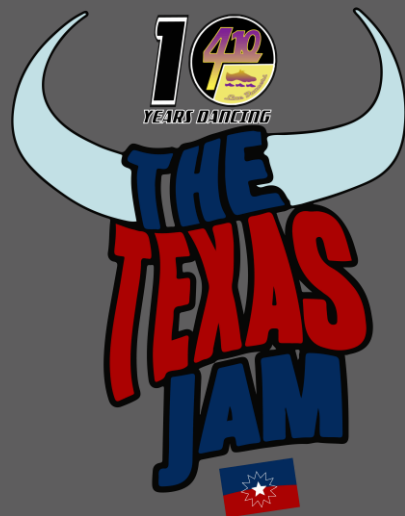


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www.410linedancers.com



THE TEXAS JAM

Sheraton DFW Hotel
4440 W. John Carpenter
Fwy.
Irving, TX 75063
June 14-16, 2024

Presented by 410 Line Dancers

2024





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THE TEXAS JAM—OVERVIEW

Sheraton DFW Hotel
4440 W. John Carpenter
Fwy.
Irving, TX 75063
June 14-16, 2024



MISSION STATEMENT

To enrich our community by teaching and creating an uplifting, healthy atmosphere through the art of soul line dancing. We achieve this by cultivating a high standard of dance excellence while maintaining a low-pressure, positive environment.



OUR VISION – TEXAS JAM

To educate, inspire, uplift our community through our family oriented, inclusive, health & wellness focused, safe, and educational event. We aspire to be a positive influence on the national soul line dancing community and to the Dallas/Fort Worth metroplex.



ABOUT US

Founded in 2014 to create a way of relieving stress, 410 Line Dancers focuses on creating a culture of fun, positive reinforcement, safety, and patience. The high-quality instructors at 410 Line Dancers teach all skill levels, and at the pace needed to ensure students are able to master the curriculum. Our slogan “No Cliques, No Drama...Just GREAT Dancing!!!” has been established to ensure students can expect an inclusive, and drama free environment.



LEADERSHIP TEAM



**ISHA “BOOMERANG”
HUTCHINSON**



**MARLO “GO-GETTA”
HUTCHINSON**



THE TEXAS JAM—OVERVIEW



410 Line Dancers, in collaboration with the 410 Empowerment Foundation, presents The Texas Jam, soul line dancing conference on June 14-16, 2024, where we continue our proud tradition of celebrating the culture of soul line dancing, as well as promoting leadership, community service, networking, and diversity & inclusion.

The world of soul line dancing will descend upon the Dallas/Fort Worth metroplex to take part in 22 hours of dancing, dancing workshops, educational workshops, female empowerment workshops, financial educational workshops, and a health fair during this monumental 3-day weekend.

This conference is one of the hallmark events on the national soul line dancing calendar and attracts an audience of line dancers from all over the United States.

With growing national and international interest in soul line dancing, we believe there is a fantastic opportunity for businesses to partner with us on this important community event.

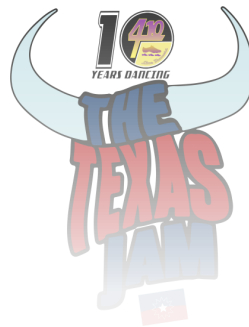
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Sheraton DFW Hotel
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The Texas Jam Sponsorship Benefits

MAXIMIZE YOUR REACH

Sponsorships will help to engage your target audience where they spend their leisure time - dancing. Plus, our guests will be toting your branded swag in our swagbag.

ACCESS TO INFLUENCERS

Access to more than 350 engaged attendees, including local and national common interest group leaders

ACCOMPLISHING CAMPAIGN OBJECTIVES

From building brand awareness to driving leads for your business, this format can do it all.

BRAND RECOGNITION

Brand recognition across our print and digital channels, and high visibility during our industry-leading education events.

