refer to the details of each in the following pages.

In 2017, the *Dance* genre will begin just prior to June Long Weekend and run for fourteen days over various locations on the Coffs Coast. Dates and venues as follows:

- Friday 9 June 2017 - *Schools Day* - Woolgoolga High School
- Saturday 10 June to Monday 12 June 2017 - *Groups Weekend* - Woolgoolga High School
- Thursday 15 June to Saturday 24 June 2017 - *Solos* - Jetty Memorial Theatre Coffs Harbour
- Saturday 24 June 2017 - *Junior and Senior Gala Concerts* - Jetty Memorial Theatre Coffs Harbour.

If you would like to support and encourage our youth, please contact anyone on the *Dance Committee* at dance@coffseisteddfod.org.au, or phone our sponsorship coordinators Richelle Grant 0419 996 022 or Jann-Marie Golding 0412 586 148. As soon as your support commitment is finalised, *Dance* is able to begin promoting your business immediately via our webpage and social media.

To ensure programs and other sponsor requirements are met, we aim to have all support needs finalised by 31 March 2017.

We would like to thank you for considering our request and look forward to hearing from you.

Kind regards

2017 Dance Committee

Helen Rook, Richelle Grant, Annette Ryan, Rosie Gillespie, Jann-Marie Golding, Kristy Harvey, Monica Lihou, Melissa McInally, Sue Maher, Carla Nieuwerth, Rowena Simon.

1. Sponsorship Opportunities

1.1 Diamond - \$2000 (maximum of 1 only)

As Diamond Sponsor of the Coffs Harbour and District Eisteddfod Society for 2017, your organisation will have naming rights to the 2017 eisteddfod season which incorporates five genres including Dance, Piano, Vocal, Instrumental or Speech and Drama. You will receive the highest level of recognition in the lead-up to and during the 2017 Eisteddfod season. This includes:

- Exclusivity of Diamond Sponsorship
- First right of refusal for Diamond Sponsorship in 2018
- Naming rights to the 2017 Eisteddfod - The <Organisation Name> 2017 Coffs Harbour & District Eisteddfod
- Naming rights recognition in all marketing mediums and on Stardom, the online entry system for the eisteddfod
- Opportunity to speak at the opening of each Eisteddfod genre – 5 minute length at all 5 genres
- Verbal acknowledgement as Coffs Harbour and District Eisteddfod Sponsor at the open and close of each session of all genres during the eisteddfod season
- Verbal acknowledgment by all eisteddfod genres in sessions during the eisteddfod season
- Your corporate logo on the front cover of all genre programs
- Logo displayed in slides during each session of all genres during the eisteddfod season
- Logo and link to your website from home page and sponsor page of Coffs Harbour and District Eisteddfod Society www.coffseisteddfod.org.au
- One full page advertisement in all eisteddfod genre programs
- Promotion via Coffs Harbour and District Society social media channels
- Four Family Season passes to the 2017 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres
- Two tickets to a Dance Gala Concert featuring group performances as selected by the adjudicator from local studios, and the finals of the solo performance scholarships
- Opportunity to exhibit at all eisteddfod genre venues.

1.2 Platinum – \$1000

(maximum of 1 only for Dance Eisteddfod)

As Platinum Sponsor of the Coffs Harbour Dance Eisteddfod section for 2017, your organisation will have naming rights to the 2017 Dance section and receive the highest level of recognition in the lead-up to and during the 2017 Dance Eisteddfod. This includes:

- Exclusivity of Platinum Sponsorship
- Section naming rights to the Dance section of the 2017 Eisteddfod –The <Organisation Name> 2017 Dance Eisteddfod
- Section naming rights recognition in all marketing mediums and on Stardom, the online entry system for the eisteddfod for your sponsored section
- Verbal acknowledgement at the open and close of each session of your sponsored section during the eisteddfod season
- Further verbal acknowledgment by all eisteddfod sections during the eisteddfod season
- Your corporate logo on the front cover of your sponsored section program
- Logo displayed in slides during each session of your sponsored section during the eisteddfod season
- Logo and link to your website from Dance page and sponsor page of Coffs Harbour and District Eisteddfod Society www.coffseisteddfod.org.au
- One full page advertisement in Dance Eisteddfod program
- One half page advertisement in all other eisteddfod section programs
- Promotion via social media channels by Dance
- Two Family Season passes to the 2017 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres
- Two tickets to both Dance Gala Concerts featuring group performances as selected by the adjudicator from local studios and the finals of the solo performance scholarships
- Allocation of patronage to a senior performance scholarship from the Dance Eisteddfod as selected by you or assigned by the Dance Coordinator - your organisation's logo will be printed in the Dance program against the allocation
- Opportunity to present this award at Gala Concerts
- Exhibition of banners and marketing materials at Dance venues.

