

---

# Grown Women Dance



## Sponsorship Proposal

Contact: [Belinda@GrownWomenDance.org](mailto:Belinda@GrownWomenDance.org)  
Event: 8th Annual: Fallen Heroes, Rising Stars: A Juneteenth Celebration Through Dance  
Location: Oakland, CA - Theater TBA  
Date: June 2017, Dates TBA



---

# Grown Women Dance

Dear Arts & Diversity Supporter:

Grown Women Dance Collective is excited to present our 8th Annual, ***Fallen Heroes, Rising Stars: A Juneteenth Celebration Through Dance***. This locally produced, New York caliber performance is an incredible celebration of dance, music, U.S. history and African-American culture. We honor the contributions of civil rights leaders and African-American musical artists in a family-friendly, uplifting, standing ovation-inspiring, powerhouse performance. Bringing together audiences of all ages, economic, and cultural backgrounds, we celebrate our common ground as Americans.

Our community outreach provides free dance classes for bright, determined, financially challenged children to engage them in the performing arts and more fully in the theatre experience. Twenty five percent (25%) of tickets are donated to children and organizations that support underserved communities; impacting people who may never have the opportunity to experience world class concert dance and arts education. Last year, we were able to offer 17 free classes to low-income children and seniors, including dance, health, fitness, and Fall Prevention for seniors classes, as well as sending children to the theatre.

Over the past seven years, we've performed to exuberant, sold-out audiences in Pleasant Hill, Concord, Pittsburg, and in 2016, at the Oakland Impact Hub. We're proud to be part of an ever increasing vibrant, healthy art presence in Oakland, and are excited about our 2017 Oakland performances.

In 2016, approximately **500 community members of all ages** were inspired and uplifted by the performances, and were excited to learn about U.S. history through a new medium.

- Prior to the performance, we taught 3 dance classes with 60 children participating.
- 75 low-income children ate a healthy meal while attending the performance.
- 6 community master dance classes inspired 35 up and coming dancers.
- 150 tickets were donated to low-income children and social-impact organizations.
- Our enthusiastic audience spanned from **16 months to 89 years** and was a rainbow of ethnicities.

This year we'll expand our audience and impact thanks to our continuing home of Oakland. We'd love to welcome you as a sponsor for our upcoming arts education celebrations. Your support will help us continue our work to build stronger, happier, and healthier local communities through the performing arts.

**All donations are tax deductible**, as we are fiscally sponsored by 501c3, Dancers Group.

Sincerely,



A handwritten signature in black ink, appearing to read 'Tonya Marie Amos'.

Tonya Marie Amos  
Artistic Director  
Dancers Group Tax ID # 94-2879185



---

# Grown Women Dance



[CLICK HERE TO WATCH A CLIP OF THE PERFORMANCE](#)

## DEMOGRAPHICS

50% female, 49% male, 1% transgender

47% African American, 10% Latino, 10% Asian, 10% White, 1% Indigenous, 2% multi-racial

10% LGBT

10% Disability

## MEDIA PARTNERS

106.1 KMEL

102.9 KBLX

## PRESS

Past Radio and TV interviews, including: KMEL, KBLX, KPFA, CBS

Past features: SF Chronicle, SF Gate, SF Examiner, SF Weekly, SF Classical Voice, Mercury News, Contra Costa Times, Parents Express, Clayton Pioneer, Community Focus, Concordian

## SOCIAL REACH

Facebook: 350,000 combined followers

GDWC Web site: 5000+ unique views

GDWC Newsletter: 4000+ subscribers



---

# Grown Women Dance

## SPONSORSHIP OPPORTUNITIES

### **TITLE SPONSOR — Grande Jeté (A dancer soaring in flight)**

*Partially Funds choreography, rehearsal space, costumes, artist fees & theater expenses*

Total Investment: \$20,000

- Forty-Eight (48) Premium Tickets
- Vip reception - meet the dancers
- Invitation to dress rehearsal
- On stage Thank You & Invitation to speak
- Company logo recognition on: Save the Date, Invitation, Event program, Event signage
- Two (2) full-page ads in the event program
- Company mentioning on all collateral materials
- Website logo and hyperlink during 2016/2017 calendar year
- Company listing in "Promo or Thank You" ad in local Bay Area publications

### **GOLD SPONSOR - Pirouette (A dancer's beautiful revolution)**

*Partially funds choreography, costumes & artist fees*

Total Investment: \$10,000

- Twenty-Four (24) Premium Tickets
- Vip reception - meet the dancers
- On stage Thank You & Invitation to speak
- Company logo recognition on: Save the Date, Invitation, Event program, Event signage
- One (1) full-page ad in the event program
- Company recognition on invitation and event program
- Website logo and hyperlink during 2016/2017 calendar year
- Company Listing in "Promo or Thank You" ad in local Bay Area publications

### **SILVER SPONSOR — Allongé (A dancer's lengthened, beautiful lines)**

*Partially funds choreography, costumes and rehearsal space*

Total Investment: \$5,000

- Twelve (12) Premium Tickets
- Vip reception - meet the dancers
- On Stage Thank You
- Company logo recognition on: Save the Date, Invitation, Event program, Event signage
- One (1) half-page ad in the event program
- Company recognition on invitation and event program
- Website logo and hyperlink during 2016/2017 calendar year
- Company Listing in "Promo or Thank You" ad in local Bay Area publication



---

# Grown Women Dance

## SPONSORSHIP OPPORTUNITIES (*continued*)

### **SOLO SPONSOR — Adagio (A dancer's slow grace)**

*Funds all fees associated with one artist's solo- \$2,000*

- Six (6) Premium Tickets
- VIP reception - meet the dancers
- On Stage Thank You
- Company logo recognition on: Save the Date, Invitation, Event program, Event signage
- One (1) half-page ad in the event program
- Company recognition on invitation and event program
- Website logo and hyperlink during 2016/2017 calendar year
- Company Listing in "Promo or Thank You" ad in local Bay Area publications

### **CHILDREN'S SPONSOR — Les Enfants**

*Funds twenty low income children to experience the arts*

Total Investment: \$1,200

- Children will enjoy a backstage tour and take photos with dancers
- Children will participate in pre-performance dance class
- Meet-and-Greet with the dancers
- On Stage Thank You for exposing the next generation to the arts
- Thank you in event program
- Company logo recognition in event program & website
- Thank you card from sponsored children

### **PURCHASE & VIP TICKET / DONATE A TICKET TO LOW INCOME CHILD**

*Purchase a VIP ticket and an extra ticket will be donated to a low-income child*

Total Investment: \$150

- Thank you in event program
- Meet-and-Greet with the dancers
- Child receives a dance lesson, backstage theater tour, photos with dancer, bio



---

# Grown Women Dance

## ADVERTISING OPPORTUNITIES

**FULL-PAGE PROGRAM AD** \$1000

- One (1) full-page ad in event program
- Listed in the GDWC monthly newsletter

**HALF-PAGE PROGRAM AD** \$500

- One (1) half-page ad in event program

**BUSINESS CARD AD** \$125

- One (1) standard business card sized ad

Programs are 8-1/2" x 5-1/2"

Please provide camera ready art by ***no later than June 7, 2017.***

GWDC is fiscally sponsored by Dancers Group  
Federal Tax ID #94-2879185

