

**ACDA**

**Sponsorship Opportunity: American College Dance Association  
June 6-9, 2018 at the Kennedy Center, Washington, D.C.**



**NPAFE**

**ACDA**

**Exclusive Sponsorship Opportunity  
American College Dance Association  
Biennial National Festival  
John F. Kennedy Center for the Performing Arts  
Washington DC, June 6-9, 2018**



**35,000 Influencers at almost 400 Colleges and Universities**

**NPAFE**



## **This exclusive sponsorship proposal**

*is all about affirming  
the sponsor's Brand Excellence.*

*In the minds of influential people  
all across the US and beyond.*

*Using the influencer power of the  
renowned American College  
Dance Association.*

*In a form that everyone will see, hear,*

**and remember the corporate sponsor  
for what it wants to be known for.**

created by

# **NPAFE**

NATIONAL  
PERFORMING ARTS  
FUNDING EXCHANGE

1875 Connecticut Avenue NW, Suite 1000  
Washington, D.C. 20009 USA  
1.202.663.8048  
info@npafe.org

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American College Dance Association

NPAFE trusts Adoramapix  
in Brooklyn, New York to prepare  
our book format proposals.  
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## Powerful influencers.

Since 1973, ACDA has presented a total of 346 Regional Conferences and 17 National College Dance Festivals, serving tens of thousands of dancers and millions of their loyal followers.

ACDA's growth over the years validates the organization's success in building a strong and unrivaled national network within the academic dance community reaching nationally and internationally to business, government, high-tech, foundations, and the nonprofit worlds.

The ACDA's 2018 National College Dance Festival marks the first time ever that a corporate sponsor can present itself at the Kennedy Center as exclusive corporate sponsor to this large and special universe of dancers, their families, their friends, and their millions of followers here and abroad.

## The Offer and the Opportunity

**This Offer** is to cause influential people - and their friends and families - from 400 colleges and universities in the US and foreign countries to increase their recognition of the corporate sponsor's brand excellence, and to achieve that outcome in an especially elegant way.

**The Opportunity** is to be showcased nationally and internationally as the exclusive corporate sponsor for the American College Dance Association's biennial National Festival, June 6-9 2018 in the nation's capital. The sponsor would automatically have first right of refusal for sponsoring ACDA's regional conferences in 2019-2020, and the next National Festival in mid 2020.

ACDA is known world-wide for advancing education in the creative performing art of dance and choreography, not just for people embarking on careers as professional performers but also for graduates entering into business, government, science, law, nonprofits, technology, and more.

Rather than a mere logo printed in a program, the corporate sponsor would be showcased before, during and after the Festival for its lead role making this once-in-a-lifetime experience possible for the right people at the right time and place.

In the media, the sponsor would be promoted in social media nationally and internationally, emphasizing its commitment to making possible the things that people dearly care about, right where they live, work, and play. In their lives. With their money.

**I invite you to call or email me personally** and I will brief you on how NPAFE actually makes this happen, and why this approach benefits corporate sponsors in ways that grants cannot; NPAFE does not seek corporate grants for this very reason. I'm at 202.213.3076 / [cbrody@npafe.org](mailto:cbrody@npafe.org).

