

International

2019

Choreographers Showcase

*Where the future starts,
and legends shine*



Sponsorship Proposal



Is your business searching for a creative interactive way to reach prospects, new customers or current active clients? If so, we are inviting you to partner with Culture Shock Chicago for the 2019 International Choreographers Showcase, being held on **Saturday, September 21st, 2019** at the prestigious Harris Theater in downtown Chicago.

Partnering with Culture Shock can help you increase your business exposure within the Chicago community as well as enhance your customer base throughout the US.

The cross-marketing opportunities will benefit your business and strengthen your roots in the Greater Midwest area and the surrounding community by putting you front and center.

We offer many levels of sponsorship and opportunities that can be tailored to fit your marketing goals and budget. Your sponsorship directly supports our 501c3 and a portion may be tax deductible. So let us help you get face to face with thousands of customers!



On Culture Shock & Nappy Tabs (Culture Shock Alumni): "From what it means to be a dancer, kind of at the bottom of the barrel and experience things purely out of just joy and for them to work their way up and experience everything behind and in front of the scenes and all the way around it; they have an understanding that's just really really..an energy and understanding that's really dope to have back there and our experience with ABC TV wouldn't have been the same without the two."

- Anthony Lee, Kinjaz
(America's Best Dance Crew)/former
Culture Shock LA Artistic Director

"What the after school dance program, as well as Culture Shock meant to me was home, where dance was a way to express myself. Not only that but it turned me into a person with more confidence and continuously learning new things. I thank them for shaping me into the person I am today."

- Valeria Garcia, Future Shock Alumni and
College Sophomore

The amazing thing about Culture Shock is what it gave to us. We would not be here today without Culture Shock. It taught us everything from how to put on a show, how to perform, how to get along together (work with people), how to be a troop and a crew. You see a lot of big crews around the country now but Culture Shock was the original first big crew."

- Napoleon & Tabitha D'umo (Nappy
Tabs), Emmy Award Winning
Choreographers

Culture Shock's 2019 International Choreographers Showcase

The International Choreographers Showcase is celebrating its 26th year and is committed to fostering and showcasing urban dance from across the US, Canada and the world. Renowned as a launching pad for dance groups that have appeared on World of Dance, So You Think You Can Dance, America's Best Dance Crew and Dancing with the Stars, the International Choreographers Showcase brings together today's hottest new dancers and styles.

This year's Showcase will be held at the prestigious Harris Theater for Music & Dance in downtown Chicago, where the next generation of great dancers will share the stage with legends of the dance world. All the presenting companies share a passion for youth and community outreach and use their platforms to support arts education in the communities we serve. Your support of Culture Shock Chicago, a 501(c)(3) non-profit, and ticket sales from this year's event will directly support Chicago youth programming and scholarships.



SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across not only the International Choreographers Showcase performance, but all Showcase events for the entire weekend. Your company's name, logo and link will appear in front of more than **2,500 participants and audience members**.

We provide the following value to our sponsors by:

- Providing the opportunity for you to market your services to our 2,500 audience members, dancers and stakeholders
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes the arts, arts education and community outreach in Chicago and beyond.
- Providing you and your team with a chance to become actively involved in the community event(s)

	Platinum	Gold	Silver	Bronze	Patron
Value	\$20,000	\$10,000	\$5,000	\$1,000	\$500
Sponsorships Available	1	2	5	10	Unlimited
Recognition as title sponsor (Culture Shock's International Choreographers Showcase presented by [your company]) in all Culture Shock communications and materials	✓				
Plaque for recognition	✓				
Category exclusivity across the entire series	✓	✓			
Opportunity to sponsor a cash prize for break dance & all styles dance battle	✓	✓			
Name and logo placement:					
Showcase shirts	Logo	Logo	Logo		
Harris Theater Randolph St. Outdoor Kiosk	Logo	Logo			
Mailings	Logo	Logo	Logo	Name	
Harris Theater Lobby Screen Display	Logo	Logo			
Signage at event	Logo	Logo	Logo	Logo	
Showcase branded apparel & products	Logo	Logo	Logo		
Promotion:					
Showcase website with link	Logo	Logo	Logo	Logo	Name
Social Media postings	✓	✓	✓	✓	
Media promotion and press releases	✓	✓	✓	✓	
Local radio interviews	✓				
Recognition in e-newsletters to Showcase participants	✓	✓	✓	✓	✓

Show Day Benefits:						
Ability to place items in the participants swag bags	Unlimited	Unlimited	1 Item	1 Item		
Opportunity to have representation at the events	VIP Room/ Seating	VIP Room/ Seating	VIP Room/ Seating	VIP Room/ Seating	VIP Room/ Seating	
Banner placement in Theater Lobby	Premier	Premier	Preferred	Preferred		
Announcements on show day prior to, during and following the theater performance	3 Mentions	3 Mentions	2 Mentions	1 Mention		
Option to provide awards for Community Honoree	✓	✓				
Photo opportunity with cast	✓	✓	✓	✓		
Year Long Benefits:						
Ability to have members on the planning committee	✓	✓				
Invitation to annual gala and sponsor appreciation event	✓	✓	✓	✓		✓

Other Sponsorship Opportunities

* In-Kind Opportunities

Many of our sponsors are able to provide us with great products and services in exchange for sponsorship recognition! If you are interested in adding in-kind value to your cash sponsorship or providing a full in-kind sponsorship, please contact chicago@cultureshockdance.org. Some in-kind items received in the past include: Energy Drinks, Sports drinks, Nourishment, Gift cards, Product and Goody Bags.

