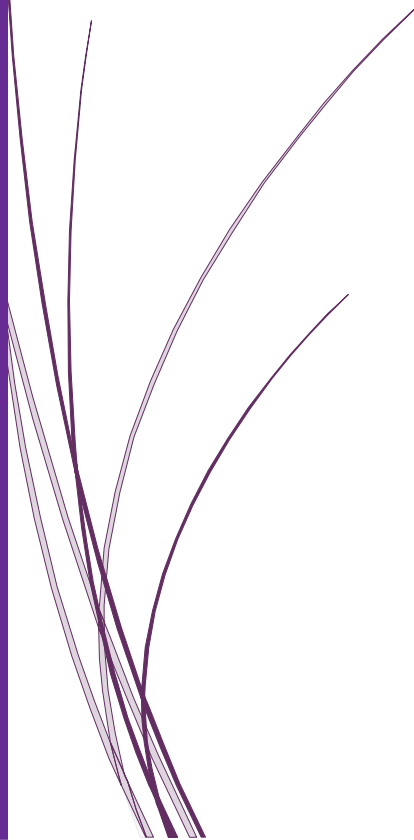




2020

# 48th Annual Coffs Harbour & District Eisteddfod

*Dance Sponsorship & Advertising Prospectus - 2020*



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## Introduction

The Coffs Harbour and District Eisteddfod Society has been encouraging and nurturing young performers across various genres for over 48 years. In addition to providing the Annual Eisteddfod, Gala and Excellence Concerts, 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 3000 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 2020, the *Dance* genre will begin just prior to June Long Weekend and run for Thirteen days over various locations on the Coffs Coast. Dates and venues as follow:

- **5 June 2020 - Schools Day – Coffs Harbour Education Campus**
- **6 – 8 June 2020 - Groups Weekend – Coffs Harbour Education Centre**
- **13-21 June 2020 - Solos - Jetty Memorial Theatre Coffs Harbour**
- **22 June 2020 - Junior and Senior Gala Concerts - Jetty Memorial Theatre Coffs Harbour**
- **27 June 2020- Excellence Concert**

If you would like to support and encourage our youth, please contact anyone on the *Dance Committee* at - [dance@coffseisteddfod.org.au](mailto:dance@coffseisteddfod.org.au), or phone our coordinator. 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 2020**.

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

Kind regards,

### 2020 Dance Eisteddfod Committee

**2020 - Dance Coordinator** – Jann Golding and Carla Nieuwerth **Committee** - Melissa McNally, Ruth Harrison, Loren Hodgson, Ben Hodgson, Monica Lihou, Melissa Felton, Jodie Hodges

## 1.1 Diamond - \$4000 – Overall Sponsorship (maximum of 1 only)

As Diamond Sponsor of the Coffs Harbour and District Eisteddfod Society for 2020, your organisation will have naming rights to the 2020 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 2020 Eisteddfod season.

This includes:

- Exclusivity of Diamond Sponsorship
- First right of refusal for Diamond Sponsorship in 2021
- Naming rights to the 2020 Eisteddfod - The <Organisation Name> 2020 Coffs Harbour & District Eisteddfod
- Naming rights recognition in all marketing mediums and on Comps online, 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](http://www.coffseisteddfod.org.au)
- One full page advertisement in **all** eisteddfod genre programs
- Promotion via Coffs Harbour and District Society both social/media channels
- One Family Season passes to the 2020 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 & Excellence 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.
- Half page advert / Editorial Coffs Harbour Advocate or Radio advert proposal, to be determined by yourself and Coffs Harbour Eisteddfod Society.
- Recognition on A4 Poster for Gala Dance Concert & Excellence Concert and in advert in programmes for concerts.
- Naming Rights to Major Overall Award to be announced at Excellence Concert

## 1.2 Platinum – \$1500 – Dance Sponsorship (maximum of 1 only for Dance Eisteddfod)

As Platinum Sponsor of the Coffs Harbour Dance Eisteddfod section for 2019, your organisation will have naming rights to the 2020 Dance section and receive the highest level of recognition in the lead-up to and during the 2020 Dance Eisteddfod. This includes:

- Exclusivity of Platinum Sponsorship
- Section naming rights to the Dance section of the 2020 Eisteddfod – The <Organisation Name> 2020 Dance Eisteddfod
- Section naming rights recognition in all marketing mediums and on Comps online, 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](http://www.coffseisteddfod.org.au)
- One full page advertisement in Dance Eisteddfod program
- Your name in the other eisteddfod section programs
- Promotion via social media channels by Dance
- One Family Season passes to the 2020 Coffs Harbour and District Eisteddfod. Each pass is for two adults and two children and includes entry to all Eisteddfod genres.
- One 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
- Exhibition of banners and marketing materials at Dance venues.

## **1.3 Opal Black – \$600 – Group Weekend Sponsorship** (maximum of 1 only)

As Opal Black Sponsor of the Coffs Harbour Dance Eisteddfod for 2020, your organisation will be named as sponsor of the 2020 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
- Verbal spruiking of your organisations products and services throughout Group Weekend of the Dance Eisteddfod
- Half page advertisement at the beginning of the Group Weekend schedule in the Dance program
- 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
- One Family Season pass for the 2020 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all dance sessions
- Exhibition space assigned for Group Weekend near venue entrance to promote your organisations products and services.