Sincerely,



Clifford Brody, CEO, NPAFE

**Enough about the idea.**

**Turn the page to discover  
how this opportunity  
will actually unfold.**

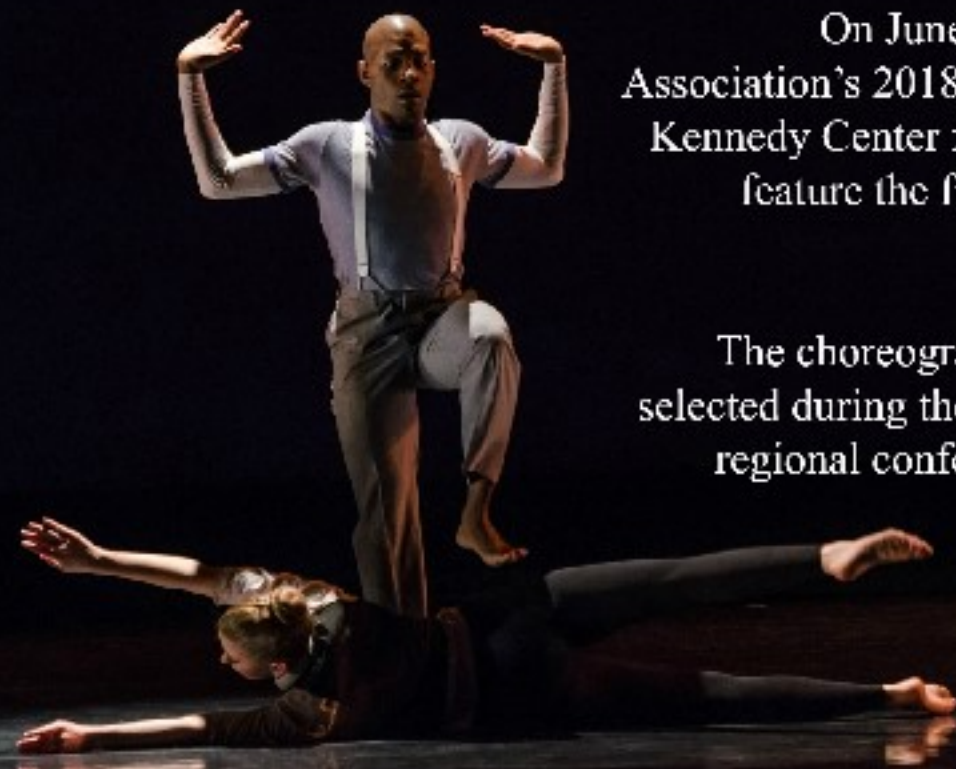


## Of the power of the ACDA . . .

On June 7, 8 and 9, 2018, the American College Dance Association's 2018 National College Dance Festival at the John F. Kennedy Center for the Performing Arts in Washington, DC will feature the finest dance works emanating from colleges and universities throughout the United States.

The choreographers and dancers for this year's Festival were selected during the past year by adjudicators at each of 13 ACDA regional conferences, who judged participants from over 350 colleges and universities for their outstanding artistic excellence and merit.

The result? The National Festival will be showcasing both the outstanding quality of choreography and performance originating on the country's college and university campuses, and the commitment of the corporate sponsor to encourage this unique form of artistic creativity and business entrepreneurship.