1.3 Opal Black – \$500

(maximum of 1 only)

As Opal Black Sponsor of the Coffs Harbour Dance Eisteddfod for 2017, your organisation will be named as sponsor of the 2017 Dance Eisteddfod Group Weekend and receive significant recognition in the lead-up to this. This includes:

- Exclusivity of Opal Black Sponsorship
- Dance Eisteddfod Group Weekend sponsored by your organisation – for example ‘Dance Groups proudly presented by Your Organisation’
- Verbal acknowledgement of sponsorship regularly throughout group weekend of the Dance Eisteddfod (Friday 9 June to Monday 12 June 2017)
- Verbal spruiking of your organisations products and services throughout Group Weekend of the Dance Eisteddfod
- Video or picture slideshow (maximum three minutes duration) to be played on loop at beginning/end of each session
- One full page advertisement at the beginning of the Group Weekend schedule in the Dance program
- Your corporate logo displayed on sponsor page and Dance page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Logo displayed in slides during each session of Dance Eisteddfod Group Weekend
- Promotion via social media channels by Dance
- Allocation of patronage to Teacher Feature scholarship - your organisations logo/name will be printed in section program against the allocation
- Opportunity to present Teacher Feature scholarship
- One Family Season pass for the 2017 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres
- Exhibition space assigned for Group Weekend near venue entrance to promote your organisations products and services.

1.4 Opal White – \$500 (maximum of 1 only)

As Opal White Sponsor of the Coffs Harbour Dance Eisteddfod for 2017, your organisation will be named as sponsor of the 2017 Dance Eisteddfod Solo Schedule and receive significant recognition in the lead-up to this. This includes:

- Exclusivity of Opal White Sponsorship
- Dance Eisteddfod solo schedule sponsored by your organisation – for example ‘Dance Solo Schedule proudly presented by Your Organisation’
- Verbal acknowledgement of sponsorship regularly throughout the solo schedule of the Dance Eisteddfod (Thursday 15 June to Saturday 24 June 2017)
- Video or picture slideshow (maximum three minutes duration) to be played on loop at beginning/end of each session
- Verbal spruiking of your organisations products and services throughout the solo schedule of the Dance Eisteddfod
- One full page advertisement at the beginning of the solo schedule in the Dance program
- Your corporate logo displayed on sponsor page and Dance page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Logo displayed in slides during each session of Dance Eisteddfod solo schedule
- Promotion via social media channels by Dance
- Allocation of patronage to the Solo Encouragement Awards - your organisation’s logo/name will be printed in section program against the allocation.
- Opportunity to present the Solo Encouragement Awards during the solo schedule
- One Family Season pass for the 2017 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres
- Exhibition space assigned for solo schedule near venue entrance to promote your organisation’s products and services.

1.5 Gold – \$500

As a Gold Sponsor of the Coffs Harbour and District Eisteddfod Society for 2017, your organisation will receive recognition in the lead-up to and during the 2017 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship by all eisteddfod genres during the eisteddfod season
- One half page advertisement in Dance program
- Your corporate logo printed in all other eisteddfod section programs
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Logo displayed in slides during each session of eisteddfod section that secured your sponsorship
- Promotion via social media channels by Dance
- Allocation of patronage for one junior scholarship/senior championship from the Dance Eisteddfod as selected by you or assigned by the Dance Coordinator - your organisation's logo will be printed in section program against the allocation.
- One Family Season pass for the 2017 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all sessions of all eisteddfod genres.

