

\$30,000 Studio Sponsorship Roadmap

Clint's Corner - March 2024

Reminder

Studio Transformation

One Spot Left For 2024!

Email ic@dsoa.com

Retreat RSVP's

Only 14% Discounted Rooms Left

Virtual Retreat - April
<https://dsoa.com/rsvppapr/>

In-Person 10th Anniversary - July
<https://dsoa.com/rsvpjuly/>

Sponsorship Requirements

Strategy & Time

KEEP IT SIMPLE + BUILD RELATIONSHIPS

This is about Revenue Generation

Thank you to the Coaches and Captains for sharing their ideas!

How To Get To \$30,000

60 Businesses At \$500

30 Businesses At \$1,000

15 Businesses At \$2,000

11 Step Blueprint

Follow these steps to set up your sponsorship revenue stream for success

1. **Define Your Objectives:** Start by clarifying your sponsorship goals. Determine what you aim to achieve through sponsorships, whether it's financial support, access to resources, or increased visibility for your studio.
2. **Identify Your Target Audience:** Understand your studio's audience demographics, including age, interests, and location. This will help you identify potential sponsors whose target market aligns with yours.
3. **Research Potential Sponsors:** Conduct thorough research to identify potential sponsors that align with your objectives and target audience. Consider businesses, organizations, and individuals that have an interest in supporting the arts, health, fitness, or education.
4. **Create Sponsorship Packages:** Develop customized sponsorship packages outlining the benefits and opportunities available to sponsors. Tailor these packages to the needs and preferences of each potential sponsor, highlighting how their support can benefit them.
5. **Craft a Compelling Pitch:** Prepare a compelling pitch that clearly articulates the value proposition for potential sponsors. Highlight the unique opportunities for partnership, including brand visibility, community engagement, and promotional opportunities.
6. **Initiate Contact:** Reach out to potential sponsors through email, phone calls, or in-person meetings. Introduce yourself, your studio, and your sponsorship opportunities. Personalize your outreach to demonstrate your genuine interest in collaborating with them.
7. **Follow-Up:** Be proactive in following up with potential sponsors to gauge their interest and address any questions or concerns they may have. Maintain open communication and be responsive to their needs and preferences.
8. **Negotiate and Customize:** Be prepared to negotiate sponsorship terms and customize packages to accommodate the needs and budget constraints of potential sponsors. Flexibility and willingness to collaborate will enhance your chances of securing sponsorship deals.
9. **Formalize Agreements:** Once you've reached an agreement with a sponsor, formalize the partnership through written agreements or contracts. Clearly outline the terms, responsibilities, and benefits for both parties to ensure mutual understanding and accountability.
10. **Deliver on Promises:** Fulfill your commitments to sponsors and deliver on the promised benefits and opportunities. Keep sponsors informed and engaged throughout the sponsorship period, and seek feedback to continuously improve the partnership.
11. **Evaluate and Iterate:** After the sponsorship period, evaluate the effectiveness of the partnership and its impact on your studio. Solicit feedback from sponsors and stakeholders to identify areas for improvement and refine your approach for future sponsorships.

2. Identify Your Target Audience

Demographic Information:

1. Age Range: What age groups does your dance studio cater to? (e.g., children, teenagers, adults, seniors)
2. Gender: Is your audience predominantly male, female, or diverse?
3. Location: Where is your studio located? (e.g., urban, suburban, rural)
4. Income Level: What is the average income level of your audience?
5. Education Level: What is the education level of your audience? (e.g., high school, college, post-graduate)
6. Occupation: What types of occupations do your audience members typically have?

Interests and Preferences:

7. Dance Styles: What types of dance styles does your audience prefer? (e.g., ballet, hip-hop, jazz, contemporary)
8. Skill Level: What is the skill level of your audience members? (e.g., beginner, intermediate, advanced)
9. Goals: What are your audience members' goals in taking dance classes? (e.g., recreational enjoyment, fitness, professional training)
10. Motivations: What motivates your audience to participate in dance classes? (e.g., social interaction, artistic expression, stress relief)
11. Hobbies and Interests: What other hobbies or interests do your audience members have outside of dance?
12. Media Consumption: What types of media do your audience members consume? (e.g., social media platforms, magazines, TV shows)

Communication Preferences:

13. Preferred Communication Channels: How does your audience prefer to receive information? (e.g., email, social media, flyers)
14. Frequency of Communication: How often does your audience expect to hear from your studio?
15. Engagement Level: How engaged is your audience with your studio's activities and events?
16. Feedback Mechanisms: What methods do your audience members use to provide feedback or communicate with your studio?

