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DARWIN

Complimentary sunset welcome function for dancers
on Wednesday evening, 23rd June 2021



2021 Living Our Dream Together in the Top End

24 - 28 June

62nd Australian National Square Dance Convention

Marrara Stadium, Darwin



<https://www.darwin2021.com/> Tel: 0458 555 310



darwinnational2021@gmail.com

JOIN THE DREAM TEAM

and partner with the Darwin2021

62nd Australian National Square Dance Convention

Thursday, 24 - Monday, 28 June 2021

Dear

Seen across the nation as the country's last wild frontier, Darwin can rightly claim to be a magical spot and a Top End paradise. But what makes it so uniquely inviting?

Darwin has everything from Asian food markets and crocodile encounters to open-air movies and sunset cruises, balmy nights, colourful characters, outdoor adventures and rich Aboriginal art and culture.

And in 2021 our Committee will host the 62nd Australian National Square Dance Convention in Darwin from Thursday, 24 to Monday 28 June. The Convention's theme is **Living Our Dream - Together in the Top End**. And we are asking you to **Join the Dream Team** and partner with us through a Sponsorship Package.

Planning for our 2021 Convention is well under way. We anticipate that some 500 dancers from across Australia and 100 international delegates will register to participate in our Convention's programme of Square Dancing, Clogging and Round Dancing.

The 2021 Committee has finalised its virtual presence through a variety of social media platforms including a website, Facebook and a Youtube channel to note a few.

Such an event is of course not possible without the generous support of sponsors and the many state and interstate volunteers supporting such a venture.

On behalf of the 2021 Committee we would like to encourage you to **Join the Dream Team** and consider one or more of our Sponsorship Packages on page 3.

We hope you will take the opportunity to read the four published packages and that one or more may appeal to your business as an opportunity to promote your business to our dancing community locally, interstate and internationally.

Our 2021 Convention will bring dancing delegates from across Australia and overseas for the purpose of ***Living Our Dream - Together in the Top End.***

There are Square Dance Associations in every State in Australia with over 200 active callers and about 200 club venues across the nation. It is estimated that there are approximately 15 000 dancers who participate in square dancing in Australia.

Square dancing is a worldwide activity and past annual conventions held in various states across Australia have attracted delegates from many nations. It is estimated that the square dance community world-wide is in excess of 250,000 dancers.

The benefits of our Dream Team Sponsorship Packages are enormous and will include:

- Brand awareness and visibility through digital exposure at a local, state, national and international level for up to Three years reaching a worldwide audience of approximately two hundred and fifty thousand dancers.
- Strengthening your business image is one of the most valuable benefits of sponsoring our Convention. People love brands that care about spreading positive messages and helping the community activities. Linking your business to a worthy cause, like our Convention, can draw lasting support and media attention

Please Note: All Dream Team Sponsors will be responsible for providing ready artwork, text and layout requests at their own expense. Banners and specialised booth display items will also be the responsibility of the sponsor along with erection and dismantling of items.

Our Committee would love the opportunity to discuss these promotional and sponsorship opportunities with you further. We would like your business to be at the forefront of our Convention. We believe that we can establish a mutually beneficial partnership if you were to ***Join the Dream Team*** and partner with us to present a professional and enjoyable **62nd Australian National Square Dance Convention in Darwin in 2021.** We also welcome any alternative proposal that you may have.

We encourage you to discuss, at your convenience, any details about our proposed Dream Team Packages by contacting one the following committee members:

Secretary: Lorraine Davey 0458 555 310 darwinnational2021@gmail.com

Publicity Manager: Don Barba 0439 159 333 don.barba@icloud.com

Yours sincerely



Don Barba

DREAM TEAM SPONSORSHIP PACKAGES

Our Dream Team Sponsorship Packages will provide sponsors with branding and advertising opportunities for a period of Three years.

Dream Team Platinum - \$5 000

Sponsorship at our Dream Team Platinum Level will include:

- Sponsor name and logo integrated in the Convention's Entry statement at the [Convention Centre in Darwin](#).
- Prominent name and logo placement on all printed and digital assets related to the Convention including letterheads, newsletters, registration forms, emails, delegate bags and a full-page ad in the Conference's Program publication.
- Prominent sponsor's booth at the Conference to display promotional material.
- Prominent Sponsor's name recognition in all press releases related to the Conference.
- Prominent Sponsor's logo placement on the home page of the Conference's [Darwin 2021 website](#) with related links and included on our [Facebook page](#).
- Sponsor's name and logo inclusion at the end of the [Darwin 2021 promotional video](#).
- Half page advert on the Darwin2021 website.
- Logo placement on all Banners

Dream Team Gold - \$2 500

Sponsorship at our Dream Team Gold Level will include:

- Prominent name and logo placement on Website, Facebook and Darwin 2021 promotional video.
- Minor Sponsor's Logo placement on the Convention Delegate bags
- Minor placement of Sponsor's name and logo placement on all printed and digital assets related to the Convention including letterheads, newsletters, registration forms, emails, delegate bags and a half-page ad in the Conference's Program publication.
- Sponsor's display booth at the 2021 Conference.
- Quarter page advert in the Darwin2021 website.
- Official Sponsor of the Welcome Delegate Dinner in 2021

Dream Team Silver - \$1 500

Sponsorship at our Dream Team Silver Level will provide you with:

- Sponsor's display booth at the 2021 Conference.
- Quarter page advert on the Darwin2021 website.
- Sponsor logo on registration forms, website and Facebook.
- Minor placement on banners which serve as backdrop in all presentations.
- Official Sponsor of the Opening and Closing Ceremony.

Dream Team Bronze - \$500

Sponsorship at our Dream Team Bronze Level will provide you with:

- Logo placement on all Banners which serve as Convention backdrops.
- Minor Logo placement on the Darwin2021 website under supporting sponsors.
- Quarter page advert on the Darwin2021 website.
- Official Sponsor of tea and coffee facilities.