



# 2009 Sponsorship Kit



[www.OutreachThroughDance.com](http://www.OutreachThroughDance.com)

Outreach Through Dance

PO BOX 16834

San Diego, CA 92176

Nick Keomahavong

[n.keomahavong@outreachthroughdance.com](mailto:n.keomahavong@outreachthroughdance.com)

(858) 761-4613



[Recipient's address]

April 4, 2009

Dear [sponsorship representative's name:]

Outreach Through Dance is a production company that produces dance showcases such as "Dance For A Wish" in hopes of raising money for various non-profit, research and charitable organizations in San Diego.

Dancers from Mesa College, Grossmont College, local dance companies and various studios throughout San Diego and Los Angeles are coming together to participate in this year's dance production called "Dance For A Wish" to benefit the Make-A-Wish Foundation® of San Diego. Our goal is to raise enough funds to sponsor a wish of a child. The "Dance For A Wish" showcase will feature a wide variety of hip hop and contemporary dances. Each piece will convey a different message of hope, strength, love and passion. "Dance For A Wish" will be the benchmark and an example for future dance productions.

Please take a moment to review the valuable information included in this press kit. I'm sure you'll agree that "Dance For A Wish" or any other event Outreach Through Dance produces must continue from year to year because each show will reach a bigger audience, support more businesses in San Diego and thus will affect a greater number of charitable organizations.

Thank you for your time and your interest.

Best regards,

Nick Keomahavong  
Marketing/Public Relations Director  
Outreach Through Dance  
PO BOX 16834  
San Diego, CA 92176  
n.keomahavong@outreachthroughdance.com  
Cell: (858) 761-461



Dance For A Wish  
*Presented by Outreach Through Dance*  
*Benefiting the Make-A-Wish Foundation®*

## **Mission Statement**

### Who We Are

Outreach Through Dance is a charitable dance production company that raises funds by producing dance showcases to benefit charitable organizations in San Diego. Our goal is to reach out to the community to show the power of giving.

### What We Do

Outreach Through Dance is a production company that produces dance showcases such as “Dance For A Wish” to raise money for various non-profit, research and charitable organizations in San Diego. Dancers from local colleges and universities, dance companies and dance studios are recruited to participate in a special evening of dance in the spirit of giving. Currently, Outreach Through Dance is producing an event called “Dance For A Wish” to raise enough funds to sponsor a Make-A-Wish Child. Funds typically come from local businesses, private donations and contributions from the community. The “Dance For A Wish” showcase will feature a wide variety of hip hop and contemporary dances. Each piece will convey a different message of hope, strength, love and passion. “Dance For A Wish” will be the benchmark and an example for future dance showcases.

### What We Believe

Outreach Through Dance, a valuable community resource, believes in preserving the arts, educating, promoting awareness and providing positive role models for the community. Through the power of dance, our organization conveys to people of all ages, ethnicities and backgrounds the message of hope, strength, positivity, joy and the power of giving.

## **KEY PERSONNEL**

### ***Melissa Adao – Artistic Director, Founder/CEO***

Melissa Adao is known for her energetic performances. Melissa has danced with Unity Dance Ensemble, Urban FX, and Super Galactic Beat Manipulators. Professionally, she has worked with Lisa "Left Eye" Lopes, Andy Dick, Athena Cage, and appeared on the Nickelodeon series, "Taina" just to name a few. She also performed with the rock group No Doubt, during the Super Bowl Halftime Show. She has taught and performed internationally in Zurich, Switzerland for the Culture Shock Summer Workshop Series and in Qatar. Melissa received a B.A. degree in dance from San Diego State University. She currently teaches hip hop at Grossmont and Mesa Community College.

### ***Nick Keomahavong – Marketing/Public Relations Director***

Nick Keomahavong is a jazz and hip-hop dancer. His credits include: dancing with the World Renown Culture Shock San Diego Dance, Formality, Urban FX, SuperGalactic Beat Manipulators, Funkanometry SD, Mesa College and Sea World. Besides working as the Marketing/Public Relations Director for Outreach through Dance, Nick is a top Realtor with Prudential California Realty, a Childcare Worker at San Pasqual Academy, and is currently pursuing his masters in counseling: marriage and family therapist program. His goal is to one day become a motivational speaker and is working on authoring his first book.

### ***Sara Orbita – Executive Director***

Sara is the head coach, founder and director of the CCHS/Uni Dance Team in San Diego. Her dancing credits include: San Diego Ballet conservatory, San Diego Dance Centre, TS Body Arts, Academy of Performing Arts, back up dancer for local artists, MTV Productions: NSync's Becoming, Mesa Dance company, 220, UFX, Mel7, NYR, and Disney. Sara has choreographed for numerous high schools up and down the California Coast and charitable organizations such as MADCAPS. Sara graduated from San Diego State University and is currently attending National University in pursuit of her teaching credential and masters in Special Education.

