

# *The Claremont Colleges Ballroom Dance Company*

## *SPONSORSHIP HANDBOOK*

*Chris Witt Patron Circle*



Showcase your products, services, and brand to over 5,500 students and faculty of the Claremont Colleges in Southern California by sponsoring The Claremont Colleges Ballroom Dance Company -- the Colleges' six-time national championship competition and performance company.

## *Who is the CCBDC?*

The Claremont Colleges Ballroom Dance Company (CCBDC) is a competitive and performing dancesport company. The CCBDC is made up of nearly 80 dancers from across the five Claremont Colleges and supported by a group of nearly 300 social dancers in classes and associated clubs. Already six-time national collegiate champions, the CCBDC also has a strong focus on giving back to the community, making lessons, performances, and social dancing opportunities accessible to the entire collegiate and local community.

## *Why sponsor the CCBDC?*

### *1. REACHING YOUR AUDIENCE:*

As a company sponsor, your name will reach over 5,500 students and faculty at the Claremont Colleges. With strong relationships across Southern California and even internationally, the CCBDC also attracts dancers and dance-lovers worldwide to our events and performances- extending your promotional efforts far beyond the city of Claremont.

### *2. MEDIA QUALITY:*

Events put on by the CCBDC continue to draw incredible numbers of people for the simple reason that our events are produced with the highest quality in mind. This includes the programs and leaflets distributed at each event. As a sponsor, you can be assured that your business will be presented in the best light with professional quality production alongside the renowned CCBDC name.

### *3. PROFESSIONAL PARTNERSHIP:*

By becoming a Gold, Silver, or Bronze sponsor, you are making a contribution not just to the local and collegiate community, but also to yourself. The CCBDC values its sponsors and promises a mature and long-lasting relationship.

### *4. VALUE:*

By sponsoring the CCBDC, you reach a wide audience and enhance your company's positive exposure. More importantly, you make an impact on our community. The CCBDC commits itself to a community service program, but also relies on that same spirit of contribution from other members of the community to succeed. Your sponsorship helps young dancers achieve their dreams, from buying their first pair of dance shoes all the way to flying to national and international competitions.



**STEP 1: SPONSORSHIP TYPE:**

Please select the type(s) of sponsorship you would like to offer:

- Unspecified funding *(your contribution can be allocated to any company effort)*
- Specified funding *(your contribution will be allocated to the service/trip/need you specify)*
- Service or discount on service
- Gift or discount on gift

**STEP 2: LEVEL OF FUNDING SPONSORSHIP:**

Please select a sponsorship level within the **Chris E. Witt Patron Circle** according to the amount of your financial contribution or value of the service, gift, item or discount you are offering. If you are interested in different contribution levels, you can request further sponsorship options from our Sponsorship Coordinator, Andrew Yeh at <sponsorship@claremontballroom.org>.

- Gold Sponsor (\$5,000.00)  
Gold Sponsors will be given a full page of advertising space in our Claremont Dance Festival and Annual Spring Concert programs. You will be acknowledged along with your level of contribution on both programs and in our newsletter. In addition, your logo will be included on the next Claremont Dance Festival banner, you will be given a complimentary booth to feature your products/services at the Claremont Dance Festival, and you will receive complimentary admission to many events sponsored by the CCBDC.
- Silver Sponsor (\$2,500.00)  
Silver Sponsors will have their company logo featured in our Claremont Dance Festival and Annual Spring Concert programs. You will be acknowledged along with your level of contribution on both programs and in our newsletter. Finally, you will be given a booth to feature your products/services at the Claremont Dance Festival as well as complimentary admission to many events sponsored by the CCBDC.
- Bronze Sponsor (\$1,000.00)  
Bronze Sponsors will be acknowledged along with their level of contribution in the Claremont Dance Festival, Annual Spring Concert program, and newsletter. Bronze Sponsors also receive complimentary admission to many events sponsored by the CCBDC.
- Specified Allocation: \_\_\_\_\_  
All significant contributions specified for particular events, competition routines, performance routines, lessons, or other dance opportunities will result in the sponsor being featured as a benefactor for the event/routine. You may recommend an event not already scheduled on the calendar or a specific type of dance to be featured.

**STEP 3: TERMS AND SIGNATURE:**

With my signature, I or a legal representative, understand and agree to the following terms:

1. Please describe the service, gift, or discount you are providing the CCBDC as well as any particular arrangements made between yourself and the company:  
\_\_\_\_\_  
\_\_\_\_\_
2. The CCBDC reserves the right to refuse any sponsorship.
3. The CCBDC will do its best to accommodate all sponsor requests but reserves the right to refuse any request or media materials.
4. All sponsorships are relevant for 12 months and must be renewed the following year if sponsorship is to continue.
5. Any and all advertising materials will be submitted at least 2 weeks prior to any event or media production in which the advertising is to occur. If a deadline is missed, the CCBDC will do its best to include the materials, but cannot guarantee their use.
6. Advertising materials may be accompanied with design/placement/use suggestions, but final format decisions will be the responsibility of the CCBDC.
7. For all gifts, discounts, and non-financial sponsorship arrangements that do not have a federally defined monetary value, a sponsorship level will be agreed upon prior to any commitment.

\_\_\_\_\_  
Name of sponsor and company name

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of sponsor or legal representative



*BILLING AND CONTACT INFORMATION:*

Sponsor: (name and company) \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_  Email: \_\_\_\_\_  
(Please check preferred method of contact.)

*CUT AND KEEP THIS PORTION FOR YOUR RECORDS:*

**CCBDC**

*Chris Witt Patron Circle Sponsorship*

*TYPE AND VALUE OF SUBMISSION:*

- |   |   |
|---|---|
| <input type="checkbox"/> Gold Funding   | <input type="checkbox"/> Gold Service/Gift/Discount   |
| <input type="checkbox"/> Silver Funding | <input type="checkbox"/> Silver Service/Gift/Discount |
| <input type="checkbox"/> Bronze Funding | <input type="checkbox"/> Bronze Service/Gift/Discount |

*CONTACT INFORMATION:*

Visit our website: [www.claremontballroom.org](http://www.claremontballroom.org)

Please send checks to:

Valérie Whitacre/ CCBDC

1030 Columbia Ave. Box 988

Claremont, CA 91711

Please make checks out to The Claremont Colleges Ballroom Dance Company.

For sponsorship and advertising inquiries please contact:

Andrew Yeh, Sponsorship Coordinator, CCBDC

[sponsorship@claremontballroom.org](mailto:sponsorship@claremontballroom.org)

Valérie Whitacre, Publicity Coordinator, CCBDC

[vwhitacr@scrippscollege.edu](mailto:vwhitacr@scrippscollege.edu)

Asumi Ohgushi, Publicity Coordinator, CCBDC

[aohgushi@scrippscollege.edu](mailto:aohgushi@scrippscollege.edu)

For all other concerns please contact:

Paul Roach, CCBDC Director (Adjunct Faculty, Pomona College)

[paul.roach@pomona.edu](mailto:paul.roach@pomona.edu)