



Virtual
Mid Atlantic
Dance Classic 2021



Sponsor Guide



About MidAtlantic Dance Classic

In this unusual time in our history, the 2021 Virtual MidAtlantic Dance Classic has been launched to create opportunities for health and wellness through dance. <https://midatlanticdanceclassic.com/virtual-2021>
The country dance contests will include ProAm (Teacher/Student), AmAm Couples (Amateur/Amateur), and Line Dance based on the UCWDC® Rules, Line Dances, Scoring Procedures and Judging Procedures (ucwdc.org).
The ballroom session will offer American Smooth and Rhythm ProAm and AmAm with rules similar to the National Dance Council of America (<https://www.ndca.org/>).



The UCWDC represents 42 dance events including the Country Dance World Championships and over 2000 members in 25 countries. ProAm and AmAm Couples dances include: Triple Two, Polka, Night Club Two Step, Cha-cha, Waltz, East Coast Swing and West Coast Swing.

We are also excited to offer a ballroom session - American Rhythm and Smooth. The following dances will be offered in various skill and age levels.

- ❖ American Smooth: Waltz, Foxtrot, Tango and Viennese Waltz.
- ❖ American Rhythm: Cha -Cha, Rumba, East Coast Swing, Bolero, Mambo



MidAtlantic Dance Classic has been a fully sanctioned UCWDC event and Country Dance World Championship qualifier since 2010. Since March 2020, all regional events and eventually the 2021 Country Dance World Championships were cancelled. A new dance season every January 15th, and the circuit has already seen several events cancelled due to the pandemic. Virtual events have not been sanctioned as of yet (Next council meeting is February 2021). Based on the nature of our in-person events, we cannot adhere to our Virginia venue's requirement for social distancing protocols for 2021. However, instead of cancellation and in response to many requests from the dance community, the virtual edition of our event has been launched! Using the online platform, we can get our community dancing again!

MidAtlantic Dance Classic will stream **April 30 – May 2, 2021**. The schedule will be adjusted based on dance entries received and the dance workshop schedule. The minimum stream would be 1 day, and the maximum would be 3 days.

We are hopeful to be back to in person events next year. We invite you to join us again next year **April 29 – May 1, 2022** at the Westin Washington Dulles in Herndon, Virginia!



How We Market You!

2021 Virtual MidAtlantic Dance Classic will be promoting sponsors through the following channels prior to the event stream:

- Facebook posts on the MDC event page and group
- Facebook targeted paid advertising
- Instagram posts
- Targeted emails to dance community
- Additional channels of advertising through other dance organizations
- Featured on the MDC website
- Additional resources as they become available



The online platform allows amazing opportunities for reaching consumers. Based on sponsorship levels, these opportunities will be available during the streaming weekend:

- Ad space in event program
- Full screen ads during the stream (Photo or video)
- Sponsored intros to sessions
- Recognition during the live awards sessions

Mid Atlantic Dance Classic



History In
The Making

2021 Program of Events

**ADVERTISE
HERE!**

Congratulations Competitors!

The event program will be available for download from the event website and promoted before, during and after the streaming weekend.
Premium ad spots available!

Sponsorship Levels



Virtual MidAtlantic Dance Classic 2021 Sponsorship Levels

	Bronze \$100	Silver \$250	Gold \$500	Platinum \$1000
Featured on Sponsor webpage	✓	✓	✓	✓
Media post announcing sponsorship		✓	✓	✓
Media post in conjunction with other sponsors		✓	✓	✓
Ad in event program (online/PDF)		Quarter Page	Half Page	Whole Page
Commercial during event stream*			15 second spot	30 second spot
Scholarship awarded in your name				✓

* Commercial must be provided by the sponsor, referrals for video creation available upon request

Bronze \$100USD

- ✓ Recognition on the event sponsor page with a link to your website
- ✓ Contributor name published in event program
- ✓ Optional: Prize donation for competitor prize lottery or a division*

Silver \$250USD

- ✓ Recognition on the event sponsor page with a link to your website or social media
- ✓ Contributor name published in event program
- ✓ Social media post announcing your sponsorship
- ✓ 2 additional posts in conjunction with other sponsors (min)
- ✓ Quarter page ad in event program
- ✓ Optional: Prize donation for competitor prize lottery or a specified division*

Gold \$500usd

- ✓ Recognition on the event sponsor page with a link to your website or social media
- ✓ Social media post announcing your sponsorship
- ✓ 3 additional posts in conjunction with other sponsors (min)
- ✓ Half page ad in event program
- ✓ 15 second commercial played daily during event stream
- ✓ Optional: Prize donation for competitor prize lottery or a specified division*

Platinum \$1000usd

- ✓ Recognition on the event sponsor page with a link to your website or social media
- ✓ Social media post announcing your sponsorship
- ✓ 3 additional posts in conjunction with other sponsors (min)
- ✓ Full page ad in event program
- ✓ 30 second commercial played daily during event stream
- ✓ Optional: Prize donation for competitor prize lottery or a specified division*

* Scholarships and prizes will be awarded live during the event stream. Each dance entry is a chance for a competitor to win a scholarship or prize at random. You can choose to specify a division/age/gender for a scholarship to the overall winner, Prize donations will create another opportunity for advertising through the event promotion announcing prizes available and the session your prize is awarded. We will provide you with the name and email/ mailing address of the winner after the streaming weekend has concluded for distribution or you can send it to the event mailing address provided on the last page of this document.

If you need assistance creating a commercial, please contact Ceci Torres, Sponsorship Coordinator for vendor recommendations.

Additional opportunities!

Please contact us via phone if you are interested in:

- ❖ Premium ad space in the event program
- ❖ Pre-event interviews
- ❖ Guest Emcee for session introductions



Sponsorship Form

Sponsor Name

Web URL

Contact Name

Mailing Address

Phone

Signature _____

Please indicate your sponsorship level:

Bronze \$100

Silver \$250

Gold \$500

Platinum \$1000

Additional advertising

Optional prize description:



Sponsorship Payments:

Please make checks payable to **MidAtlantic Dance Classic, LLC**.

Our mailing address:

MidAtlantic Dance Classic, LLC
721 Slater Mill Ct
Marietta, GA 30068

Please email the following attachments with your completed sponsor form:

- ✓ Sponsor logo with transparent background (gif or jpg)
- ✓ Program ad graphic for Silver Gold and Platinum level sponsors (vertical orientation for ¼ and whole pages, horizontal for ½ pages)
- ✓ Commercial for Gold and Platinum level sponsors based on time allotment (Gold 15 seconds, Platinum 30 seconds) in MP4 format.

Contact Information:

Sponsor Coordinator – Ceci Torres (c) 407-624-2939

(e) tangowithceci@gmail.com

Event Director – Jennifer Egl (c) 678-612-7642

(e) jennifer@midatlanticdanceclassic.com

<https://midatlanticdanceclassic.com/virtual-2021>



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