TARGETED MARKETING

Gain opportunities to engage one on one with people looking for relevant product solutions

HELPING US HELP OTHERS - COMMUNITY SERVICE

Further your brand while helping us further the cause of helping other with our FREE community health fair

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350 – 400 Attendees

The Texas Jam will have line dancers from 37 states (in purple) that descend upon Dallas/Fort Worth. We plan to have between 350 to 400 line-dancers in attendance.



88% of the attendees are women

350

Attendance Estimated between
350-400 people

73%

73% African-American although all races are represented

51

Attendee age range 31 - 70

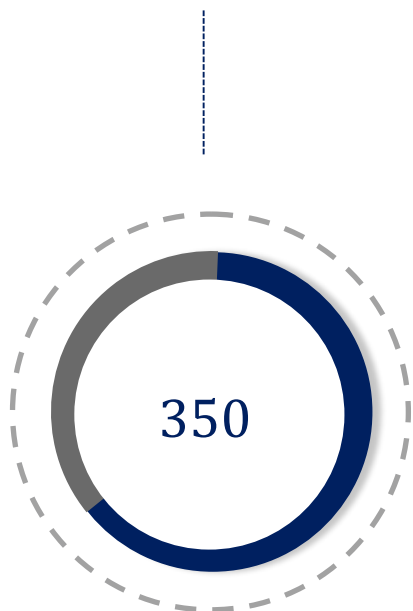


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The Texas Jam – Soul Line Dancing Conference Overview

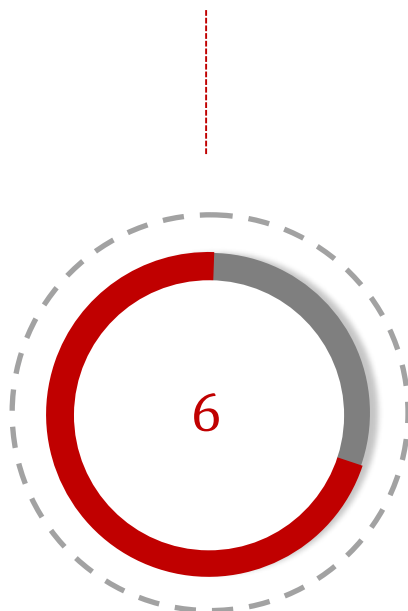
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Attendance



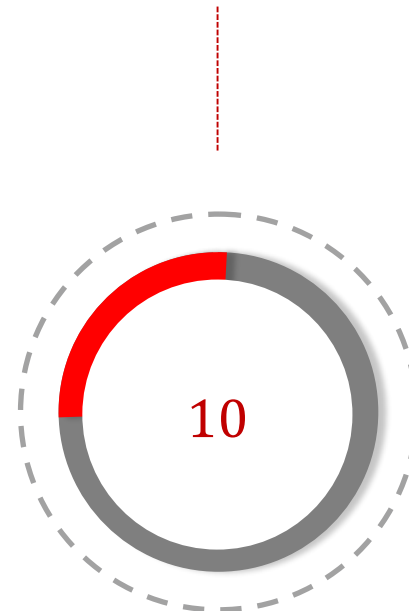
We are expecting 350 – 400 attendees from all around the United States which will be a 35% increase from our last event

Speakers



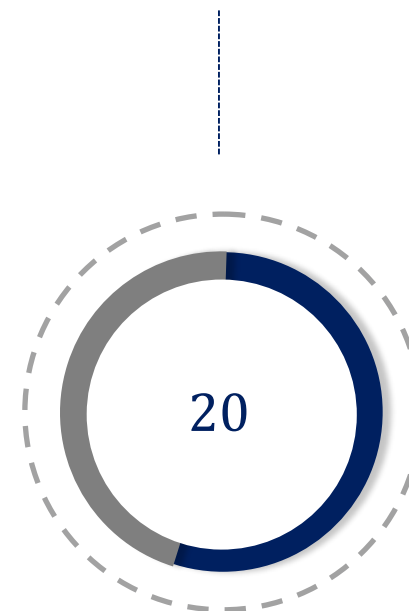
We plan to have 6 speakers which will discuss mental health issues, racial inclusion solutions, equity within media coverage and real estate

Workshops



Over our 3-day weekend, we will have 6 dance workshops with soul line dancing instructors from around the U.S., and 4 community service workshops

Health Fair



We will hold a free health fair that will address health and wellness screening for things like bone marrow, high blood pressure, high cholesterol etc.



