



New York SBKZ Congress
Salsa • Bachata • Kizomba • Zouk
February 9-11, 2024
www.nysbkzcongress.com

Sponsorship Opportunities for New York SBKZ Congress

Women-Owned, Asian American (Filipino), Latino (Dominican) Business

As a dedicated advocate for dance and the arts, we want let you know about an exciting sponsorship opportunity at the upcoming New York SBKZ Congress in February 2024 at the Westin Times Square Hotel!

New York SBKZ Congress is an inclusive dance event featuring internationally renowned Salsa, Bachata, Kizomba and Zouk dancers, instructors, DJ's, videographers and photographers.

New York SBKZ Congress will be the first of it's kind in New York to feature four dance genres at one event. With three-days of daily workshops, afternoon socials, nightly performances and social dancing until 6AM, the event will attract visitors and performers worldwide.

A sponsorship with New York SBKZ Congress allows you the opportunity to connect with our **2000 attendees from around the world!**

Since we have a tight program all on-site at the Westin Times Square, you are guaranteed exposure and an amazing opportunity to highlight your company!

EVENT STATISTICS

- Expecting approximately 2000 attendees from around the world
- 10K followers on Facebook
- 16.9K followers on Instagram
- International artists, DJs and Media have a reach of 3M+ followers on Instagram

SPONSORSHIP BENEFITS

As a sponsor, your organization will receive a comprehensive package of benefits tailored to meet your specific needs and objectives.

- Gain Exposure:
 - Benefit from extensive brand exposure through our website, social media, email campaigns, and marketing materials, ensuring visibility among a diverse audience.
- Networking Opportunities:
 - Connect with dance industry leaders, potential clients, and key decision-makers in an environment that fosters meaningful connections, collaborations, and business opportunities.
- Community Engagement:
 - Demonstrate your commitment to promoting diversity and inclusivity by aligning your brand with an event that celebrates the achievements of Asian American, Latino, and women-owned businesses.

Furthermore, your sponsorship will directly support the New York SBKZ Congress's initiatives to provide resources, educational opportunities and contribute to the growth and sustainability of a diverse dance community.

Thank you so much for your consideration!

We look forward to further dialogue and the possibility of collaborating!

Gabi Lynch & Engels Vargas
New York SBKZ Congress
843.260.7991
info@nysbkzcongress.com



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SPONSORSHIP LEVELS

Each level sponsorship can be customized to your company's needs. Please contact us with any questions!

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Vendor Table | \$700

Sign up to feature your brand as a vendor at New York SBKZ Congress! At this level sponsorship, we will provide:

- One 6ft table and two chairs to showcase your brand
- Two complimentary full passes
- Features on social media & marketing materials throughout the year

Artist Flight Sponsor | \$1000

As an Artist Flight sponsor, you will provide the opportunity for one international artist to travel to New York SBKZ Congress to share their knowledge of dance and perform.

- 3 complimentary full passes
- Vendor table at New York SBKZ Congress
- Company spotlight & logo placement on website
- Features on social media & marketing materials throughout the year
- Recognition and company name announcement at all nightly performances

Wristband Sponsor | \$3,000

As our Wristband sponsor, your logo will be the only sponsor logo featured on every wristband required for our attendees to wear the entire duration of the event.

- 4 complimentary full passes

- Company spotlight & logo placement on website
- Features on social media, e-newsletter & marketing materials
- Vendor table at New York SBKZ Congress
- Recognition and company name announcement at all nightly performances

Sound Sponsor | \$5,000

As our sound sponsor, your logo will be the only sponsor logo featured on all DJ booths.

- 6 complimentary full passes
- Company spotlight & logo placement on website
- Features on social media, e-newsletter & marketing materials
- Vendor table at New York SBKZ Congress
- Recognition and company name announcement at all nightly performances

Backdrop & Banner Sponsor | \$5,000

As our Backdrop & Banner sponsor, your logo will be the only sponsor logo that will be featured on all stage backdrops. All classes, performances, night events will be photographed and videotaped with your logo in all media.

- 6 complimentary full passes
- Company spotlight & logo placement on website
- Features on social media, e-newsletter & marketing materials
- Vendor table at New York SBKZ Congress
- Recognition and company name announcement at all nightly performances

Dance Floor Sponsor | \$6,000

As our Floor sponsor, your logo will be projected in every ballroom utilized during the event.

- 6 complimentary full passes
- Company spotlight & logo placement on website
- Features on social media, e-newsletter & marketing materials
- Vendor table at New York SBKZ Congress
- Recognition and company name announcement at all nightly performances

Artist Meal Sponsor | \$8,000

As our Artist Meal sponsor, your logo will be featured in all artist bags and marketing materials for hired artists who have a collective reach of 3M on Instagram.

- 8 complimentary full passes
- Company spotlight & logo placement on website
- Features on social media, e-newsletter & marketing materials
- Vendor table at New York SBKZ Congress
- Recognition and company name announcement at all nightly performances

Title Sponsor (4 spots available) | \$10,000

As our Title Sponsor, your company name and logo will be presented as the Title Sponsor for the event on our website, social media, marketing materials and announcements. For example, "New York SBKZ Congress sponsored by (your company name)."

- 10 complimentary full passes
- Company spotlight & logo placement on website
- Logo on all performance videos that will be distributed to all performers and posted on all social media platforms
- Features on social media, e-newsletter & marketing materials
- Vendor table at New York SBKZ Congress
- Recognition and company name announcement at all nightly performances