

## ACDA 2019-2020 Exclusive Corporate Sponsorship. At 400 US Campuses and the Kennedy Center

The nonprofit National Performing Arts Funding Exchange is offering **an exclusive corporate sponsorship opportunity** for the **American College Dance Association's** 2019-2020 national events schedule at **400 college and university membership campuses** and at the **John F. Kennedy Center for the Performing Arts in June, 2020**. NPAFE exclusively represents ACDA pro bono in offering this sponsorship.

The 26 ACDA 2019-2020 regional conferences and 19<sup>th</sup> ACDA biennial scheduled for June 2020 bring together higher education dance students, their families and friends, faculties from 400 ACDA member colleges and universities, and the general public. The 2020 Kennedy Center festival is in fact three-days of 30 sold-out contemporary dance performances by the nation's leading college and university "influencer" artists, all with the power to drive home the sponsor's brand value and core message.

The **ACDA 2019-2020 Exclusive Sponsorship** is ready to go, requiring little allocation of people, time, or technology on the sponsor's part to execute. Every performance will be tightly organized in a series interwoven with uniform sponsor brand messaging and social media – before, during, and after.

### Industry Exclusivity and 40,000 influencers in a \$30 billion market.

NPAFE's focus on dance and the ACDA reflects a \$30 billion largely-ignored upper-middle-income and high-net-worth market spending heavily on contemporary ballet and modern dance. That's an over-40-million-person universe today showing deepening loyalty to brands supporting dance — including the artistic excellence that these audiences often get to discover for the first time because of your sponsorships.



Photo credit: ACDA

These audiences spend their money 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 you yourself chose.

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 40,000 active participants on campuses everywhere will see, and tell their family and friends, that your company believes in the very same values that they live by.

### Opportunity Without Risk.

When you sponsor the ACDA, your company will join a select universe of the world's most respected brands that have initiated hundreds of cultural partnerships worldwide since World War II – in prose, poetry, contemporary art, jazz, classical music, architecture and design.

But rarely with contemporary ballet or modern dance, for understandable reasons. 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 with predictability.

Until now, that is. 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 many of the country's leading dance artists to make their corporate sponsors look great.

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Photo credits: ACDA

## A complete package, ready to go.

Each ACDA event during 2019-2020 will be centered on new, independent works of live art, most never seen before.

Unique as each will be, every ACDA regional conference and the 30 Kennedy Center performances will include uniform sponsor brand messaging and compelling social media before, during, and after — a NPAFE specialty.

These events 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 and services from the right brand 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 the performing arts 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 performing arts partners like the ACDA.



*Each of the 26 ACDA 2019-20 regional events and the June 2020 Kennedy Center National Festival offer you exclusive branding opportunities with preferred audiences, present and 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 succeed in earning, keeping, and growing that respect for their brands.

We are proud that NPAFE has earned the trust of our world-class partner performing artists. Their entrusting us with their brand, together with the exclusivity they grant us to craft initiatives like this 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](mailto: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-19-20>. password: **acda744\$**
- 7 Reasons Why The ACDA Sponsorship Makes Sense: <https://www.npafe.org/acda-tps/> password: **acda744\$**
- Main NPAFE website: [www.npafe.org](http://www.npafe.org); Q&As for corporate marketers: <https://www.npafe.org/spons-qas-for-marketers/>; NPAFE Millennials & Social Media White Paper: . <https://wp.me/p8eGG5-1z6>
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