### ***Desiree Navadeh – Associate Director***

Desiree, a native San Diegan, has dance with companies such as; Culture Shock San Diego, Super Galactic Beat Manipulators and Rejects. She is currently a back up dancer for singer Ashley Robles with UrbanFX management. Desiree earned a BS in Biology from UCSD but thrives most off the business behind arts and entertainment. She co-produced the urban dance shows "Grassroots" and "One For Gee," worked as an assistant to Jabbawoockeez LLC, held a PR internship with fashion designer Cristiane Valdez, and currently works as part of the executive team for Comedyprofessionals, a comedy entertainment powerhouse.



## **Dance For A Wish Showcase**

*Presented by Outreach Through Dance  
Benefiting the Make-A-Wish Foundation® of San Diego*

### *Sponsorship Opportunities*

#### **Platinum Sponsor - \$10,000 plus**

- ✚ Sponsor name and logo on Step and Repeat backdrop
- ✚ Recognition as Platinum Sponsor by Master of Ceremony
- ✚ VIP reception prior to show and meet and greet with dancers
- ✚ VIP tickets/seating for 10 company representatives
- ✚ Video commercial of business will be displayed prior to and after showcase
- ✚ Sponsor name is lead-off in media and press communications
- ✚ Company signage in registration area and on entertainment stage
- ✚ Full page ad in event program
- ✚ Logo and hyperlink on Outreach Through Dance website
- ✚ Logo on event invitation and flyer
- ✚ Swag bags for company representatives

#### **Gold Sponsor - \$5,000**

- ✚ Company signage in registration area and on entertainment stage
- ✚ Half page ad in event program
- ✚ Recognition as Gold Sponsor by Master of Ceremony
- ✚ Logo and website will be displayed on video projector prior to and after showcase
- ✚ Logo and hyperlink on Outreach Through Dance website
- ✚ Logo on event invitation and flyer
- ✚ VIP tickets/seating for 4 company representatives
- ✚ Swag bags for company representatives

#### **Silver Sponsor - \$1,000**

- ✚ Company logo and name in event program
- ✚ Recognition as Silver Sponsor by Master of Ceremony
- ✚ Logo and hyperlink on Outreach Through Dance website
- ✚ Logo on event invitation and flyer
- ✚ VIP tickets/seating for 2 company representatives
- ✚ Swag bags for company representatives
- ✚ Logo will be displayed on video projector prior to and after showcase



**SPECIAL EVENT PROPOSAL  
AND LICENSE AGREEMENT**

Outreach Through Dance appreciates your interest in sponsoring our event. Please fill out this agreement form and indicate your acceptance of the terms and conditions herein by returning a signed copy to us. If the proposal is approved, we will send you a fully signed copy, at which time memorializing our agreement. Our fundamental approach to business is that there is no substitute for a close client relationship. We anticipate an ongoing dialogue with you and your colleagues toward making your Outreach Through Dance experience an unforgettable and unmitigated success for your products, your services and your brand-imagery.

**Sponsor Information**

Sponsor: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax \_\_\_\_\_ E-mail: \_\_\_\_\_

Name of contact person: \_\_\_\_\_ Phone: \_\_\_\_\_

**Check Dance For A Cause Event:**

Dance-For-A-Wish       Dance-For-A-Dream       Dance-For-The-Arts

**Check Sponsorship Level:**

Platinum Sponsor \$ \_\_\_\_\_

Gold Sponsor \$ \_\_\_\_\_

Silver Sponsor \$ \_\_\_\_\_

Product Sponsor (\*Describe product) \_\_\_\_\_

\*\*\*Make checks payable to Outreach Through Dance. 40% will go directly to the Make-A-Wish Foundation. Your generosity will help with our continued success of raising money towards sponsoring a child. Contributions going directly towards the Make-A-Wish Foundation® are tax deductible. Please fill out this form and mail to PO BOX 16834, San Diego, CA 92176. Letters will be sent for all contributions \$500 or greater. For questions or information, please contact Nick Keomahavong at n.keomahavong@OutreachThroughDance.com.

Proposed by: Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature of authorized representative of sponsor*

Approved by: Signature: \_\_\_\_\_ Date: \_\_\_\_\_  
*Signature of representative of Outreach Through Dance*

By signing above you agree that you have read, understand and accept the conditions of this contract.