1.6 Ruby – Dance Gala Concerts - \$400 (maximum of 1 only)

As Ruby Sponsor of the Coffs Harbour Dance Eisteddfod for 2017, your organisation will be named as sponsor of the 2017 Dance Eisteddfod Gala Concerts, both Junior and Senior, featuring group performances as selected by the adjudicator from local studio's and the finals of the solo performance scholarships. You will receive significant recognition in the lead-up to these events. This includes:

- Exclusivity of Ruby Sponsorship
- Junior and Senior concerts brought sponsored by your organisation – for example 'Junior Dance Gala Concert proudly presented by Your Organisation'
- One full page advertisement of the back cover of each Gala Concert program
- Video or picture slideshow (maximum three minutes' duration) to be played on loop whilst guests are being seated at each Gala Concert
- Your corporate logo printed on the cover of each Gala Concert program
- Logo displayed in slides during each Gala Concert
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Promotion via social media channels by Dance
- Allocation of patronage to the 2017 Spirit of the Eisteddfod Awards
- Opportunity to present the Spirit of the Eisteddfod Awards at the gala Concerts
- Two tickets to both Dance Gala Concerts featuring group performances as selected by the adjudicator from local studio's and the finals of the solo performance scholarships.

1.7 Silver - \$350

As a Silver Sponsor of the Coffs Harbour and District Eisteddfod Society for 2017, your organisation will receive recognition in the lead-up to and during the 2017 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season by Dance
- One quarter page advertisement in Dance program
- Your corporate logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Logo displayed in slides during each session of eisteddfod genre that secured your sponsorship
- Promotion via social media channels by Dance
- Allocation of patronage for one junior championship/section from the Dance Eisteddfod as chosen by you or assigned by the Dance Coordinator - your organisation's name or logo will be printed in section program against the allocation
- One Adult Season pass for the 2017 Coffs Harbour and District Eisteddfod. This pass is for one adult and includes entry to all sessions of all eisteddfod sections.

1.8 Bronze - \$250

As a Bronze Sponsor of the Coffs Harbour and District Eisteddfod Society for 2017, your organisation will receive recognition in the lead-up to and during the 2017 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season by Dance
- One banner advertisement in Dance program
- Your corporate logo printed in the program of eisteddfod section that secured your sponsorship
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Your organisations name displayed in slides during each session of eisteddfod section that secured your sponsorship
- Promotion via social media channels by Dance
- Allocation of patronage for one section from the Dance Eisteddfod as selected by you or the Dance Coordinator - your organisation's name will be printed in section program against the allocation.

1.9 Copper - \$150

As a Copper Sponsor of the Coffs Harbour and District Eisteddfod Society for 2017, your organisation will receive recognition in the lead-up to and during the 2017 Eisteddfod season. This includes:

- Your corporate logo printed in Dance program
- Logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Your organisation's name displayed in slides during each session of eisteddfod section that secured your sponsorship
- Promotion via social media channels by Dance
- Allocation of patronage for one section from the Dance Eisteddfod as selected by you or assigned by the Dance Coordinator - your organisation's name will be printed in section program against the allocation.

1.10 Brass - \$60

- Allocation of patronage for one section from the Dance Eisteddfod as selected by you or assigned by the Dance Coordinator – your organisation’s name will be printed in section program against the allocation.

2. Dance Vendors

The Dance Eisteddfod offers vendors the opportunity to hold a display stand during the Dance Eisteddfod group weekend 10, 11 and 12 June 2017. The number of vendor stands are limited, must be relevant to the spirit of the eisteddfod, and must be approved by the committee. Cost is as follows:

- Daily Rate \$110
- Three-day exhibit \$260

This cost is inclusive of:

- Undercover exhibition space
- Your corporate logo displayed on sponsor page of Coffs Harbour and District Eisteddfod Society website www.coffseisteddfod.org.au
- Promotion via social media channels by Dance
- Periodic mention of your attendance by announcer throughout Dance Group Weekend.

Dance Vendors must provide the committee with current working with children checks and their own public liability insurance.