## **1.4 Opal White – \$600 – Solo Sponsorship** **(maximum of 1 only)**

As Opal White Sponsor of the Coffs Harbour Dance Eisteddfod for 2020, your organisation will be named as sponsor of the 2020 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
- Verbal spruiking of your organisations products and services throughout the solo schedule of the Dance Eisteddfod
- Half page advertisement at the beginning of the solo schedule in the Dance program
- Logo displayed in slides during each session of Dance Eisteddfod solo schedule
- Promotion via social media channels by Dance
- Allocation of patronage to a Performance Scholarship award
- One Family Season pass for the 2020 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all ~~dance~~ sessions
- 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 2020, your organisation will receive recognition in the lead-up to and during the 2020 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship by all eisteddfod genres during the eisteddfod season
- Quarter page advertisement in Dance program
- Your corporate name printed in all other eisteddfod section programs
- 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 Championship from the Dance Eisteddfod as selected by you or assigned by the Dance Coordinator
- One Family Season pass for the 2020 Coffs Harbour and District Eisteddfod. This pass is for two adults and two children and includes entry to all dance sessions



## **1.6 Ruby – Dance Gala Concerts - \$500** **(maximum of 1 only)**

As Ruby Sponsor of the Coffs Harbour Dance Eisteddfod for 2020, your organisation will be named as sponsor of the 2020 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'
- Quarter page advertisement on the back cover of Gala Concert programs
- 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](http://www.coffseisteddfod.org.au)
- Promotion via social media channels by Dance
- 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 2020, your organisation will receive recognition in the lead-up to and during the 2020 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season by Dance
- Banner advertisement in Dance program
- 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 Championship/section from the Dance Eisteddfod as chosen by you or assigned by the Dance Coordinator
- One Adult Season pass for the 2020 Coffs Harbour and District Eisteddfod. This pass is for one adult and includes entry to all dance sessions.

## 1.8 Bronze - \$250

As a Bronze Sponsor of the Coffs Harbour and District Eisteddfod Society for 2020, your organisation will receive recognition in the lead-up to and during the 2020 Eisteddfod season. This includes:

- Verbal acknowledgement of sponsorship during the eisteddfod season by Dance
- One banner advertisement in Dance program
- 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 –

## 1.9 Copper -\$150

As a Copper Sponsor of the Coffs Harbour and District Eisteddfod Society for 2020, your organisation will receive recognition in the lead-up to and during the 2020 Eisteddfod season. This includes:

- Your corporate logo printed in Dance program
- 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.

## 1.10 Brass -\$60

- Allocation of patronage for one section from the Dance Eisteddfod as selected by you or assigned by the Dance Coordinator –

## Dance Vendors

The Dance Eisteddfod offers vendors the opportunity to hold a display stand during the Dance Eisteddfod group weekend in June 2020. 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 \$150 - (inc Banner advert)
- Three-day exhibit \$360 - (inc ½ page advert)
- Undercover exhibition space
- 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.

## 1. Program Advertising Rates

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

- Full Page \$ 175
- Half Page \$100
- Quarter Page \$ 75
- Banner (across bottom of page) \$ 50

**NOTE:** *All program's will be available online.*

## 2. Membership/Donations/ Trophies

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 monthly, 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 online [www.coffseisteddfod.org.au](http://www.coffseisteddfod.org.au)

**NOTE:** If you wish to remain a trophy sponsor a contribution of \$12 is required to maintain the award in your name.

## Appendix1–IndividualItems

### CHAMPIONSHIPS

Junior Contemporary Championship	\$175
Junior Classical Ballet Championship	"
Junior Jazz Championship	"
Junior Modern Championship	"
Junior Tap Championship	"
Intermediate Classical Ballet Championship	\$240
Intermediate Contemporary Championship	"
Intermediate Jazz Championship	"
Intermediate Modern Championship	"
Intermediate Tap Championship	"
Open Classical Ballet Championship	\$350
Open Contemporary Championship	"
Open Jazz Championship	"
Open Modern Championship	"
Open Tap Championship	"

### PERFORMANCE SCHOLARSHIPS

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

### MONETARY SCHOLARSHIPS – GROUPS

#### TEACHER FEATURE

Monetary Prize	\$300
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#### TEAM CHOREOGRAPHY

Monetary Prize	\$400
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### MONETARY SCHOLARSHIPS – INDIVIDUALS

Monetary Prize

#### **RESTRICTED - STUDENTS WHO LIVE & DANCE LOCALLY**

Restricted Classical Ballet Scholarship	\$250
Restricted Contemporary Scholarship	"
Restricted Jazz/Hip Hop Scholarship	"
Restricted Tap Scholarship	"

#### **UNRESTRICTED**

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



## Contact Us

*Dance Committee*

Email [dance@coffseisteddfod.org.au](mailto:dance@coffseisteddfod.org.au)

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

