



DANCE TEAM UNION SPONSORSHIPS

SETTING THE STAGE FOR YOUR BRAND

WHY BE A DTU SPONSOR?

1 EXPAND YOUR MARKETING REACH!



2 PARTNER WITH OTHER COMPANIES TO HELP YOURS GROW IN NEW WAYS!



3 SUPPORT ATHLETES AND ARTISTS ACROSS THE COUNTRY!

Dance Team Union hosts multiple competitions throughout the country, as well as a National Championship which offers middle school, high school, college and all star dance teams the chance to compete against each other for a national title in their division. We have received an incredible amount of support from teams nationwide, from Alaska to Florida and everywhere between! Because of this, we would love to partner with your company and offer dance teams more resources for their programs. That's where YOU come in!

WWW.DANCETEAMUNION.COM

WHAT DOES A DANCE TEAM UNION

TEAM LOOK LIKE?



► A DTU Team is **BOLD**.

Our teams possess an independent spirit, and they love a challenge.



► A DTU Team is **INFLUENTIAL**.

They are **MOTIVATED** to make a difference in the dance community and they model **PERSEVERANCE** and **STRENGTH**.



► A DTU Team is **DIVERSE**.

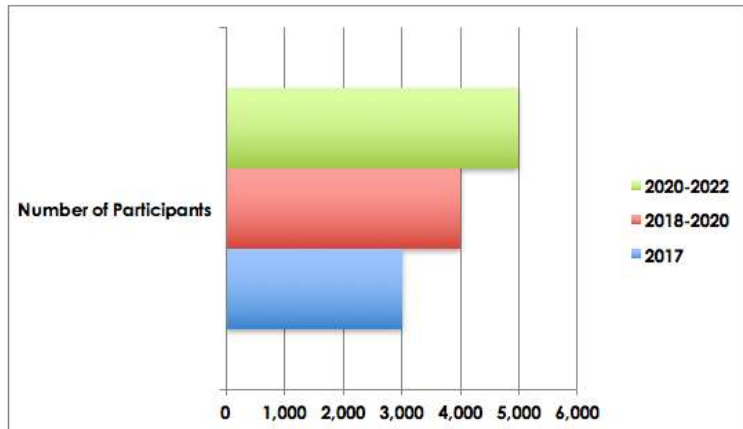
Our dance teams are proud of being unique. They are both **ARTISTS** and **ATHLETES**.



LEARN HOW YOU CAN

GROW WITH DTU

Summer Camp Projections
(Based upon a minimum attendance of 200)



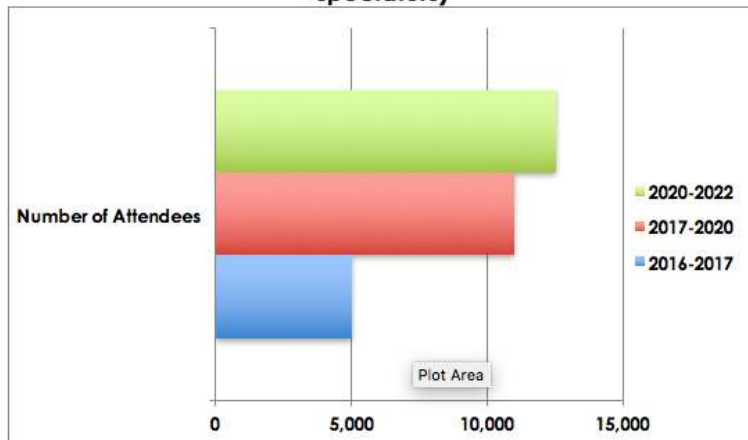
We anticipate the number of competitions we host to grow rapidly within the next five years. In addition, we can plan on the number of attendees at each event to increase each year. DTU will also be launching our overnight dance camp tour in the summer of 2017 with camps in each state that hosts a regional competition. We are actively seeking Internet and televised broadcast options for our regional and national events. Broadcasted events would open the door to even more viewership and marketing opportunities for everyone involved.

WHY SPONSOR DTU NOW?

