

An Exclusive Sponsorship Opportunity for a major consumer brand

ACDA at the Kennedy Center, June 6-9, 2018

The nonprofit National Performing Arts Funding Exchange is offering **an exclusive corporate sponsorship opportunity** for the **American College Dance Association 2018 National Festival** and its 400 college and university membership at the **John F. Kennedy Center for the Performing Arts**. NPAFE represents ACDA pro bono for arranging all corporate sponsorships.

The 18th ACDA biennial since 1981 and the 12th at the Kennedy Center alone, ACDA's June 2018 festival is in fact three-days of 30 sold-out modern dance performances by the nation's leading college and university "influencer" artists, all with the power to drive home the sponsor's brand value in every state of the union.

The **ACDA Festival** is a complete package, ready to go, requiring little if any allocation of people, time, or technology on the sponsor's part to execute. Every performance will be tightly organized in a series interwoven with your firm's uniform brand messaging and social media – before, during, and after.

35,000 influencers in a \$30 billion market.

NPAFE's focus on dance reflects a \$30 billion untapped upper-middle-income and high-net-worth market spending heavily on contemporary ballet and modern dance. That's an over-40-million-person universe showing ever-deepening loyalty to brands supporting dance — especially the sponsors that bring forth performing artist excellence that these audiences often get to discover for the first time.



Photo credit: ACDA

Their money is spent not only on performances but also on their children and grandchildren for the same ballet or modern dance lessons that you may be having your children take, or perhaps the ones your parents bought for you.

Like you, they want these youngsters to acquire the work ethic, creativity, entrepreneurial drive, and excellence that is ever-present in this special "sport".

With your corporate sponsorship, ACDA's June 2018 National Festival and its 35,000 active people on campuses everywhere will drive home that your company believes in exactly the same values that they live by.

Opportunity Without Risk.

When you select to sponsor this unique CADA 3-day festival, your company will join a select universe of the world's most respected brands that have initiated hundreds of cultural partnerships worldwide since WW II – in prose, poetry, contemporary art, jazz, classical music, architecture and design.

But for understandable reasons, rarely with contemporary ballet or modern dance. Until now, major brands have felt that sponsoring dance was risky. There were no reliable measures of the market, or any way to assure that contemporary ballet and modern dance performances at different times and places could deliver uniform sponsor brand messaging.

Until now, there wasn't even a reliable inventory of class artists with real audience loyalty whose creative works were available for exclusive sponsorship in the best locations, whether "boutique", on-site, or at grand venues like the Lincoln or Kennedy Centers and their counterparts around the world.

NPAFE has applied the sports marketing model to the performing arts — particularly the dance segment — to eliminate these risks. In the process of doing so, NPAFE has won the trust *and* commitment of so many of the country's leading dance artists to make their corporate sponsors look great.

(over)



Photo credits: ACDA



National Performing Arts Funding Exchange | 1875 Connecticut Ave NW, Suite 1000 | Washington DC 20009
+1.202.643.8048 | info@npafe.org | www.npafe.org
NPAFE is a 501c3 charitable organization registered in Washington DC

A complete package, ready to go.

Each ACDA National Festival performance will appear as an independent work of live art, including new works never seen before.

Each performing group will be unique, reflected in its participating choreographers, dancers, and the content of parallel programming produced in collaboration with the Kennedy Center.

Unique as each will be, every ACDA National Festival performance will be interwoven with uniform sponsor brand messaging and compelling social media before, during, and after — a NPAFE specialty.

Collectively, these performances will emphasize your company's mission of innovation, bringing this message to preferred audiences — the very people who want their families choosing the right products from the right vendor the same way they want them in the right room to see the right star performers.

NPAFE's capacity to assure this outcome is rooted in its relationships with innovative creators in dance all around the country, along with the acclaimed venues where they perform. We team with them, and they team with us, to assure a strict level of quality: deliverables, meeting milestones, creative oversight to assure museum piece quality, and a laser focus on the sponsor's brand value.

And everything is turn-key: all the prep work for each event falls to NPAFE and its partners like the ACDA, not to you.

Each of the 30 ACDA National Festival performances over three June 2018 days at the Kennedy Center delivers exclusive branding opportunities by your company with preferred audiences, present customers, future customers, and even former customers whom you want back in the fold.

About NPAFE.

The National Performing Arts Funding Exchange — NPAFE — is the country's only nonprofit focused solely on arranging direct corporate sponsorships that expand the funding available to the nation's exceptional community of entrepreneur-performing artists. Creators who lead rather than follow, these artist-entrepreneurs are especially talented people both because they create new works and because they make great effort to pass their skills and knowledge to future generations.

While all performing artists "perform", few actually create and even fewer educate. The ones who do all three have proven time and again how to make their corporate funders 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 at that.

We are proud that NPAFE has earned the trust of world-class performing artists. Their entrusting us with their brand, together with the exclusivity they grant us to craft initiatives like ACDA sponsorship is our most precious asset.

Next Steps.

NPAFE is ready to review this opportunity with your team by phone, video conference, or in person. The best contact is Cliff Brody, CEO: cbrody@npafe.org, (o) 202.643.8048 / (m) 202.213.3076.

Useful Links | More NPAFE Team Contacts

- ACDA "Little Black Book", this document: <https://www.npafe.org/acda-spons/> password: **acda39!**
- Main website: www.npafe.org; Q&As for corporate marketers: <https://www.npafe.org/spons-qas-for-marketers/>; NPAFE 2017 Millennials & Social Media White Paper: <https://wp.me/p8eGG5-1z6>
- Nicki Schwenner nicki.shwenner@npafe.org; Julia Jaunich julia.jaunich@npafe.org.