



228 Levers Rd, Matua, Tauranga 3110  
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01 November 2020

Dear Team,

**RE: 'The "B" Bomb Concert' Sponsorship**

We are writing to you regarding Dance Education Centre's upcoming dance production of 'The "B" Bomb Concert' to be held at Baycourt on 11 and 12 December 2020. The production is going to be an explosion of DEC genres divided into short, entertaining items around the letter 'B': think bits and bobs, bullfighters and bikinis. A little something for everyone.

For the past 30 years we have choreographed works throughout New Zealand and our students are known nationally and internationally for their excellence in dance. Our production is an opportunity to promote and enhance the Tauranga community by bringing innovative and high-level arts and culture to downtown.

We would love to end 2020 with a bang and would be grateful if you would consider partnering with us as a sponsor. Included is a list of sponsorship opportunities that can be crafted to coincide with your business objectives. To ensure maximum exposure for our sponsors, we will be finalising sponsorship arrangements in October. Please feel free to call us with expressions of interest or any questions.

Thank you so much for your time and support of the arts.

Yours sincerely,

Prue & Debbie Gooch  
Directors  
Dance Education Centre



*Proudly Presents*

# *The 'B' Bomb Concert*

*11 & 12 December 2019*

## **ABOUT DEC SHOWS**

Dance Education Centre (DEC) Founder Prue Gooch has been arranging and staging full work ballets for over 30 years, working with both amateur and pro-am works including Giselle, Coppelia, Carmen and Don Quixote. This year, DEC will undertake a full genre production of 'The "B" Bomb Concert' with three performances at Baycourt on the 11<sup>th</sup> and 12<sup>th</sup> of December showcasing ballet, jazz, musical theatre and contemporary dance students and enriching the Performing Arts of the Tauranga community through a professionally choreographed and executed show.

## **EVENT SPONSORSHIP**

'The "B" Bomb Concert' offers sponsors the opportunity to receive maximum value and benefit through exposure to Bay of Plenty families and patrons of the arts alike. We've put together some sponsorship ideas, but as sponsorship is a partnership, we are happy to collaborate on what might work best to ensure maximum return on investment.

Choose from various levels of participation, including:

- Friends of DEC
- Gift Voucher Sponsors
- Line Item Sponsors
- Pay-It-Forward 2020
- Show Sponsors
- Giveaways

### **Friends of DEC**

### **Donation**

Opportunity for friends, old and new, to make a donation of any amount towards the future of the arts through dance. Name will be listed on programme and website.

### **Gift Voucher Sponsors**

### **\$100**

Opportunity to donate 5x \$20 gift voucher for product or service to be promoted at Intermission. These will be placed in programmes at each of the three shows and lucky attendees will find a gift voucher, with as 50-word company description inserted into the programme as well.

## DEC EVENT SPONSORSHIP (cont.)

### Line Item Sponsors **\$150-\$200**

There are many practical show needs with sponsors receiving online, programme & show promotion for providing in-kind or monetary sponsorship.

Tea/Coffee	150	Countdown Bethlehem
Flowers	200	
Move In Lunch	200	
Chocolate Bars for Children x2	200 x2	
Volunteer Event x2	200 x2	
Music Licensing x 2	250 x2	
Equipment Truck x 2	250 x2	

### Pay-It-Forward 2020 **\$250**

Give the gift of the theatre this holiday season! Individual/Family Trust/Corporate sponsorship for deserving underprivileged youth, charitable organisations and other deserving community members to experience the arts. This sponsorship of \$250 allows a school (such as Gate Pa, Greerton, Arataki) or charitable organisation (such as the Salvation Army or Good Neighbour) to choose two individuals and award them a four-pack of tickets to 'The "B" Bomb Concert' as a reward for their contribution. We will be awarding up to 10 four-packs to each school/organisation/community group.

### 6 x Show Sponsors **\$500**

The Show Sponsor will enjoy recognition in all things associated with the Production.

- Corporate logo exposure on pre-show print and online marketing collateral
- Corporate logo recognition in programme
- Corporate logo on event website to include web link and brief company profile
- Thank you announcement during show
- Corporate logo on on-site banner
- Corporate recognition in associated event news releases
- Two complimentary tickets to the show

### 2x Giveaways **Branding**

Contribute 2,000 at-show branded giveaways, starting with a 'B'.

- Corporate logo exposure on pre-show print and online marketing collateral
- Corporate logo recognition in programme
- Corporate logo on event website to include web link and brief company profile
- Thank you announcement during show
- Corporate logo on on-site banner
- Corporate recognition in associated event news releases
- Two complimentary tickets to the show

## CONTACT DETAILS

For more information on these sponsorship opportunities, please contact Debbie Gooch at 027 663 2920 or [debgooch@dec.co.nz](mailto:debgooch@dec.co.nz).