



**Corporate Sponsorship Opportunity:  
American College Dance Association  
2019 - 2020 at 400 College and University Campuses  
and the Kennedy Center, Washington, D.C.**



**NPAFE**



**2019-2020 Exclusive Corporate Sponsorship Opportunity:  
American College Dance Association  
26 Regional Conferences and the 2020  
ACDA National Festival at the Kennedy Center**



**Reaching Thousands of Influencers at 400 US Colleges and Universities,  
Their Families, Friends and World-Wide Followers**

**NPAFE**



## **This exclusive corporate sponsorship opportunity**

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

...on almost 400 campuses nationwide  
where everyone will see, hear,

**and remember the sponsor's brand  
for what it wants to be known for.**

created by  
**NPAFE**

NATIONAL  
PERFORMING ARTS  
FUNDING EXCHANGE

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American College Dance Association

NPAFE trusts Adoramapix  
in Brooklyn, New York to prepare  
our book format proposals.  
[www.adoramapix.com](http://www.adoramapix.com)



## The Offer and the Opportunity

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

**The Opportunity** is for the sponsor's brand to be showcased nationally and internationally as exclusive corporate sponsor of the American College Dance Association's twenty-six 2019 - 2020 regional conferences and the always eagerly-awaited biennial ACDA National Festival now set for June 2020 at Washington DC's John F. Kennedy Center for the Performing Arts.

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 will be showcased before, during and after each of the 2019-2020 ACDA events for its lead role making these once-in-a-lifetime experiences possible for the very people who the brand wants as lifetime loyal customers.

ACDA's exclusive corporate sponsor will be promoted continually during 2019 and 2020 in traditional and social media nationally and internationally, emphasizing the sponsor's 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 the corporate sponsor in ways that grants cannot match. I'm at 202.213.3076 / cbrody@npafe.org.

Sincerely,



Clifford Brody, CEO, NPAFE



**Enough about the idea.**

**Turn the page to discover  
how this opportunity  
will actually benefit ACDA's  
exclusive corporate sponsor.**



## Powerful influencers.

Since 1973, ACDA has presented almost 350 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 unrivaled national network reaching nationally and internationally to business, government, high-tech, finance, and the nonprofit worlds.

ACDA's 2019 - 2020 regional conferences and June 2020 National College Dance Festival mark the first time ever that a major brand can position itself both as ACDA exclusive corporate sponsor at universities and colleges across the US and at the stunning Kennedy Center in Washington DC.

The corporate sponsor will reach a demographically preferred universe of almost 40,000 dancers, their families, their friends, and their millions of followers here and abroad.





