

ANNOUNCING SAN DIEGO'S FIRST
AUGUST DANCE AWARENESS MONTH INITIATIVE

presented by



FACT SHEET

SYNOPSIS Dance San Diego Magazine and Mina Communications (DSD & M) are presenting San Diego's first citywide August Dance Awareness Month initiative (ADAM) this August 2008. Public Relations efforts to promote the initiative are currently underway and sponsorship opportunities are available.

MISSION To create more dialogue in the local dance community, educate the public about the various challenges that exist in the dance community, and help stimulate year-round dance performance patronage.

ISSUES The following issues will be addressed to the media, corporate & philanthropic community, and local & state government via news releases, newsletters, and public forums.

- Specific funding needs in the San Diego dance community
- Patronage challenges
- Concerns about the infrequency of media coverage
- Performance venue limitations
- Other art forms major funders primarily support as patrons, members, and donors
- The large sums of financial contributions made toward other art forms in the city of San Diego

AUGUST EVENTS (celebrity dance artists will be invited to various August events)

- Inauguration Party
- Dance film presentations ("A Chorus Line" and others)
- In-studio performances at various dance companies
- Free dance classes at various dance companies/schools
- Celebrate Dance Festival (CDF) in Balboa Park Fri. 8/22 from 6pm - 10pm, Sat. 8/23 from 10am - 10pm, and Sun. 8/24 from 10am - 10pm

SPONSORSHIP OPPORTUNITIES The ADAM campaign/initiative is in need of sponsors to help fund the cost of promoting this significant effort and the Celebrate Dance Festival. Sponsorship levels range from \$100-\$20,000, all of which are 100% Tax Deductible through our Fiscal Receiver "The Celebrate Dance Festival" (Tax ID # 33-0663876). To review a detailed list of benefits by sponsor level, visit www.minacommunications.com, then select the "Sponsorships" tab to download documents.

BENEFITS Sponsors will receive excellent branding exposure through the following media outlets: weekly/daily newspapers, online media, magazines, TV and radio, flyers, banners, direct mail, email blasts, video loop advertising at the CDF, web postings with direct links, logo imprints on 2008 ADAM t-shirts and 2009 Dance Awareness calendars, news releases, and newsletters. Advertising Media Plans are available upon request. Benefits will vary by sponsorship level.

GIFTS For your contribution, the following gifts will be presented. Gifts will vary by sponsorship level.

- Dance Performance Tickets & Certificates for Dance Classes
- 2008 Dance Awareness T-shirts and 2009 Dance Awareness Calendars
- Dance SD Magazine Subscription & Tank Top
- Dance SD Magazine Advertising Discount & Performance Ticket Discounts. Visit www.dance-sandiego.com to learn more about the publication.

To inquire about sponsorships, contact Jasmine Rios, Consultant & Proprietor, Mina Communications, 6204 Caminito Marcial, SD CA 92111, 619.851.3920, minacommunications@gmail.com, www.minacommunications.com