Behavioral Patterns:

17. Attendance Patterns: How often do your audience members attend dance classes or events at your studio?
18. Purchase Behavior: Do your audience members purchase dance-related products or services? If so, what types?
19. Social Behavior: How do your audience members interact with each other within the studio community?
20. Loyalty: How loyal are your audience members to your studio compared to other dance studios or fitness activities?

3. Research Potential Sponsors

Online Research: Use search engines to look for businesses, organizations, and individuals that have an interest in supporting the arts, health, fitness, or education. Look for companies that have sponsored similar events or initiatives in the past.

Networking: Reach out to your professional network, including current sponsors, dance parents, and community members, to ask for recommendations or introductions to potential sponsors.

Local Businesses: Explore businesses in your local community that may have an interest in supporting a dance studio. This could include dancewear stores, fitness centers, health food stores, or arts organizations.

Corporate Businesses: Research the corporate companies that have a footprint in your local community and dive into their local community programs to see if they have done local business sponsorships in the past.

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Evaluate Potential Sponsors

Once you've compiled a list of potential sponsors, evaluate each one based on the following criteria:

1. **Alignment with Objectives:** Determine whether the potential sponsor's objectives align with yours and whether they are likely to support your studio's mission and activities.
2. **Relevance to Target Audience:** Consider whether the potential sponsor's products or services would be of interest to your target audience and whether they would resonate with your studio's brand.
3. **Track Record:** Research the potential sponsor's history of sponsoring similar initiatives and events, as well as their reputation within the community.

3. Research Potential Sponsors

Create a Sponsorship Prospect List

Organize your research findings into a sponsorship prospect list using a template like the one below:

Potential Sponsor	Contact Information	Alignment with Objectives	Relevance to Target Audience	Track Record
[Sponsor Name]	[Contact Info]	[Yes/No]	[Yes/No]	[Yes/No]
[Sponsor Name]	[Contact Info]	[Yes/No]	[Yes/No]	[Yes/No]
[Sponsor Name]	[Contact Info]	[Yes/No]	[Yes/No]	[Yes/No]
...	...	...	...	...

Prioritize and Reach Out

Once you've created your sponsorship prospect list, prioritize your potential sponsors based on their alignment with your objectives, relevance to your target audience, and track record. Then, craft personalized sponsorship proposals and reach out to them to explore partnership opportunities.

4. Create Sponsorship Packages

[Dance Studio Name] Sponsorship Packages

Introduction: Thank you for considering a partnership with [Dance Studio Name]. We are excited to offer you the opportunity to support our mission of [briefly describe the mission or objectives of your dance studio]. By becoming a sponsor, you will not only contribute to changing the lives of our local community members but also gain valuable exposure and promotional opportunities.

Our Audience: Our dance studio attracts a diverse audience of passionate dancers, ranging from beginners to advanced performers. Our students and families come from various backgrounds and demographics, including [mention specific demographics such as age groups, interests, and location]. They are dedicated individuals who are committed to pursuing their passion for dance and improving their skills in a supportive and inclusive environment.

Benefits of Sponsorship:

- Increased brand visibility within our vibrant dance community
- Opportunity to showcase your brand to our diverse audience of dancers and families
- Association with a reputable and respected dance studio in the [Location] area
- Alignment with a socially responsible organization committed to [mention any community initiatives or values your studio supports]

Sponsorship Packages:

Platinum Sponsorship Package

- Logo placement on our website homepage with a link to your company website
- Recognition as a Platinum Sponsor in all promotional materials, including event flyers, social media posts, and press releases
- Exclusive sponsorship of one major studio event or performance, with prominent signage and verbal acknowledgment during the event
- Opportunity to distribute branded promotional materials or samples at studio events
- Complimentary VIP tickets to select studio performances or competitions

Gold Sponsorship Package

- Logo placement on our website sponsor page with a link to your company website
- Recognition as a Gold Sponsor in select promotional materials, including event flyers and social media posts
- Sponsorship acknowledgment during studio events and performances
- Opportunity to provide branded merchandise or giveaways for studio events
- Complimentary tickets to select studio performances or competitions

Silver Sponsorship Package

- Name recognition on our website sponsor page
- Recognition as a Silver Sponsor in select promotional materials
- Sponsorship acknowledgment during studio events
- Opportunity to provide branded merchandise for studio events
- Discounted tickets to select studio performances or competitions

Customized Sponsorship Opportunities: We understand that every sponsor is unique, and we are happy to customize sponsorship packages to meet your specific needs and preferences. Whether you're interested in sponsoring a particular event, program, or initiative, we can tailor a sponsorship package that aligns with your objectives and budget.