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HIGH VISIBILITY AND EXHIBITOR SPONSORSHIP OPPORTUNITIES

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Small Business Sponsor \$500 (32)

- 6X6 Exhibitor space in entry hall
- Complimentary booth passes (2)
- Logo on Texas Jam web page and selected media
- Advertisement / Microphone mention to guests at the event
- Opportunity to set up display desk
- Inserts to event-based "swag-bags".
- Advertising on 410 Line Dancers TV Channel - YouTube
- Advertising on newsletter
- Advertising in event website / registration site

Gourmet Sponsor (16) \$2500

- 6X6 Exhibitor space in main event area
- Complimentary booth passes (2)
- Logo on Texas Jam web page and selected media
- Advertisement / Microphone mention to guests at the event
- Inserts to event-based "swag-bags".
- Inclusion in all media releases and other media contacts
- Advertising on 410 Line Dancers TV Channel - YouTube
- Advertising in event website / registration site
- Hospitality - tickets to the event, reserved hospitality seating to suit the sponsor's VIP audience (2)

Supporting Sponsor (8) \$5000

- Naming rights to workshop
- Event signage - Partial & non-exclusive
- Use of logos, images or trademarks
- 6X6 Exhibitor space in main event area
- Complimentary booth passes (4)
- Logo on Texas Jam web page and selected media
- 5-minute Microphone presentation to guests at the event
- Hospitality - tickets to the event, reserved hospitality seating to suit the sponsor's VIP audience (4)
- Inclusion in all media releases and other media contacts
- Advertising on 410 Line Dancers TV Channel - YouTube
- Advertising in event website / registration site

Presenting Sponsor (2) \$10,000

- Event naming rights or
- Official product status
- Use of logos, images or trademarks
- 6X6 Exhibitor space in main event area
- Complimentary booth passes (10)
- Logo on Texas Jam web page and selected media
- 5-minute Microphone presentation to guests at the event
- Re-post, share and re-tweet the messages and images from sponsors via our social media channels
- Perimeter event signage - full or partial, exclusive or non-exclusive
- Use our social media Inclusion in all media releases and other media contacts
- Advertising on 410 Line Dancers TV Channel - YouTube
- Advertising in newsletter & social media

CUSTOM SPONSORSHIP

**Don't see a package that fits your budget? Reach out to us today for a customized sponsorship package. Please email 410linedancers@gmail.com for more information.



THE ARC:

Represents a new horizon of opportunities for Black Americans

The Texas Jam

410 Line Dancers - 10th Year Anniversary Edition

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Health, Wellness, Empowerment, Dance

Theme: The Arc

Attire: Texas Jam T-Shirts

EVENT ITINERARY:

FREE HEALTH FAIR
SATURDAY JUNE 15, 2024

9:00 – 9:25

Disenfranchisement: Why people don't vote

9:30 – 9:45

Dance Performance

9:50 – 10:40

Panel discussion: Mental Health & Empathy: Understanding the struggles of the 2024 men & women

10:45 – 11:00

Dance Performance

11:05 – 11:30

Line / Chair Dancing for Seniors

11:35 – 11:50

Raffle Announcements

11:55 – 12:40

Panel discussion: Women and Hair Care – Host Dr. Pamela Downing-Hosten

12:45 – 1:00

Dance Performance

1:05 – 1:55

Sponsored Discussion

2:00 – 4:30

Dance Workshops





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Health, Wellness, Empowerment, Dance

