

Sponsorship Opportunities



The Event

Every year, more than 1000 highland dancers from across Canada, the United States, and around the world gather at the **ScotDance Canada Championship Series**, a five-day competitive event that includes the annual Canadian Championship. The dancers, ranging from ages 4-30, are committed athletic dancers, anxious to perform on a national stage with the best competitors from around the world. The event will be held in Saskatoon in July 7-11, 2010.

Competitive highland dancing is an art form and a sport that combines technique, swift execution of movement, agility, and strength. It is based upon the Scottish traditional dance form that has been passed down from our Scottish ancestors.

The Opportunity

Sponsors of this growing annual event reach a captive audience of dancers and their families, an audience that reaches upwards of 3000 people throughout the five-day event. Dancers are predominantly Canadian; however, there is a contingent of international competitors as well.

As this annual event alternates between eastern and western Canadian locations, audience members have demonstrated a willingness to travel great distances with their families and are committed to supporting the competitive dreams of their children or other loved ones.

The Return

Sponsorship of the ScotDance Canada Championship Series provides your organization with unique access to this motivated and committed audience. By supporting competitive highland dance, you are speaking directly to hundreds and hundreds of Saskatchewan and Canadian families who care deeply about both Scottish tradition and its modern incarnations.

Sponsor benefits and recognition options include exhibit booths, advertisements, signage, and weblinks. Each sponsorship opportunity is a comprehensive marketing package designed to maximize your organization's visibility and expand your client base.

Sponsorship Levels

Supporter	\$100 - \$499	Silver Medal	\$2,500 - \$4,999
Merit Award	\$500 - \$999	Gold Medal	\$5,000 - \$7,499
Bronze Medal	\$1,000 - \$2,499	Crystal Sponsor	\$7,500 - \$9,999

*To further explore these exciting sponsorship opportunities, please contact **Kerilyn Voigt** at 306-664-1056 or kerilyn@gmail.com.*

Sponsor benefits and recognition

Crystal Sponsor - \$7,500-\$9,999

3 opportunities available

- Prominent billing in all print materials and signage, prior to and during the event
- Signage on sponsor board
- Four audio spots per day
- Sponsorship mention in Public Service Announcements
- Full-page ad in the souvenir program
- Acknowledgement and promotional material in competitors' "welcome bags"
- Acknowledgement on the www.scotdancecanada.com/SDCCS2010 website
- 8 VIP passes to the Opening Ceremonies
- 8 VIP passes to the 5 days of competition
- Official Sponsor certificate
- Tax receipt

Gold Medal Sponsor - \$5,000-\$7,499

Five opportunities available

- Signage on sponsor board
- Three audio spots per day
- Half-page ad in the souvenir program
- Sponsorship acknowledgement in the competitors' "welcome bags"
- Acknowledgement on the www.scotdancecanada.com/SDCCS2010 website
- 8 VIP passes to the Opening Ceremonies
- 8 VIP passes to the 5 days of competition
- Official Sponsor certificate
- Tax receipt

Silver Medal Sponsor - \$2,500-\$4,999

- Signage on sponsor board
- Two audio spots per day
- Quarter-page ad in the souvenir program
- Sponsorship acknowledgement in the competitors' "welcome bags"
- Acknowledgement on the www.scotdancecanada.com/SDCCS2010 website
- 4 VIP passes to the Opening Ceremonies
- 4 VIP passes to the 5 days of competition
- Official Sponsor certificate
- Tax receipt

Bronze Medal Sponsor - \$1,000-\$2,499

- Signage on sponsor board
- Two audio spots per day
- Business card-size ad in the souvenir program
- Sponsorship acknowledgement in the competitors' "welcome bags"
- Acknowledgement on the www.scotdancecanada.com/SDCCS2010 website
- 2 VIP passes to the Opening Ceremonies
- 2 VIP passes to the 5 days of competition
- Official Sponsor certificate
- Tax receipt

Merit Award Sponsor - \$500-\$999

- One audio spot per day
- Name acknowledgement in the souvenir program
- Sponsorship acknowledgement in the competitors' "welcome bags"
- Acknowledgement on the www.scotdancecanada.com/SDCCS2010 website
- Official Sponsor certificate
- Tax receipt

Supporter Sponsor - \$100-\$499

- Name acknowledgement in the souvenir program
- Sponsorship acknowledgement in the competitors' "welcome bags"
- Acknowledgement on the www.scotdancecanada.com/SDCCS2010 website
- Official Sponsor certificate
- Tax receipt

About ScotDance Canada

Recognizing the need for a national body to oversee the continuity of the 'Canadian Inter-Provincial Championships,' ScotDance Canada (Scottish Cultural Organization for Traditional Dance in Canada) was formed in July 1987 in Regina, Saskatchewan, with its Constitution receiving formal acceptance in Hamilton, Ontario in July, 1988. Since November 1990, ScotDance Canada has been an Affiliated Member of the Scottish Official Board of Highland Dancing (SOBHD) and has acted as the Registration Agent for Canadian dancers and competition organizers participating in the Worldwide Registration System since January, 1994. In January, 1996, the SOBHD recognized ScotDance Canada as the principal organization and means of communication with the SOBHD in Canada.

ScotDance Canada Association was granted Incorporation Status under the Canada Corporations Act by the Minister of Industry Canada on January 24, 1994, and in 1995 received Charitable Status designation.

For more information about ScotDance Canada you can visit www.scotdancecanada.ca and for more information about the ScotDance Canada Championship Series 2010 in Saskatoon you can visit www.scotdancecanada.com/SDCCS2010 .



Corporate Sponsorship Form

Company: _____				
Contact Name: _____				
Address: _____				
No.	Street	City	Prov/State	Postal Code/Zip Code
Tel. #: (_____) _____ Fax #: (_____) _____				
E-Mail: _____				

Please check the level of Corporate Sponsorship requested.

Supporter \$100 - \$499

Merit Award \$500 - \$999

Bronze Medal \$1,000 - \$2,499

Silver Medal \$2,500 - \$4,999

Gold Medal \$5000 - \$7,499

Crystal Sponsor \$7,500 - \$9999

Please make cheque or money order (*in Canadian funds*) payable to "SDCCS 2010" and forward with completed form by April 1st, 2010 to:

**SDCCS 2010 Organizing Committee
c/o Kerilyn Voigt
126 Davidson Cres
Saskatoon, SK S7L 4A3**