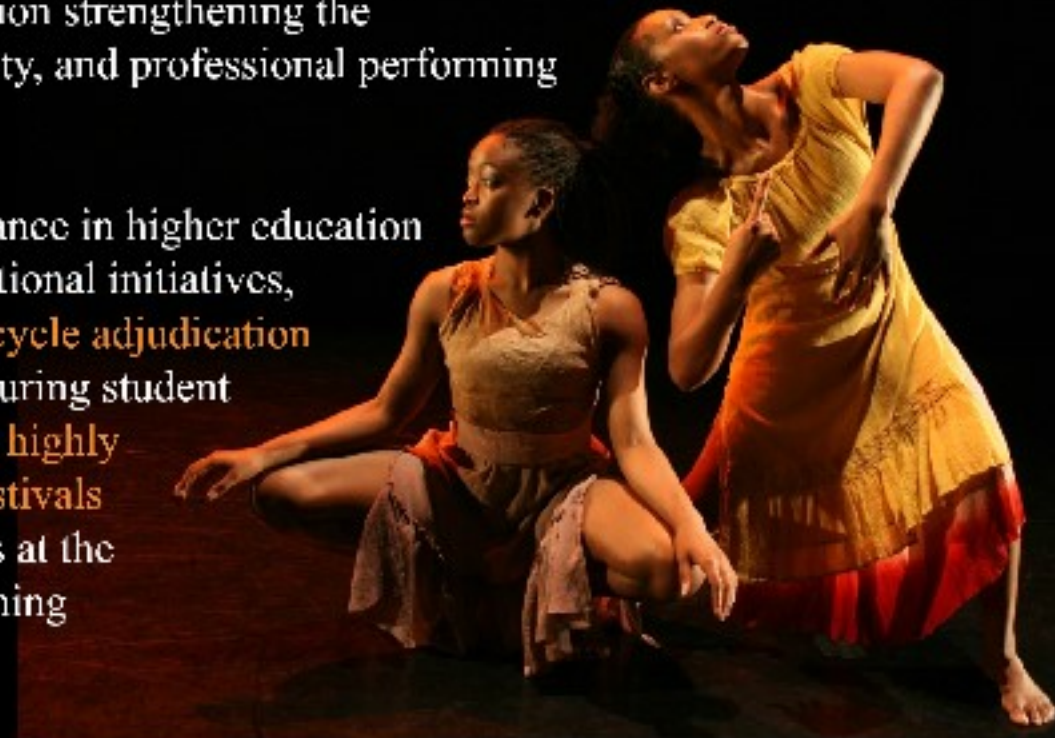




## Artistry in Organization, Operation, and Dazzling New Creative Choreography and Dance

Recognized and respected by the largest universities, the smallest colleges, and higher educational institutions of all sizes in between, the American College Dance Association serves as the country's premier national membership service organization strengthening the educational network for students, faculty, and professional performing artists in dance.

ACDA directly supports and affirms dance in higher education through a sophisticated series of educational initiatives, regional conferences, a unique 2-year cycle adjudication process unmatched anywhere for measuring student performance and achievement, and the highly anticipated ACDA biennial national festivals presented to always-sold-out audiences at the John F. Kennedy Center for the Performing Arts in Washington, D.C.





**When did the power of these influencers start?  
Where does that power come from now?**

**Spring  
1973**



*Ohio State University students performing at the first ACDA conference at Pittsburgh's Point Park College in 1973*

Secretariat wins the Triple Crown, the first thoroughbred to do it in 25 years after Citation's win in 1948. Pink Floyd releases "Dark Side of the Moon", an album since sold over 45 million copies. The Pittsburgh Pirate's star right fielder Roberto Clemente is elected to Hall of Fame, just 11 weeks after his untimely death in a plane crash.

Three noted American choreographers gamble their time and money, pile into a car, drive around Pennsylvania, Ohio, and a few other states, and start organizing college performing arts faculties into a collaborative to encourage excellence in performance and choreography in higher education.

### **Talk About Influencers!**

**Spring  
2018**

Counting as members 400 US colleges and universities from every state (the Dakotas not yet!) and foreign countries as well, the American College Dance Association (ADCA) touches the lives of tens of thousands of people every year.

Non-stop and in ways they remember for a lifetime as they enter into their careers across the entire spectrum of commerce, government, and the nonprofit worlds.

There is nothing else like ACDA, and the millions of people it has touched since 1973 all agree.



*Thousands of college students participate every year. Here: in class at the 2014 ACDA Mid-Atlantic regional conference.*



## The data is overwhelming and crystal clear.

People who come to see influencers like the thousands of members in the American College Dance Association are more brand loyal than almost anyone else ... by far more loyal than any size crowd at any stadium for most any reason.

Almost all are investing heavily in their children's and grandchildren's future, or are the Millennials actually accumulating savings and even starting to invest. In the United States. In most other countries as well.

More than any other demographic group save the very wealthiest, these influential people have more disposable time and money to choose the very best. Which they do.

They consider brands that sponsor NPAFE-partner performing artists like the ACDA as the very best. Right away. And for the long haul.

The cost savings is simply too attractive to ignore for acquiring and retaining these preferred business clients and consumers in the very way they say they want to be touched by major brands. We have the numbers to prove it, not just ours but Accenture's, Nielsen's, Deloitte's, and others'.

Call NPAFE now. Find out exactly what this means for how your brand will benefit from sponsoring the American College Dance Association's Kennedy Center Biennial this coming June 6-9 at Washington, DC's John F. Kennedy Center for the Performing Arts. And all that ACDA does country-wide in 2019 and 2020.

See the inside cover for the easiest ways to reach us.

## The National Performing Arts Funding Exchange

...is the country's only nonprofit that specifically arranges direct corporate sponsorships that significantly expand the long-term funding available to the universe of the country's performing artists who give back to the community as much as they thrill their audiences.

You may know about many of them. Others you may not until you discover them at NPAFE. Either way, one thing is for sure: they are creators, risk-takers who have succeeded. They lead others rather than following them.

And audiences love them, not only because they create new works but also because they make great effort to pass their skills and knowledge to future generations.

Most performing artists don't meet both criteria. The ones who do have proven time and again how to make their corporate funders known and respected by people all across America and beyond.

Our reason for being is to make sure that these artists and their corporate sponsors both succeed.

See the inside front cover for how to reach us.

**NPAFE**  
NATIONAL  
PERFORMING ARTS  
FUNDING EXCHANGE



Performing  
Artists Are The  
World's Best  
Influencers

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