

Make an investment that really moves.

Patron Sponsorship at Canadian Closed Championships



www.dancesportbc.com/2017ccc

Make an investment that really moves.

You'll be moved, too.

As one of North America's most prestigious dance competitions, DanceSport BC offers you the chance to be a genuine partner in a world-class event. Your support allows us to sponsor the best DanceSport athletes from every corner of the globe.

The 2017 event brings to the Province the Canadian Closed Championships, one of the largest Ballroom competitions in Canada. World ranking dancers from across the country will join together to compete for the Canadian title and the opportunity to represent Canada at the WDSF World Championships.

DanceSport BC is a registered non-profit society with the purpose of supporting and governing competitive DanceSport athletes in BC. The Canadian Closed Championship is run entirely by volunteers.

Sponsorship provides an opportunity for individuals and businesses to gain recognition while supporting this world-class athletic challenge. Your name can be part of this legacy!

Your involvement is precious to us, regardless of the level of investment you choose. It's our desire to form a long-term relationship with all our Patrons to support the DanceSport athletes of our province as they strive to achieve their goals.

Ideal Demographic Profile

The DanceSport audience is a perfect profile for the typical consumer brand.

Your brand is exposed to people who are financially stable with above-average incomes, above-average education, and with considerable discretionary spending capability.

Over 2,500 spectators meeting those qualifications fill the seats at our DanceSport event, and they are loyal to those brands that support their favorite sport. In addition, your involvement exposes your brand to hundreds of athletes performing at this prestigious world-class event. Give them a chance to know about your company.

Demographic overview of DanceSport spectators

Study of non-competing audience members, by Sports Marketing Surveys, past DanceSport events

- ❄ University Graduate: 40.3%
- ❄ Income of \$60,000-\$99,999: 34.7%
- ❄ Income of \$100,000+: 24.7%
- ❄ Attending with female friends: 55.3%
- ❄ Attending with spouse: 47.3%
- ❄ Age 35-49: 31.5%
- ❄ Age 50+: 40%

Classic Supporter Options

■ \$250

- ❄ Honorable mention in the CCC Program
- ❄ Honorable mention on the CCC website

■ \$500

- ❄ Opportunity to purchase tickets and select seats (maximum of 2) prior to tickets being made available to the general public
- ❄ Honorable mention in the CCC Program
- ❄ Honorable mention on the CCC website

■ \$750

- ❄ Two (2) Premium Front Row Tickets to the 2017 CCC for Friday evening
- ❄ Opportunity to purchase additional tickets and select seats (maximum of 2) prior to tickets being made available to the general public
- ❄ Honorable mention in the CCC Program
- ❄ Honorable mention on the CCC website

■ \$1000

- ❄ Two (2) Premium Front Row Tickets to the 2017 CCC for Saturday evening
- ❄ Opportunity to purchase additional tickets and select seats (maximum of 2) prior to tickets being made available to the general public
- ❄ Honorable mention in the CCC Program
- ❄ Honorable mention on the CCC website

■ \$1500

- ❄ Two (2) Premium Front Row Tickets to the 2017 CCC for Friday and Saturday evening events
- ❄ Opportunity to purchase additional tickets and select seats (maximum of 2) prior to tickets being made available to the general public
- ❄ Honorable mention in the CCC Program
- ❄ Honorable mention on the CCC website

Prize Purses

Prize purses are available in any monetary denomination you wish to sponsor. All of the money donated by you goes to the local DanceSport athletes in support of their dance-related expenses.

In Kind

In kind sponsorships are also available.

World-Class Patron Options

Bronze VIP Patron

Investment: \$2,750

- ❄ Two (2) VIP Tickets to all 2017 CCC evening events
- ❄ Two (2) invitations to the VIP reception for Patrons, Partners, Dignitaries, and invited Athletes
- ❄ Your name featured in the Official Souvenir Program
- ❄ Honorable mention on the CCC website
- ❄ Your name publicly recognized throughout the weekend

Silver VIP Patron

Investment: \$3,750

- ❄ Two (2) VIP Weekend Passes to all 2017 CCC sessions
- ❄ Accommodation for one (1) night at the luxurious Sheraton Vancouver Airport Hotel in Richmond
- ❄ Two (2) invitations to the VIP reception for Patrons, Partners, Dignitaries, and invited Athletes
- ❄ Opportunity to present medals and/or trophies to the athletes
- ❄ Your name featured in the Official Souvenir Program
- ❄ Honorable mention on the CCC website
- ❄ Your name publicly recognized throughout the weekend
- ❄ Your name or logo printed on promotional posters circulated within the city (time permitting)

Gold Level VIP Patron

Investment: \$5,750

- ❄ Four (4) VIP Weekend Passes to all 2017 CCC sessions
- ❄ Accommodation for two (2) nights at the luxurious Sheraton Vancouver Airport Hotel in Richmond
- ❄ Four (4) invitations to the VIP reception for Patrons, Partners, Dignitaries, and invited Athletes
- ❄ Opportunity to present medals and/or trophies to the athletes
- ❄ Link to your business website from the CCC website
- ❄ Your name featured in the Official Souvenir Program
- ❄ Honorable mention on the CCC website
- ❄ Your name publicly recognized throughout the weekend
- ❄ Your name or logo printed on promotional posters circulated within the city (time permitting)

World-Class Patron Options

Platinum VIP Patron

Investment: \$10,000

- ❄ Six (6) VIP Weekend Passes to all 2017 CCC sessions
- ❄ Accommodation for three (3) nights at the luxurious Sheraton Vancouver Airport Hotel in Richmond
- ❄ Six (6) invitations to the VIP reception for Patrons, Partners, Dignitaries, and invited Athletes
- ❄ One-page advertisement in the official CCC Program
- ❄ Opportunity to present medals and/or trophies to the athletes
- ❄ Link to your business website from the CCC website
- ❄ Your name featured in the Official Souvenir Program
- ❄ Honorable mention on the CCC website
- ❄ Your name publicly recognized throughout the weekend
- ❄ Your name or logo printed on promotional posters circulated within the city (time permitting)

Diamond Level VIP Patron

Investment: \$20,000

- ❄ Eight (8) VIP Weekend Passes to all 2017 CCC sessions
- ❄ Accommodation for four (4) nights at the luxurious Sheraton Vancouver Airport Hotel in Richmond
- ❄ Eight (8) invitations to the VIP reception for Patrons, Partners, Dignitaries, and invited Athletes
- ❄ Your name or brand identity on a prominent 8-foot x 2-foot floor board panel
- ❄ Two-page advertisement in the official CCC Program
- ❄ Opportunity to present medals and/or trophies to the athletes
- ❄ Link to your business website from the CCC website
- ❄ Your name featured in the Official Souvenir Program
- ❄ Honorable mention on the CCC website
- ❄ Your name publicly recognized throughout the weekend
- ❄ Your name or logo printed on promotional posters circulated within the city (time permitting)

**Thank you for supporting
DanceSport BC!**

CANADIAN CLOSED CHAMPIONSHIPS | 2017



The 2017 event features the Canadian Closed DanceSport Championships with world ranking dancers from across the country taking part.

Global in nature and spectacular to watch, the CCC is considered one of Canada's best DanceSport events.

Plan to be part of the excitement!

For more information, visit www.dancesportbc.com/2017ccc

April 14 & 15, 2017
Sheraton Vancouver Airport Hotel
Richmond, BC

2017 CCC

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Photos courtesy of Nelson Wong,
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