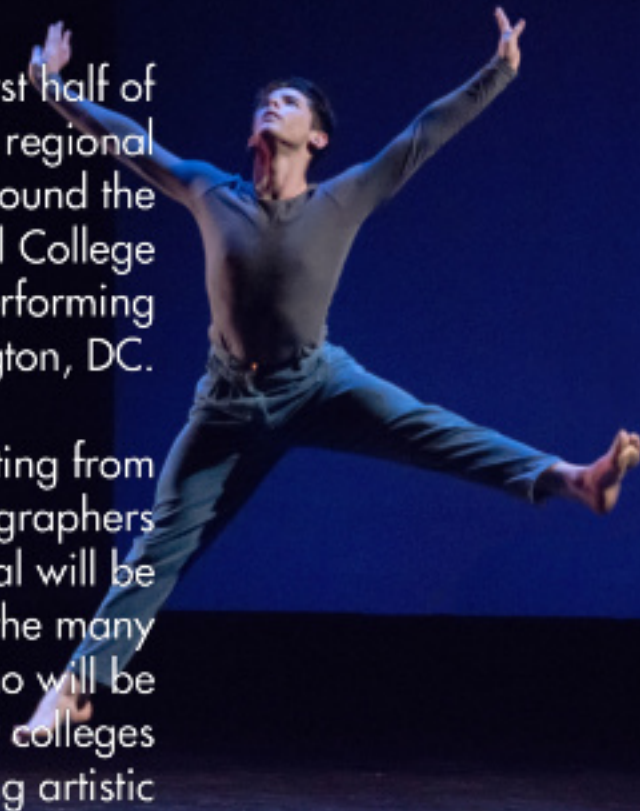
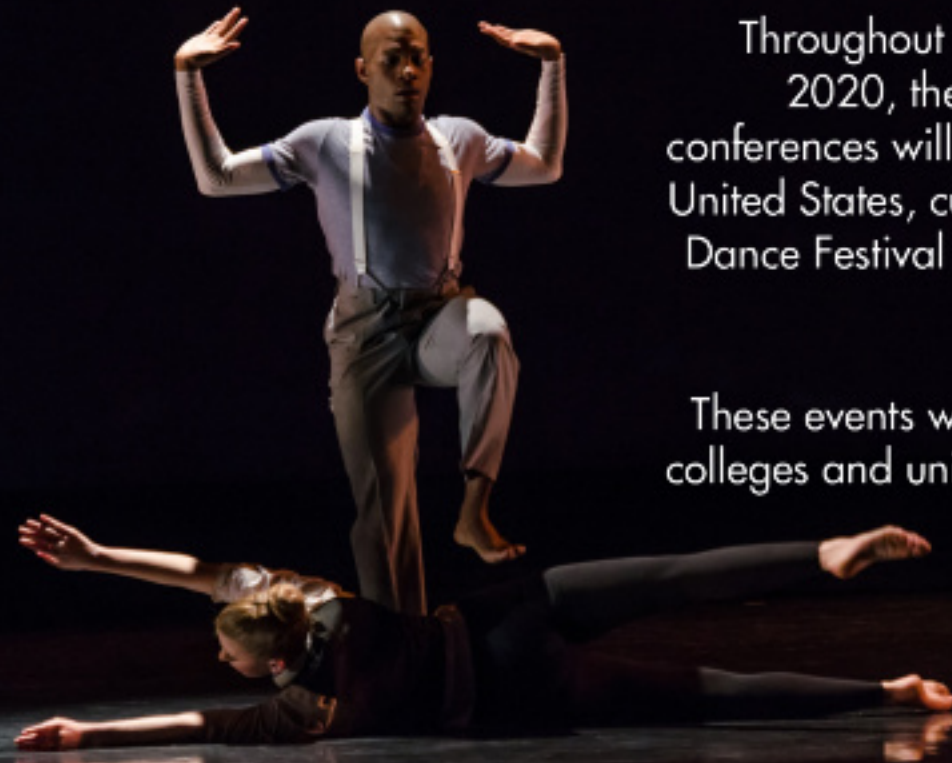
## Of the power of the ACDA . . .

Throughout the rest of 2018, all of 2019, and the first half of 2020, the American College Dance Association's regional conferences will unfold at colleges and universities all around the United States, culminating in the biennial 2020 National College Dance Festival at the John F. Kennedy Center for the Performing Arts in Washington, DC.

These events will feature the finest dance works emanating from colleges and universities throughout the US. The choreographers and dancers for the 2020 Festival will be selected by adjudicators at each of the many ACDA regional conferences, who will be judging participants from almost 400 colleges and universities for their outstanding artistic excellence and merit.

ACDA's exclusive corporate sponsor will be showcased at every one of them.

The result? ACDA's 2019 and 2020 regional conferences and the grand Kennedy Center National Festival will be confirming more than the outstanding quality of choreography and performances originating at the nation's college and university campuses. They will be validating the corporate sponsor's own commitment to encourage this unique form of artistic creativity, business entrepreneurship, and give-back to communities everywhere.





## Artistry in Organization, Operation, and Dazzling New 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 begin?  
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*

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 reaching over 45 million copies in sales. 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.

Again, 1973. 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!

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 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.

The millions of people it has touched since 1973 all agree: there is nothing quite like the ACDA for its power to influence.

Spring  
2019  
through  
mid 2020



*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 tens of thousands of active American College Dance Association participants 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 2019-2020 season, including the stellar June 2020 Kennedy Center Biennial at Washington, DC's John F. Kennedy Center for the Performing Arts.

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 in earning, keeping, and growing the respect for their brands.

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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