Next Steps: If you're interested in exploring sponsorship opportunities with [Dance Studio Name], please contact [Name] at [Email Address] or [Phone Number]. We would be happy to discuss your sponsorship goals and develop a customized package that meets your needs.

Thank you for considering partnering with us to support the arts and dance education in our community.

Sincerely,

[Your Name]
[Title/Position]
[Dance Studio Name]

Link To DSOA Sponsorship Proposal

<https://dsoa-innercircle.s3.amazonaws.com/Clint's+Corner/DSOA+%E2%80%93+Sponsorship+Opportunities+2024.pdf>

Examples Of Other Sponsorship Proposals

<https://blog.tito.io/posts/event-sponsorship-proposal/>

Get Started Easily

Local Business Owner Meet Up

Break The Ice

9. Formalize Agreement

Sponsorship Agreement

Agreement Date: [Date]

Parties:

This Sponsorship Agreement ("Agreement") is entered into on [Agreement Date] between:

[Your Dance Studio Name], located at [Studio Address], hereinafter referred to as the "Studio", represented by [Your Name], [Your Position/Title], and [Sponsor Name], located at [Sponsor Address], hereinafter referred to as the "Sponsor", represented by [Sponsor Representative's Name], [Sponsor Representative's Position/Title].

Background:

The Studio is hosting [Event Name/Program Name] on [Event Date(s)], and the Sponsor has expressed an interest in providing sponsorship support for the event.

Sponsorship Terms:

In consideration of the mutual covenants and promises contained herein, the parties agree as follows:

Sponsorship Package: The Sponsor agrees to provide sponsorship support in accordance with the sponsorship package selected, as outlined in Exhibit A attached hereto and incorporated herein by reference.

Sponsorship Benefits: The Studio agrees to provide the Sponsor with the benefits and opportunities outlined in the selected sponsorship package, including but not limited to logo placement, recognition in promotional materials, and verbal acknowledgment during the event.

Payment: The Sponsor agrees to make the sponsorship payment in the amount of [Amount] to the Studio by [Payment Due Date]. Payment shall be made in [Payment Method].

Promotional Materials: The Sponsor agrees to provide the Studio with any necessary promotional materials, logos, or branding assets for inclusion in promotional materials and signage.

Term: This Agreement shall commence on the Agreement Date and shall continue until the completion of the sponsored event, unless terminated earlier by mutual agreement of the parties.

General Provisions:

Governing Law: This Agreement shall be governed by and construed in accordance with the laws of [State/Country].

Entire Agreement: This Agreement constitutes the entire understanding and agreement between the parties concerning the subject matter hereof and supersedes all prior and contemporaneous agreements and understandings, whether written or oral.

Signatures:

IN WITNESS WHEREOF, the parties hereto have executed this Sponsorship Agreement as of the date first above written.

[Your Dance Studio Name]

By: _____
[Your Name], [Your Position/Title]
Date: _____

[Sponsor Name]

By: _____
[Sponsor Representative's Name], [Sponsor Representative's Position/Title]
Date: _____

* This is a sample only and should not be interpreted as legal advice. Please work with a local lawyer on your agreement.

IDEA TIME!

What have you had sponsored?

Sponsorship Menu

- Included in New Student Pack/Back to Dance Pack:
 - Acknowledgement of sponsor's support in all new student packs or back-to-dance packs.
 - Company logo placement on materials within the pack.
- Recital Acknowledgement:
 - Recognition of sponsor's contribution at recital.
 - Company logo featured prominently on recital materials, including the recording.
- Waiting Room TV Ads Planning:
 - Opportunity to plan and display advertisements on the waiting room TV.
 - Regular rotation of sponsor ads in the waiting area, reaching all visitors.
- Monthly Newsletter Spotlight:
 - Dedicated spotlight feature in one monthly newsletter per sponsor.
 - Inclusion of sponsor logo and short description.

Sponsorship Menu

- Lead Capture:
 - Access to lead generation opportunities, such as email sign-ups or contact information of interested parties.
 - Opportunity to collect leads from studio events or activities.
- In-House Wall Space on Sponsor Wall:
 - Permanent placement of sponsor logo and information on the studio's sponsor wall.
 - High visibility to all studio visitors.
- Event Programs (recitals, winter shows, in-house performances etc):
 - Placement of sponsor advertisements in programs.
 - Maximum exposure to event attendees.
- Social Media Shoutouts:
 - Regular shoutouts on studio's social media platforms, reaching over XXX local followers.
 - Increased brand exposure and engagement.