410 Line Dancers - 10th Year Anniversary Edition

SPONSORSHIP CHAIRWOMAN



As our sponsorship chairwoman, Dr Sharisse Stephenson plays a vital role on The Texas Jam 410 Line Dancers 10th Anniversary Planning Committee by engaging local corporate sponsors. Her primary role includes developing sponsorship prospects, securing sponsors, and managing the delivery of sponsorship benefits. Act as point of contact for all Sponsorship activities She will connect with companies about sponsorship opportunities and secure event sponsors. She also acts as liaison to corporate sponsors at The Texas Jam and ensures that they are satisfied with their experience and that on-site sponsorship benefits are fulfilled. She also ensure the fulfillment of sponsorship benefits, manage the delivery of post-event thank-you's, and develops sponsor impact reports. She also works with The 410 Empowerment Foundation staff to further engage sponsors in our activities and ask them to return as sponsor the following year. Dr. Stephenson is passionate about helping the local community become healthier.

Name:

Dr. Sharisse Stephenson

Direct Line:

412-512-9477

Email Address:

DrStephenson@NamTexas.com



2024

Our Team



**MARLO "GO-GETTA"
HUTCHINSON**

Marlo (also known as "Go-Getta") has committed her life to empowering individuals through creativity and movement. She is a lifetime learner that has studied various forms of dance including African, Contemporary, Jazz, Modern, Ballet, Hip-Hip, and Flamenco, under the direction of many talented and inspiring instructors in her over 40 years of dance experience.

Marlo@410linedancers.com



About 410 Line Dancers

The award winning 410 Line Dancers, based in Coppell, TX, is the leading line-dancing company in Texas, which offers soul line-dancing lessons ranging from the easiest to most complex dances. We provide soul line-dance lessons to all, regardless of age or dance skill level, in a safe dance studio environment.

We think and proceed positivity, uplift others, and offer only constructive feedback. We educate, keep class fun, we challenge and empower our students to grow and develop through the art of dance. We understand that life can be challenging, but we encourage students to approach challenges with determination rather than defeat. At 410 Line Dancers we:

- **Accept and include everyone**
- **Support each other**
- **Do not judge others**
- **Treat each other like family**
- **Proceed with kindness, patience, and compassion**
- **Celebrate each other**
- **HAVE FUN!!!**



**ISHA "BOOMERANG"
HUTCHINSON**

Isha (aka "Boomerang" or "Big Brother"), is synonymous with dynamic energy, creative talent, and innovation. He is a servant-leader that focuses primarily on the growth and well-being of others. He seeks opportunities to enhance the development of others in ways that unlocks potential, creativity, and provides a sense of purpose. His vision and leadership have drawn national acclaim from both inside and outside of the line dancing community.

Isha@410linedancers.com



The Texas Jam

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ABOUT JUNETEENTH

History

On January 1, 1863, President Abraham Lincoln's [Emancipation Proclamation](#) declared "that all persons held as slaves" within the rebellious states "are, and henceforward shall be free." Because the Southern Confederacy viewed themselves as an independent nation, the Emancipation Proclamation did not immediately free all of the enslaved population because the Rebel governments would not enforce Lincoln's proclamation. Texas became a stronghold of Confederate influence in the latter years of the Civil War as the slaveholding population 'refugeed' their slave property by migrating to Texas. Consequently, more than 50,000 enslaved individuals were relocated to Texas, effectively prolonging slavery in a region far from the Civil War's bloodshed, and out of the reach of freedom—the United States Army. Only after the Union army forced the surrender of Confederate General [Edmund Kirby Smith](#) at Galveston on June 2, 1865, would the emancipation of slaves in Texas be addressed and freedom granted. On June 19, 250,000 enslaved people were freed.



The Flag Symbolism

The burst surrounding the star symbolizes a new beginning for all.

The star represents freedom for every Black American in every state. It also pays homage to the Lone Star of Texas, where the last enslaved people were freed.

The arc represents a new horizon of opportunities for Black Americans

