

## 2012 Northern Lights Classic

Dear Northern Lights Classic Supporter,

Thanks to the success of the hit TV series, "Dancing with the Stars" and "So You Think You Can Dance" Ballroom & Latin dancing has become a mainstream phenomenon. The public simply cannot get enough top quality dancing, which is evidenced by the continued popularity of these shows.

Going into our 8<sup>th</sup> year, the Northern Lights Classic (NLC) is Edmonton's only nationally recognized Ballroom & Latin dance competition. Hosted by DanceSport Alberta, the NLC draws top amateur competitors from across Western Canada for a two-day event that showcases competitive Ballroom & Latin dancing in a spectacular fashion!

The Rumba, Waltz, Tango, Foxtrot, Jive, Cha-Cha and many more are performed by competitors embodying beauty, grace and athleticism - a definite pleasure to experience. Our event will be held on February 4<sup>th</sup> & 5<sup>th</sup>, 2012 at the Central Lions Senior Recreation Centre (11113 - 113 Street NW, Edmonton, Alberta).

Daytime events feature a full complement of competitive levels and various entertaining showcases, while evening events include the flagship Alberta Closed Standard and Latin Championships and Edmonton Open Standard and Latin Championships. We highlight the evening of February 4<sup>th</sup> with a spectacular Showcase of Champions!

As a not-for-profit organization, DanceSport Alberta requires the support of passionate community members to take our event to the next level. Attached is a list of sponsorship and advertising opportunities for your consideration. In addition to valuable exposure to an anticipated sell-out crowd of over 600 guests, several of our sponsorship packages include premium seating to this exciting and memorable event.

You will find further information about the Northern Lights Classic at [www.northernlightsclassic.ca](http://www.northernlightsclassic.ca) and the DanceSport Alberta at [www.dancesportalberta.org](http://www.dancesportalberta.org). Should you have any questions, please feel free to contact me.

Thanking you in advance,

Shaylen Naidoo  
Event Director & Chair  
Northern Lights Classic Organizing Committee  
780.990.6976  
[shaylen@northernlightsclassic.ca](mailto:shaylen@northernlightsclassic.ca)  
[www.northernlightsclassic.ca](http://www.northernlightsclassic.ca)

DanceSport Alberta (DSAB) is a non-profit amateur association registered under the *Societies Act of Alberta*. We are the official representative body for competitive amateur dancers within Alberta, Saskatchewan and the North West Territories, as well as a member of the national competitive amateur body, the Canadian Amateur Dance Association (CADA).

## 2012 Sponsorship Packages

### DIAMOND SPONSORSHIP

\$4999.00

- Event titled as "The <Sponsor Name> Northern Lights Classic"
- 2-day front row seating for sixteen (16) – (8 on floor, 8 on front row riser)
- Sponsor provided banner(s) displayed prominently throughout the event
- Title logo and name integrated into Event Program cover
- Title logo and name integrated into Event Poster
- Full page (8"x10.5") colour advert on back outside cover of Event Program
- Logo and name integrated into seat tags in all sections (over 440 seats)
- Logo and name printed on all event tickets (over 1300 tickets)
- Logo and name included in press releases
- Staffed vendor booth for 2 days
- Numerous announcements by the MC throughout the event
- Title logo and name with hyperlinks on the NLC Sponsor page
- Top banner logo on DSAB's monthly email newsletter, the Pivotal Times <sup>1</sup>
- Top banner logo on NLC's email newsletter <sup>1</sup>
- Logo prominently displayed on Facebook
- Full page (8"x10.5") colour advert in DSAB Handbook for following year <sup>2</sup>
- Sixteen (16) tickets to DSAB's Edmonton Fundraiser

