



Business Sponsorship Levels, Opportunities and Benefits

77th NSDC (a 501(c)(3) organization): Designed to business contributions or fund-raising events, boost visibility, and celebrate their role in preserving the square dance tradition.

VIP Sponsor \$30,000 (only one available)

- Recognition as an exclusive VIP Sponsor for the Wednesday night Dinner and Entertainment program
- Dance Hall naming opportunity
- VIP Table for Wednesday night dinner
- Recognition as VIP Sponsor on all convention materials for the entire convention
- Recognition Signage in Convention Center Screens, Main Dance Hall and Lobby
- Recognition at all major events during convention: Opening Session, Keynote Address, Parade of States, Closing Session
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Full page in Monthly e-magazine (up to 12 months) and Program Book
- Invited to speak at Opening and Closing sessions
- Brand literature/coupons included in dancer's welcome bag
- Endorsed by General Chairman team in preceding two-year event tours

Presenting Sponsor \$20,000

- Recognition as Presenting Sponsor on all convention materials for the entire convention
- Dance Hall naming opportunity
- Recognition Signage in Convention Center Screens, Main Dance Hall and Lobby
- Recognition at all major events during convention: Opening Session, Keynote Address, Parade of States, Closing Session
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Full page in Monthly e-magazine (up to 12 months) and Program Book
- Invited to participate in Wednesday Night Dinner, Opening and Closing sessions
- Brand literature/coupons included in dancer's welcome bag
- Endorsed by General Chairman team in preceding two-year event tours

Live Band Sponsor \$10,000

- Recognition as Live Band Sponsor and introduce performance
- Dance Hall naming opportunity
- Signage in Live Band Dance Hall and at Registration Area
- Recognition at all major events during convention: Opening Session, Keynote Address, Parade of States, Closing Session
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Full page in Monthly e-magazine (up to 6 months) and Souvenir Program Book
- Brand literature/coupons included in dancer's welcome bag
- Invited to participate in Wednesday Night Dinner, Opening and Closing sessions
- Endorsed by General Chairman team in preceding two-year event tours



Platinum \$5,000

- Recognition as Platinum Sponsor
- Signage in sponsored area and at Registration area
- Recognition at all major events during convention: Opening Session, Keynote Address, Parade of States, Closing Session
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Full page in Monthly e-magazine (up to 6 months) and Program Book
- Invited to participate in Wednesday Night Dinner, Opening and Closing sessions
- Endorsed by General Chairman team in preceding two-year event tours
- Level 2 Dance Hall Sponsorship

Gold \$2,500

- Recognition Gold Sponsor
- Signage in sponsored area and at Registration area
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Two-thirds page in Monthly e-magazine (up to 6 months) and Program Book
- Invited to participate in Wednesday Night Dinner, Opening and Closing sessions
- Level 3 Dance Hall Sponsorship

Silver \$1,500

- Recognition as Silver Sponsor
- Signage in sponsored area and at Registration area
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Half page in Monthly e-magazine (up to 6 months) and Program Book
- Invited to attend the Wednesday Night Dinner, Opening and Closing sessions
- Room or Dance Hall Sponsorship

Bronze \$1,000

- Recognition as Bronze Sponsor
- Signage in sponsored area and at Registration area
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Quarter page in Monthly e-magazine (up to 6 months) and Program Book
- Invited to attend the Wednesday Night Dinner, Opening and Closing sessions
- Room or Dance Hall Sponsorship

Partners \$500 And Under

- Listed on Registration area signage as a Partner and Friend of the 77 NSDC
- Marketing presence on Facebook, Instagram, Emails, Banner, Signage
- Business card size ad in Monthly e-magazine (up to 6 months) and Program Book
- Invited to attend the Wednesday Night Dinner, Opening and Closing sessions