



Non Profit Organization
P.O.Box 43770 Charlotte, NC 28215
Phone: 704 449 8868 e-mail: latindancecompany@yahoo.com
www.cldccharlotte.org

The Most Authentic Representation of Latin Folklore in Charlotte



Promoting Cultural Awareness and Community Harmony



Dear Potential Sponsor,

It is our pleasure to offer you and your company an opportunity to become an official sponsor of our upcoming event, "Dancing through Latin America 2016" on April 15th 2017. This event is a valuable venue to expose the quality and value of community sponsorship and services.

"Dancing through Latin America" is a show that has been in existence since 2002. This performance has become one of the most important cultural events in Charlotte NC. It is the culmination of children (6yrs and up) meeting every Saturday to learn how to dance folkloric dances and the history from all the countries in Latin America. The Carolinas Latin Dance Company (CLDC) provides these children an opportunity to learn from each other's diversity and assists them in developing awareness of cultural acceptance.

Our purpose is to assist, support and encourage children of any heritage to embrace our culture through Latin dance lessons while promoting cultural awareness in our community by presenting an annual performance of Folkloric Latin American Dances.

Dancing through Latin America 2017 will have an intense publicity campaign on television, radio, print media, internet, and live announcements. Our marketing campaign will focus on targeting the Charlotte and surrounding market areas. Our shows have been well recognized by the media and praised by the community; in fact, these shows have sold out in the last few years. The professionalism of CLDC and its success have led to the continued financial support of prestigious entities such as the *Blumenthal Performing Arts Center* and the *Arts and Science Council*.

We understand that becoming a sponsor means making an investment. As our partner, your company will be recognized in our community as a company that supports Latino cultural art events, enriching and contributing to the enhancement of acceptance and understanding of cultural diversity.

CLDC is eager to develop a relationship with your company. Thank you in advance for your consideration.

Please review the attached sponsorship package.

Sincerely,

Peter Delgado

CLDC Chairman

704-780-8898



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ABOUT US

The Carolinas Latin Dance Company (CLDC) was founded in 2001, in Charlotte, NC to satisfy the need of children from different Latin American Countries, who expressed an interest in learning more about each other's diverse origins, music and dance.

Our mission is to promote Community Cultural Awareness to Achieve Cultural Unity and Harmony through the folkloric dances of Latin America.

We teach children and young adults of all backgrounds the dances and history of those dances. We share these dances with the community at various cultural, events, and at a yearly theatre performance.

Our objective is to provide opportunities for cultural enrichment through performances and lectures that bring together not only people of Latin American backgrounds, but people of all cultures. This creates an enjoyable environment of mixed cultures and traditions, where the community can learn about each other and at the same time children are preparing for the global society of the near future.

TYPE OF ORGANIZATION

Non - Profit under section 501-(c) 3.

OPERATED BY

Board of Trustees/Executive Director

TARGET AUDIENCE

The American community, the Hispanic/Latino community and all other cultures in the community

PRIMARY MARKET

Charlotte, NC including Matthews, Monroe, Gastonia, Hickory, Statesville, Cornelius, Davidson, Salisbury, Greensboro, Concord, Rock Hill, Fort Mill, Pineville, Albemarle and all other adjacent towns.



YOUR MONEY AT WORK

Your greatly appreciated donation will help The Carolinas Latin Dance Company (CLDC) with:

1. PROVIDING SCHOLARSHIPS

This year the rate of low income children who registered with The Carolinas Latin dance Company (CLDC) increased immensely. We have 33% of students/dancers who are not able to pay the monthly tuition. CLDC grants scholarships to these children.

2. MAKING OF COSTUMES

The Carolinas Latin Dance Company (CLDC) provides authentic costumes to all the children in the dance group for the final theatre performance and for any other presentation during the duration of the session. CLDC does not have enough costumes to ensure that each child has the proper attire to perform, therefore in many instances we have to eliminate some performances since the parents / children do not have the financial resources to pay for the required costume. If we have enough money to make more costumes we will make sure that each child gets the costume they need.

3. PAYING FOR ADMINISTRATIVE EXPENSES

CLDC relies entirely on volunteers; however we have expenses to meet monthly such as dance studio and storage rentals, phone bill, teachers' salary, music, photo and video.

4. PAYING FOR THE PRINTING OF PROMOTIONAL MATERIALS FOR THE SHOW

CLDC needs money to pay for the printing of 5,000 flyers, 50 color posters and 100 smaller posters in order to promote the community/cultural oriented performance.

5. PAYING FOR THE VIDEO RECORDING AND PHOTOGRAPHING OF THE SHOW

CLDC has to contract a videographer and a photographer to record the performance so that the children who danced in the show can have a memory of their participation and hopefully continue to do the same with their own children so the cultural heritage is conserved.

6. PAYING FOR T-SHIRTS

Every participant of the show needs to have a CLDC T-shirt to be identified as a member of CLDC.

7. PAYING FOR FOOD

CLDC provides food for the dancers and volunteers during two days, the night of the final rehearsal and the day of the performance. These two days require an immense amount of time of volunteers and dancers in order to get the show ready.

Dancing Through Latin America 2017
Saturday, April 15th 2017 at 7:00 P.M
McGlohon Theater @ Spirit Square
345 North College Street Charlotte, NC 28202



DANCING THROUGH LATIN AMERICA 2017

The Carolinas Latin Dance Company invites you to our 13th annual theatre presentation of Latin American music and dance. It is a 90 minutes, family friendly, entertaining, and educational experience for the Charlotte community and its surroundings, with bright colorful authentic costumes, up beat music, and the history behind it all. This a unique opportunity for the entire community to be transported to 15 different countries in the comfort of a theatre, creating an enjoyable environment of mixed cultures and traditions, where the community can learn about each other, helping this way to promote cultural awareness and acceptance.

Dancing Through Latin America 2017 is sure to offer a great opportunity to promote your services and products, as well as help generate new business for you; reserve your space now as sponsorships are limited and in high demand!

In order to take full advantage of your sponsorship benefits and ensure your logo and name, please confirm your participation by **1/27/2017**.

SPONSORSHIP OPPORTUNITIES

Diamond Sponsor \$5,000.00 +

- Preferred logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- 10 VIP complimentary tickets to the event
- Three live mentions of your company during the theatre performance
- Your company will have a preferred table space the night of the event to display information.

Platinum Sponsor \$3,000.00 +

- Medium logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- Two live mentions of your company during the theatre performance
- 8 free VIP tickets to our annual theatre show
- Your company will have a small table space the night of the event to display information.

Gold Sponsor \$1,000.00 +

- Small logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- Two live mentions of your company during the theatre performance.
- 6 complimentary tickets to the event
- Your company will have a small table space the night of the event to display information.

Silver Sponsor \$500.00 +

- Small logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- One live mention of your company during the theatre performance.
- 4 complimentary tickets to the event
- Your company will have a small table space the night of the event to display information.

Bronze Sponsor \$300 +

- Small logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- One live mention of your company during the theatre performance.
- 2 complimentary tickets to the event
- Your company will have a small table space the night of the event to display information.

Table Sponsor \$ 100 (5) Available

- One live mention of your company during the theatre performance.
- Your company will have a small table space the night of the event to display information.

Contact: Gladys Gomez at latindancecompany@yahoo.com or 704 449 8868 - www.cldccharlotte.org