### PLATINUM SPONSORSHIP

\$1499.00

- 2-day front row seating for eight (8) – (4 on floor, 4 on front row riser)
- Sponsor provided banner displayed at main entrance
- Large logo on Event Program cover
- Large logo on Event Poster
- Full page (8"x10.5") colour advert on Front Inside cover of Event Program
- Logo and name integrated into seat tags in 2 sections (~150 seats)
- Logo and name included in press releases
- Staffed vendor booth for 2 days
- Large logo and name with hyperlinks on the NLC Sponsor page
- Bottom banner logo on DSAB's monthly email newsletter, the Pivotal Times <sup>1</sup>
- Bottom banner logo on NLC's email newsletter <sup>1</sup>
- Full page B&W advert in DSAB Handbook for following year <sup>2</sup>
- Promotion by the MC throughout the event (~4 times per day)
- Eight (8) tickets to DSAB's Edmonton Fundraiser

### GOLD SPONSORSHIP

\$699.00

- 2-day front row seating for four (4)
- Medium logo on Event Program cover
- Medium logo on Event Poster
- Full page (8"x10.5") colour advert in Event Program

<sup>1</sup> The Pivotal Times and NLC Newsletter enjoys a circulation of approximately 300 subscribers.

<sup>2</sup> The DSAB Handbook enjoys a circulation of approximately 250 members

While every effort is made to ensure that this document is accurate, errors occur and the Northern Lights Classic reserves the right to update, change or otherwise correct this document without notice. In the case of changes or corrections, the Northern Lights class may choose to substitute a benefit of comparable value to preserve value to our generous supporters.

# Edmonton's Premiere Ballroom & Latin Dance Competition

- Logo and name included in press releases
- One "promotional" vendor booth for 2 days
- Medium logo and name with hyperlinks on the NLC Sponsor page
- Promotion by the MC throughout the event (~4 times per day)
- Four (4) tickets to DSAB's Edmonton Fundraiser

## SILVER SPONSORSHIP

\$399.00

- 2-day front row riser seating for two (2)
- Small logo on Event Program cover
- Small logo on Event Poster
- Half page (8"x5.25") colour advert in Event Program
- Logo and name included in press releases
- One "promotional" vendor booth for 2 days
- Small logo and name with hyperlinks on the NLC Sponsor page
- Promotion by the MC throughout the event (~2 times per day)
- Two (2) tickets to DSAB's Edmonton Fundraiser

## BRONZE SPONSORSHIP

\$299.00

- 2-day front row riser seating for two (2)
- Small logo on Event Program cover
- Small logo on Event Poster
- Quarter page (4"x5.25") colour advert in Event Program
- Small logo and name with hyperlinks on the NLC Sponsor page
- Promotion by the MC throughout the event (~2 times per day)
- Two (2) tickets to DSAB's Edmonton Fundraiser

## OFFICIAL HOTEL / CAR RENTAL / MUSIC PROVIDER SPONSORSHIP

\$399.00 ea.

- 2-day front row riser seating for two (2)
- Medium logo on Event Program cover
- Medium logo on Event Poster
- Quarter page (4"x5.25") colour advert in Event Program
- One "promotional" vendor booth for 2 days
- Medium logo and name with hyperlinks on the NLC Sponsor page
- Promotion by the MC throughout the event (~2 times per day)
- Small Logo displayed on Facebook
- Two (2) tickets to DSAB's Edmonton Fundraiser

## EVENT AWARDS

Top Alberta Syllabus Couple Scholarships \$100.00 per event

- Sponsor's choice of available events
- Scholarship donation and presentation
- Small logo and name with hyperlinks on the NLC Sponsor page
- Promotion by the MC during award presentation and as time permits during the event

Edmonton Open Finalists Scholarships \$200.00 per event

- Sponsor's choice of available title events

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# Edmonton's Premiere Ballroom & Latin Dance Competition

- Scholarship donation and presentation
- Medium logo and name with hyperlinks on the NLC Sponsor page
- Promotion by the MC during award presentation and as time permits during the event

Edmonton Open Champion Scholarships \$300.00 per event

- Sponsor's choice of available title events
- Scholarship donation and presentation
- Large logo and name with hyperlinks on the NLC Sponsor page
- Quarter page (4"x5.25") colour advert in Event Program
- Promotion by the MC during award presentation and as time permits during the event