* Other Ideas

Are you interested in providing support to the Culture Shock International Choreographers Showcase with something that is not mentioned in this proposal? Do you have a unique idea of how you can partner your business with the International Choreographers Showcase? Sponsorship proposals can be customized to meet your business needs by contacting:

Eilleen Mallary
Executive Director – Culture Shock Chicago NFP
chicago@cultureshockdance.org
(773) 837-0341

MEDIA REACH

The Culture Shock International Choreographers Showcase provides wide exposure through a variety of media outlets and marketing channels. Please use the below information as a basic guide to the types of advertising, public and community relations opportunities afforded by a Showcase sponsorship.

Note: The data in this section reflects 2018 usage

- Website – www.cultureshockdance.org and www.cultureshockdance.org/chicago
Website - www.harristheaterchicago.org
 - Make-up of showcase participants
 - In-State / In-Town – 35%
 - In-State / Out-of-Town – 3%
 - Out-of-State – 60%/Out-of-Country - 2%
- Social Media – Facebook and Instagram
 - Harris Theater for Music & Dance: 19,700+ FB & 3,600+ IG
 - Culture Shock Chicago: 1,500+ FB & 700+ IG
 - Culture Shock DC: 4,700+ FB & 3,600+ IG
 - Culture Shock Las Vegas: 1,100+ FB & 2,800+ IG
 - Culture Shock Los Angeles: 5,600+ FB & 8,300+ IG
 - Culture Shock Oakland: 1,500+ FB & 960+ IG
 - Culture Shock Ottawa: 2,000+ FB & 1000+ IG
 - Culture Shock San Diego: 4,800+ FB & 3,100+ IG
 - Culture Shock Toronto: 1,500+ FB & 800+ IG
 - Culture Shock Alumni: 500+ FB members
- E-Newsletters
 - Harris Theater for Music & Dance List: 48,000+ subscribers
 - Culture Shock Chicago & Surrounding Communities List: 3,000+ subscribers
- Print Advertising
 - Harris Theater for Music & Dance Season Brochure: 5,000 subscribers
- Radio Advertising
 - Done on local Chicago radio stations before Showcase performance date
- Posters
 - Harris Theater for Music and Dance Lobby Display
 - 200 distributed locally and throughout Chicago and suburbs
- Flyers
 - Harris Theater for Music and Dance Lobby Display
 - 1,000 distributed locally and throughout Chicago and suburbs
- Event Signage
 - Harris Theater's Outdoor kiosks-visible up/down Randolph Street in downtown Chicago
 - Harris Theater's display screen above Box Office (where people are looking when they enter the space or are waiting in line)
 - Multiple banners in Showcase Lobby on event day

SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship level. Completed forms can be returned to Eileen Mallary, Executive Director, at Chicago@cultureshockdance.org. Please do not hesitate to contact us with any questions (773) 837-0341.

CONTACT INFORMATION:

Company Name *(as you wish to be acknowledged)*

Contact Person's Name

Company Email Address

Contact Phone Number

Address

City/State/Zip Code

SPONSORSHIP OPPORTUNITIES:

____ \$20,000 Platinum Sponsor

____ \$10,000 Gold Sponsor

____ \$5,000 Silver Sponsor

____ \$1,000 Bronze Sponsor

____ \$500 Patron Sponsor

PAYMENT INFORMATION:

____ Please send me an invoice

____ I have enclosed a check made payable to
Culture Shock Chicago NFP

____ Please charge my credit card

Card Type: Visa / MC / AmEx / Discover



THANK YOU FOR SUPPORTING THE
ARTS, YOUTH ARTS EDUCATION AND
OUR COMMUNITY!

Once we receive your completed
sponsorship form, Culture Shock
Chicago staff will contact you to
discuss event arrangements,
sponsorship benefits and recognition.

Please send your high-resolution color
and black-and-white logos (.EPS or
vector preferred) to
chicago@cultureshockdance.org.

All materials will be sent for your
approval before going to print.

Card Number

Expiration Date

Security Code

Billing Zip Code

\$

Total Sponsorship Commitment

Authorized Sponsor Signature

Date

Thank You.



Culture Shock Chicago and the International Choreographers Showcase are committed to youth outreach and arts education; creating opportunities for positive expression for of all ages in Chicago, Illinois and the world.



www.cultureshockdance.org * (773) 837-0341 * chicago@cultureshockdance.org