3. Program Advertising Rates

Rates to follow are for advertising only and are per eisteddfod genre program:

- Full Page \$300
- Half Page \$175
- Quarter Page \$100
- Banner (across bottom of page) \$75

4. Membership & Donations

Membership to the Coffs Harbour & District Eisteddfod Society Inc. is available on two levels:

- Individual (All ages) \$10 per year
- School/Studio/Business \$20 per year

Committee meetings are conducted on the second Thursday of each month, with all members welcome to attend and offer input into the running of our annual community event.

As a not for profit organisation run by volunteers, donations of any amount are gratefully accepted by the Society to put towards the annual running costs of the eisteddfod.

A membership form will be provided upon request.

Appendix 1 – Individual Items

CHAMPIONSHIPS

Junior Classical Ballet Championship	\$150
Junior Jazz Championship	\$150
Junior Modern Championship	\$150
Junior Tap Championship	\$150
Intermediate Classical Ballet Championship	\$200
Intermediate Contemporary Championship	\$200
Intermediate Jazz Championship	\$200
Intermediate Modern Championship	\$200
Intermediate Tap Championship	\$200
Open Classical Ballet Championship	\$300
Open Contemporary Championship	\$300
Open Jazz Championship	\$300
Open Modern Championship	\$300
Open Tap Championship	\$300

PERFORMANCE SCHOLARSHIPS

Junior Classical Ballet Performance Scholarship	\$260
Junior Jazz Performance Scholarship	\$260
Senior Classical Ballet Performance Scholarship	\$450
Senior Contemporary Performance Scholarship	\$450
Senior Jazz Performance Scholarship	\$450
Senior Tap Performance Scholarship	\$450

MONETARY SCHOLARSHIPS – GROUPS

TEACHER FEATURE

Monetary Prize	\$300
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TEAM CHOREOGRAPHY

Monetary Prize	\$300
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MONETARY SCHOLARSHIPS – INDIVIDUALS

ALLCOMERS

Monetary Prize	\$150
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RESTRICTED - STUDENTS WHO LIVE & DANCE LOCALLY

Restricted Classical Ballet Scholarship	\$200
Restricted Contemporary Scholarship	\$200
Restricted Jazz Scholarship	\$200
Restricted Tap Scholarship	\$200

UNRESTRICTED

Classical Ballet Scholarship	\$250
Contemporary Scholarship	\$250
Jazz Scholarship	\$250
Tap Scholarship	\$250

Contact Us

Dance Committee

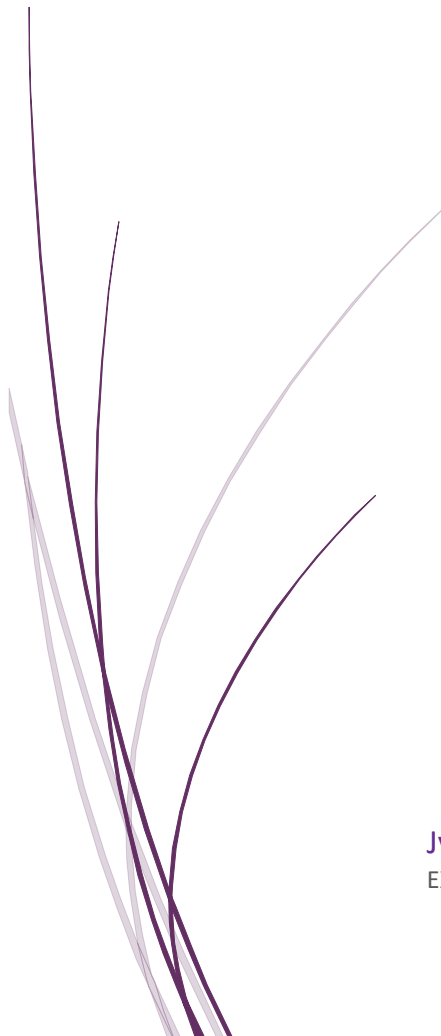
Email dance@coffseisteddfod.org.au

Facebook <https://www.facebook.com/CoffsHarbourDistrictDanceEisteddfod/>

Dance Sponsorship Coordinators

Richelle Grant 0419 996 022

Jann-Marie Golding 0412 586 148



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