



AMMENA DANCE COMPANY

315 10 Street South, Lethbridge, AB T1J 2M7

December 7, 2022

www.ammenadanceco.com

Warmest Greetings!

Ammena Dance Company was founded in Lethbridge in 2004 by the lovely and talented Lise-Anne Talhami. Her dream was to bring the community together through dance. Ammena Dance Company was founded on two principles; atmosphere and attitude. Ammena is a home away from home and a second family for our dancers. More importantly, **Ammena is inclusive as no matter what age, gender, or size you are or previous dance experience you may not have, you are welcomed** with open arms.

Currently we are preparing to take the stage for our 16th annual "An Explosion of World Dance and Music" dance show at the Yates Memorial Centre on Saturday, March 4, 2023. Dancers take 24 weeks of classes to prepare for the show, starting on August 29, 2022. Because Ammena is so inclusive, this show features dancers that would not be whom you'd maybe expect - we are all adults - your neighbors, your coworkers, your middle aged moms, and younger people just stepping out of school. **We are your community and clientele, as are the 450 people who will attend this show - all individuals who live, work, and play in Lethbridge.**

Ammena Dance Company believes in connecting with and supporting fellow local Lethbridge businesses. In our continuing efforts to support local, we are looking at opportunities to partner with local businesses on sponsorship opportunities so that we can promote you and what you offer, to **remind people that your business is open and that supporting local is vital to our community.** Our connections with our community are very important to us and we seek to develop and maintain relationships for years to come that will benefit our dance studio, and just as importantly, your business.

We would like to offer you an opportunity to be a sponsor of our event for the 2022-2023 season. We would be more than happy to discuss with you the details of the event and the sponsorship/partnership packages below. Should you have any questions, please contact Taunya Pickles at (403) 330-8510 or via email at taunya.pickles@gmail.com.

Sincerely,

Taunya Pickles

On behalf of Ammena Dance Company Fundraising Committee and Lise-Anne Talhami

Ammena Dance Company 2022-2023 Sponsorship Packages

We are excited to offer the following sponsorship packages for the 16th Annual “An Explosion of World Dance and Music” show on March 4, 2023 at the Yates Memorial Centre. Your sponsorship grants you access to all participants at the studio through in-studio advertising, including our performance dancers who are in-studio every week until the show. In addition, your sponsorship will be viewed by our social media followers the week before the show, and the 450+ in-person show attendees at the Yates Theatre on the big night of the show! Sponsorship can begin as soon as you sign up and runs to August 28, 2023. You can sign up anytime!

| Sponsorship Features | Gold Level \$450 | Silver Level \$300 | Bronze Level \$150 |
|--|---|---|-----------------------|
| Advertising on our in-studio Sponsorship Wall Display till August 28, 2023 | Full page and prominent! | $\frac{3}{4}$ page | $\frac{1}{2}$ page |
| Ad on all of Ammena Dance Company’s social media accounts two weeks leading to show date | Full page and prominent! | $\frac{3}{4}$ page | $\frac{1}{2}$ page |
| Business logo or name displayed on stage prior to show | ✓ | ✓ | ✓ |
| Verbal acknowledgement & thank you during the event | ✓ Detailed | ✓ Detailed | ✓ Basic |
| Company, name, logo, and direct link to your website on the Ammena Dance Company website until August 28, 2023 | ✓ Detailed with business description | ✓ Detailed with business description | ✓ Basic |
| 2 Free Tickets to the 2023 Show | ✓ | | |
| 8 x 10 framed Ammena picture from the 2023 show that can be displayed in your business | ✓ | ✓ | ✓ |

Sponsorship forms, logos, advertisements and all business information should be sent to Taunya at taunya.pickles@gmail.com. Information received will be added to our in-studio Sponsorship Wall Display within 1 week of receiving funds. **Information must be received before February 15, 2023** to be included in pre-show social media and show materials. Thank you for your support and consideration!