**TROPHY SPONSOR\*** (Cost of Trophy)

- Sponsors choice of trophy for available events
- Personal or company name emblazoned on trophy nameplate
- Personal presentation of the trophy to the event winner
- Small logo and name with hyperlinks on the NLC Sponsor page
- Promotion by the MC during trophy presentation and as time permits during the event

*\*Trophy term limitations apply, please contact us for details*

**VENDOR BOOTH** \$200.00

- Staffed Vendor Booth for two (2) days
- One (1) – 6' x 2.5' skirted table, with one power outlet
- Small logo and name with hyperlinks on the NLC Sponsor page
- Accommodation for two (2) booth personnel

**PROMOTIONAL VENDOR BOOTH** \$75.00

- Un-staffed Vendor Booth for two (2) days
- One (1) – 3' x 2.5' skirted table
- Small logo and name with hyperlinks on the NLC Sponsor page

**SYLLABUS MEDAL SPONSOR** \$25.00

- Sponsors choice of available events
- Promotion by the MC during trophy presentation

**FRIENDS OF NORTHERN LIGHTS CLASSIC** (Donated Amount)

Donations made to the Northern Lights Classic that do not fall under any of the previous packages will be recognized as "Friends of Northern Lights Classic". There is no set amount for the donation.

- Small logo and name with hyperlinks on the NLC Sponsor page

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## 2012 Program Advertisement Rates

The Northern Lights Classic endeavours to provide you with the best possible reproduction of your advertisement. To assist us, please pay special attention the following specifications.

|                    | Safe Area   | Size w/ Bleeds <sup>1</sup> | Size w/o Bleeds <sup>2</sup> | Price           |
|--------------------|-------------|-----------------------------|------------------------------|-----------------|
| Front Inside Cover | 8" x 10.5"  | 8.75" x 11.25"              | 8" x 10.5"                   | <b>\$250.00</b> |
| Back Inside Cover  | 8" x 10.5"  | 8.75" x 11.25"              | 8" x 10.5"                   | <b>\$225.00</b> |
| Full Page          | 8" x 10.5"  | 8.75" x 11.25"              | 8" x 10.5"                   | <b>\$175.00</b> |
| Half Page          | 8" x 4.875" | 8.75" x 5.625"              | 8" x 5.125"                  | <b>\$95.00</b>  |
| Quarter Page       | 4" x 4.875" | 4.75" x 5.625"              | 4" x 5.125"                  | <b>\$75.00</b>  |

### PROGRAM AD SPECIFICATIONS

- All advertisements will be in colour, all other program pages are in black & white (grayscale)
- Colour ads must be submitted in CMYK colour space, files submitted in RGB will result in extreme colour shifts
- Electronic files only (**high-res PDF preferred**). We are unable to accept the following formats: MS PowerPoint, MS Publisher, Corel, etc.
- Ads must be print ready
- Finished Event Program size will be approximately 8.5" x 11" and is coil bound
- Bleeds (printing to page edge) can be accommodated see info at bottom
- Files must be high resolution (300 dpi for images, 1200 dpi for text and line art)
- Images taken from websites are typically 72 dpi and not high enough quality for print

### WITH Bleeds<sup>1</sup>

Your final file dimensions must include 1/8" bleed on all sides and maintain a 1/4" safety-zone for all critical information with a 1/2" safety recommended for bound edge).

### WITHOUT Bleeds<sup>2</sup>

Your final file dimensions should be as noted in the table above.

Email your advertisement to Brian Chan at [advertise@northernlightsclassic.ca](mailto:advertise@northernlightsclassic.ca)

Please make all cheques payable to "DanceSport Alberta" and mail to:

#322, 4831 104A Street NW  
Edmonton, AB  
T6H 0R5

Advertising deadline is **Friday January 20, 2012**

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