Sponsorship Menu

- Sponsor Page on Website:
 - Inclusion of sponsor name, logo, and description on dedicated sponsor page of studio's website.
 - Permanent online recognition and exposure.
- Sign Placement in Studio Waiting Rooms:
 - Sponsor name and logo displayed on signage in studio waiting rooms, visited by over XXX local families weekly.
 - Constant exposure to target audience.
- Comprehensive Logo Placements:
 - Logo placements on studio website, invitations, posters, flyers, banners, programs, and merchandise.
 - Extensive brand visibility across multiple marketing channels.
- Season Naming Rights:
 - Exclusive naming rights for a performance season.
 - Maximum brand exposure associated with studio's events.

Sponsorship Menu

- **Dancer Endorsements for Advertising:**
 - Use of studio dancers for advertising campaigns.
 - Placement in film adverts, product packaging, or promotional materials.
- **Product Placement Opportunities:**
 - Placement of sponsor's products in studio events or performances.
 - Access to a captive audience for product exposure.
- **Goody Bag Additions and Presentations:**
 - Inclusion of sponsor's products or samples in studio goody bags.
 - Opportunities for sponsor presentations or talks on relevant topics.
- **Recital Tickets and Open House Sponsorship:**
 - Logo placement on recital tickets and acknowledgment during directors' speeches.
 - Sponsorship of studio open house events with prominent branding.

Sponsorship Menu

- Pop-up Booth at Studio and Co-branded Merchandise:
 - Opportunity for sponsor to set up a pop-up booth at studio events.
 - Collaboration on co-branded merchandise for promotional purposes.
- Birthday Card Logo Placement and Limited Edition Merchandise:
 - Logo placement on studio birthday cards sent to students.
 - Creation of co-branded limited edition merchandise items.
- Team Retreat Sponsorship:
 - Sponsorship of studio team retreats with logo placement and acknowledgment.
 - Participation in team-building activities and events.
- Studio Room Name Sponsorship:
 - Offer businesses the opportunity to have their name associated with a specific studio room within your facility.
 - Permanent signage featuring the sponsor's name outside or inside the designated room.

Sponsorship Menu

- Recital Title Sponsorship:
 - Allow businesses to sponsor the title of your annual recital.
 - Recognition of the sponsor's name in all promotional materials, including posters, programs, and tickets.
- Competition Sponsorship - Logo on Studio Jackets:
 - Provide businesses with the opportunity to have their logos prominently displayed on studio jackets worn by dancers throughout the competition season.
 - Increased brand visibility at competitions and events attended by dancers and their families.
- Sponsorship of Dance Styles:
 - Offer businesses the chance to sponsor specific dance styles or classes offered by your studio (e.g., "Ballet brought to you by XXX").
 - Recognition of the sponsor's name in class schedules, promotional materials, and announcements related to the sponsored style.
- Annual Awards Sponsorship:
 - Allow businesses to sponsor your studio's annual awards ceremony.
 - Recognition of the sponsor's name on trophies awarded to dancers, as well as announcements during the presentation ceremony.

Sponsorship Menu

- WiFi Sponsorship:
 - Offer businesses the opportunity to sponsor the studio's WiFi network.
 - Recognition of the sponsor's name on signage or login screens for the studio's WiFi network.
- Charging Station Sponsorship:
 - Provide businesses with the opportunity to sponsor charging stations within your studio.
 - Customized signage featuring the sponsor's name and logo near the charging stations.
- Coffee & Tea Bar Sponsorship:
 - Allow businesses to sponsor your studio's coffee and tea bar.
 - Recognition of the sponsor's name on signage or labels for coffee and tea supplies, as well as in promotional materials related to studio amenities.
- Workshop Sponsorship:
 - Offer businesses the chance to sponsor specific workshops or masterclasses hosted by your studio.
 - Recognition of the sponsor's name in workshop promotional materials, as well as during workshop announcements and introductions.