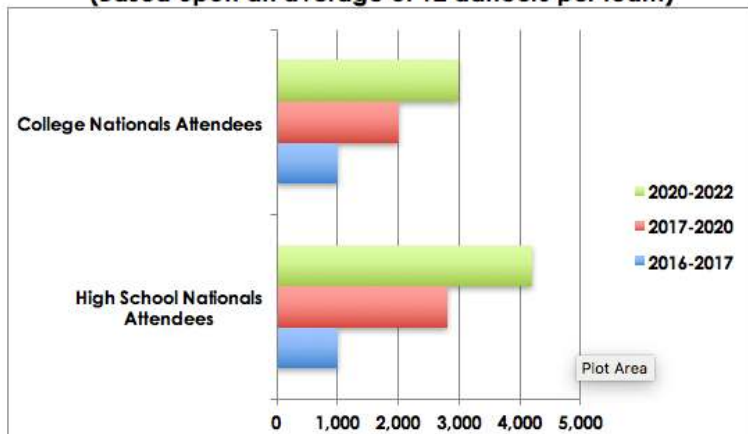
DANCE TEAM UNION is in our first year of existence and we have already hosted the second-largest true high school national competition in the country not run by the current market leader. DTU has outreach to over 2,100 All Star teams and over 3,500 high school and college dance teams from all 50 states, ages 5 to 22, male and female, of all backgrounds, united by a spirit of hard work, independent thought, innovation and community.

DTU was formed out of a demand from the customers in the industry. There is a constant interest in affordable resources and products for these young athletes and artists. We are excited about the prospect of working with your company to help these teams acquire the resources they desperately need and deserve. Your sponsorship will not only give your company access to this burgeoning market, but will assist in providing teams equipment, apparel, quality camps and competitions at reasonable costs from a company that cares about the development of the dancers and their growth potential.

Regional Competition Projections
(Based upon a minimum attendance of 500, including spectators)



National Championship Projections
(Based upon an average of 12 dancers per team)





DTU SPONSORSHIP PACKAGE LEVELS

Level 1 - \$500

Company name in the 2017 DTU National Championship Program

Level 2 - \$1000

Company name in the 2017 DTU National Championship Program and 2017 DTU College Classic Program

Level 3 - \$2500

Company name and logo on souvenir t-shirts given out to all participants at national events + Level 1/2 perks

Level 4 - \$5000

Banner hung at national events + Level 1/2/3 perks

Level 5 - \$10,000

Banner hung at regional and national events + Level 1/2/3/4 perks

Level 6 - \$25,000

Banner hung at regional and national events + DJ mentions company name during regional and national events + Logo appears on the Dance Team Union website + Level 1/2/3/4/5 perks

Level 7 - \$50,000

Banner hung at regional and national events + Co-host events on social media + Level 1/2/3/4/5/6 perks



ABOUT THE DANCE TEAM UNION MARKET

Dancers on dance teams train in many other activities to hone their craft, such as gymnastics, cheer, track, the arts. This allows your product to be viewed in many other realms besides dance.

Dancers and coaches are fully committed to finding affordable and quality products for their teams. Funding is still limited in schools across the country, so DTU is here to help teams find affordable resources.

The dance industry is one that is constantly growing, which is why Dance Team Union is working hard to bring companies like yours to this actively trending market. We see a lot of potential growth for your company here!



OTHER WAYS TO SPONSOR

**PARTNER WITH DTU AT OUR
NATIONAL CHAMPIONSHIP AND
DTU COLLEGE CLASSIC FOR
PARTIES AND OTHER EVENTS!**

Provide samples for SWAG BAGS!

Do you have samples of your product you'd like our participants to try? We want to help promote you! Let us help you push your products by putting freebies in our gift bags for the dancers and coaches!

Custom sponsorship packages

Does your company offer something unique that doesn't fit our packages you're finding in our brochure? We can customize a whole sponsorship package fit to your company's needs! Every company has a unique vision, and your package should reflect that. We're here to help!



DANCE TEAM UNION UNITE. CREATE. SUCCEED.

That's our motto. We stand behind this as a company. It applies to dance teams. It applies to business. It applies to community service. It's a call to action. We're here to help your brand. We are honored to have the support of your company, and we are proud to bring your products into this dance industry!

"To be one, to be united is a great thing. BUT to respect the right to be different is maybe even greater."
Bono