

NDADD Partner Sponsorship for 2021-2022 Season



DANCE CORPORATE PARTNER Sponsorship = \$750

1. **Access to Member Directory**/mailing list of member teams and coaches
 - a. List provided: at initial payment of sponsorship and additional update after membership contacts updated in October 2021.
2. **Fall Convention/Coach Workshop participation – October 9th, 2021 (Virtual)**
 - a. Virtual benefit
 - i. Inclusion in agenda equaling 30-minute educational session for attendees (if available)
 - ii. Email/sharing of business materials/collateral to attendees during event (could include small ‘ad’ or verbal thank you during event.
 - b. In-person benefit:
 - i. Inclusion in agenda equaling 30-minute educational session for attendees
 - ii. Booth or table – notify Convention Coordinator that you would like a space; all other expenses incurred by sponsor (shipping/setup/person); if a sponsor does not send a representative and wants to host a table/booth – an additional set up fee of \$50 is incurred by sponsor, paid to NDADD
 - iii. Business materials/collateral made available to attendees
3. **State Competition – January 24 & 25, 2022 - Alerus Center, Grand Forks**
 - a. Booth or table– Notify Site Coordinator that you would like a space; all other expenses incurred by sponsor (shipping/setup/person); if a sponsor does not send a representative and wants to host a table/booth – an additional set up fee of \$50 is incurred by sponsor, paid to NDADD
 - b. Verbal Thank You by state announcer during 2-days of competition – sponsor may draft announcement for sharing
 - c. Business materials provided by sponsor placed in the coach’s room for distribution to audience
 - d. Program/Ad space in official program (printed or digital) - FULL page provided as part of benefit.
 - i. Choice of back cover placement, inside front and inside back cover are reserved for first sponsors to confirm and be paid in full.
 - e. Live Stream Advertisement – banner ad shared during live stream of event to virtual audience
4. **Website presence** – Logo recognition on our website <https://www.ndadd.org/sponsors.html>
 - a. Logo provided by sponsor
 - b. Hyper link direct back to sponsor website
5. **Marketing & Social Media presence**
 - a. Logo/Ad space on our Public Facebook page
 - b. Tweets, Instagram: potential to retweet/reshare from NDADD official accounts
 - c. NDADD Weekly Emails (August – May) – sponsor logo as part of weekly mailing
 - i. Option for sponsor to provide content for educating coaches during weekly mailing pending upgrade of email service
 - ii. Inclusion of logo on weekly emails if no educational content is submitted

Additional Notes for Sponsor Partner:

1. Sponsor season begins at time of confirmed payment and completes at end of NDADD fiscal year (July – August)
2. Sponsors do not have voting privileges on policies for NDADD but may attend board meetings and bring agenda topics.
3. Sponsors can consist of an independent owner of multiple small businesses (up to 3) as part of sponsorship package
4. Sponsors for NDADD do not have privileges for local team-facilitated invitationals. If interested in reviewing other events, NDADD lists on the website with local contact/organizer information as it is available. <http://www.ndadd.org/Events.aspx>

If you are interested in sponsoring NDADD as a corporate member with these benefits, please contact Gretchen Ingbretson, Past President (ingbretson@msn.com) with questions and next steps.