Sponsorship Menu

- Costume Sponsorship:
 - Provide businesses with the opportunity to sponsor costumes for specific performances or events.
 - Recognition of the sponsor's name on costume labels or in program credits for sponsored performances.
- Studio Equipment Sponsorship:
 - Allow businesses to sponsor studio equipment such as dance floors, mirrors, sound systems, or ballet barres in exchange for prominent branding within the studio space.
 - Recognition of sponsors' contributions through signage or plaques on sponsored equipment.
- Digital Content Sponsorship:
 - Offer sponsorship opportunities for businesses to sponsor digital content produced by your studio, such as online dance tutorials, choreography videos, or virtual classes.
 - Brand exposure through sponsored content viewed by online audiences.
- Event Merchandise Sponsorship:
 - Allow businesses to sponsor event merchandise such as t-shirts, water bottles, or tote bags, featuring their logo alongside the studio's branding.
 - Opportunities for sponsors to reach audiences beyond the studio through branded merchandise.

Sponsorship Menu

- Parent Education Workshops:
 - Create sponsorship opportunities for businesses to sponsor parent education workshops on topics such as nutrition for dancers, injury prevention, or navigating the world of dance competitions.
 - Recognition of sponsors as supporters of educational initiatives benefiting the studio community.
- Dance Scholarship Sponsorship:
 - Allow businesses to sponsor dance scholarships for students in need, providing opportunities for talented dancers who may otherwise not be able to afford classes or participate in performances.
 - Positive association for sponsors with supporting youth development and access to the arts.
- Community Outreach Programs:
 - Create sponsorship opportunities for businesses to support community outreach programs organized by your studio, such as dance workshops for underprivileged youth or performances at local nursing homes.
 - Enhanced brand reputation through community engagement and philanthropic efforts.
- Dancewear and Apparel Sponsorship:
 - Allow businesses to sponsor dancewear and apparel for studio dancers, providing branded attire for rehearsals, classes, and performances.
 - Exposure for sponsors as their logos are featured on dancewear worn by studio dancers during various activities.
- Virtual Event Sponsorship:
 - In the age of digital events, offer sponsorship opportunities for businesses to sponsor virtual dance performances, workshops, or competitions, with their branding featured prominently during live streams or recordings.
 - Opportunities for sponsors to reach wider audiences through virtual platforms while supporting studio events.

Sponsorship Levels

12 Month Marketing Program

This is just an example. All prices and assets offered should be modified for your area and sponsors.

Sponsorship Levels

Platinum / Inspire Level - \$2,000 - 5 Available

- Studio Room Naming Rights
- Comprehensive logo placement
- Promo materials (up to 3) included in new student info pack
- Waiting room TV advertisement (daily on loop)
- Quarterly newsletter spotlight
- Recital acknowledgment
- Quarterly social media spotlight
- Full page advertisement in recital program

Sponsorship Levels

Gold / Empower Level - \$1,500 - 10 Available (Most Popular)

- Logo placement on website
- Promo materials (up to 2) included in new student info pack
- Waiting room TV advertisement (daily on loop)
- Twice yearly newsletter spotlight
- Recital acknowledgment
- Twice yearly social media spotlight
- Half page advertisement in recital program

Sponsorship Levels

Silver / Nourish Level - \$1,000 - 5 Available

- Logo placement on website
- Promo materials (up to 1) included in new student info pack
- Waiting room TV advertisement (daily on loop)
- Annual newsletter spotlight
- Recital acknowledgment
- Annual social media spotlight
- Quarter page advertisement in recital program

Note

You can also have a la carte one time high ticket sponsorship options from the list I gave you.



April Retreat

Mastery

Sneak Peek

Mastery Uplevel Sessions

Session 1: Predicting Success: Marketing Channel Forecast and UTM Tracking for Studio CEOs

In this session, we will look at the intricacies of forecasting marketing channels and mastering UTM. Mastery members will gain invaluable insights into predicting the most effective marketing channels for their dance studios and leveraging UTM tracking to measure and optimize campaign performance accurately. Studio owners will walk away with the tools and knowledge to drive targeted engagement, enhance ROAS, and achieve the next level of growth in today's competitive landscape.

Mastery Uplevel Sessions

Session 2: Churn Radar: Unleashing Engagement Tracking to Save Studio Families

Do you ever wish you could spot the early warning signs of a family considering leaving your studio? Well, now you can with this transformative Mastery Breakout Session! Mastery members will learn how to create an effective engagement tracking system so they can identify the subtle cues of disengagement and potential churn. We will show you how to leverage data, communication channels, and personalized touchpoints to proactively address churn risks and foster long-term loyalty among your studio families.

Mastery Invitation

Send me a FB message or email clint@dsoa.com if you're interested in learning more about Mastery.

Surprise Announcement

**Wednesday 20 March
10am ET**

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