



# GET NOTICED

*at Shine Dance Festival*

Dear Friend,

If you are looking for a way to reach dancers, families, studio owners, dance teachers and dance enthusiasts, Shine Dance Festival provides results-driven promotional opportunities at our youth oriented festivals across BC each spring.

We offer a variety of options for exposure and work with you to determine the best, most effective marketing strategies for your organization. Some of the options are listed below, but we are always open to creative suggestions for promoting your product or service as well as cross promotions that are mutually beneficial.

**We provide exposure through:**

- ★ **Program Advertisements**
- ★ **Inserts in teachers' packages**
- ★ **Flyer displays in lobby**
- ★ **Web Links**
- ★ **Integration into social media campaigns**
- ★ **Opportunities to present Workshops & Seminars**
- ★ **Performances & Demonstrations**
- ★ **Scholarship Awards & Prize Giveaways**

With over 7 years of successful events under our belt and a loyal following of dance schools and families, the Shine Dance Festival brand is associated with the highest standards of quality and ethics. Our competition programs are professionally designed and printed, distributed to thousands of dancers each season and provided free of charge to over 200 dance instructors and studio owners. We offer a limited number of spaces for advertising to ensure your ad will be noticed while providing you with direct exposure to your key market for a flat and affordable rate. Want to make an even stronger impression? Take advantage of our entertaining MC to handle announcements and giveaways or provide collateral for awards and prize packages (for dancers and/ or teachers).

Please see the attached rate sheet or feel free to contact us to discuss a customized promotional package that will maximize your marketing budget. We look forward to hearing from you by December 5<sup>th</sup>, 2011.

Best,  
Tamara Thompson Levi  
Director, All That Jazz Enterprises Inc.

**For more information contact Tamara today! 1-877-922-8987 OR [tamara@all-that-jazz.com](mailto:tamara@all-that-jazz.com)**



## ADVERTISING RATES

### PROGRAM ADS

Size	Rate*
¼ page	\$100
½ page	\$250
Full Page	\$500

### ADVERTISING PACKAGES

**Program Ad & Flyers** **\$300\***

- ½ page program ad at all SHINE DANCE FESTIVAL EVENTS
- Flyer Display in lobby and Inserts in teachers packages

**Online Marketing Package** **\$400\***

- ½ page program ad at all SHINE DANCE FESTIVAL EVENTS
- Inclusion in monthly E-newsletter (you choose the month)
- Promotion on our Facebook Page, Website Newsfeed & Twitter (up to 3 messages)
- Web Link

**Total Promotion Package** **\$600\***

- Full-page ad at all SHINE DANCE FESTIVAL EVENTS
- Inserts in teachers' packages
- Flyer Display in lobby
- Inclusion in monthly E-newsletter (you choose the month)
- Promotion on our Facebook Page, Website Newsfeed & Twitter (up to 3 messages)
- Web Link

**Customized Packages** **\$ To fit your budget**

\* Plus 12% HST

**COMMITMENT DEADLINE – DECEMBER 5<sup>TH</sup>, 2011**

★ Please complete and return the attached commitment form with payment by December 15<sup>th</sup>, 2011

**ARTWORK DEADLINE – FEBRUARY 1<sup>ST</sup>, 2011**

- ★ See attached spec sheet for advertisement size & file requirements
- ★ Ads that are not received by the deadline or that do not meet specifications will not be printed
- ★ Inserts, Flyers & other promotional material must be delivered by February 1st, 2011



# ADVERTISING COMMITMENT FORM

**Company Name:** \_\_\_\_\_

**Contact Person:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **Province/ State:** \_\_\_\_\_ **Postal/ Zip Code:** \_\_\_\_\_

**Website for web link:** \_\_\_\_\_

Select	Promotion	Rate	12% HST	Total
	¼ Page Program Ad	\$100	\$12	\$112
	½ Page Program Ad	\$250	\$30	\$280
	Full Page Program Ad	\$500	\$60	\$560
	Full Page Program Ad & Flyers	\$300	\$36	\$336
	Online Marketing Package	\$400	48	\$448
	Total Promotion Package	\$600	72	\$672
	Customized Promotion Package	\$ Your budget		

**Comments:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

<p><b>*FOR OFFICE USE ONLY*</b></p> <p><b>Date Received:</b> _____</p> <p><b>Paid By:</b> _____</p> <p><b>Confirmation Sent on:</b> _____</p> <p><b>Invoice #:</b> _____</p>
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**COMPLETE & RETURN FORM BY DECEMBER 5<sup>TH</sup>: TAMARA@ALL-THAT-JAZZZ.COM**

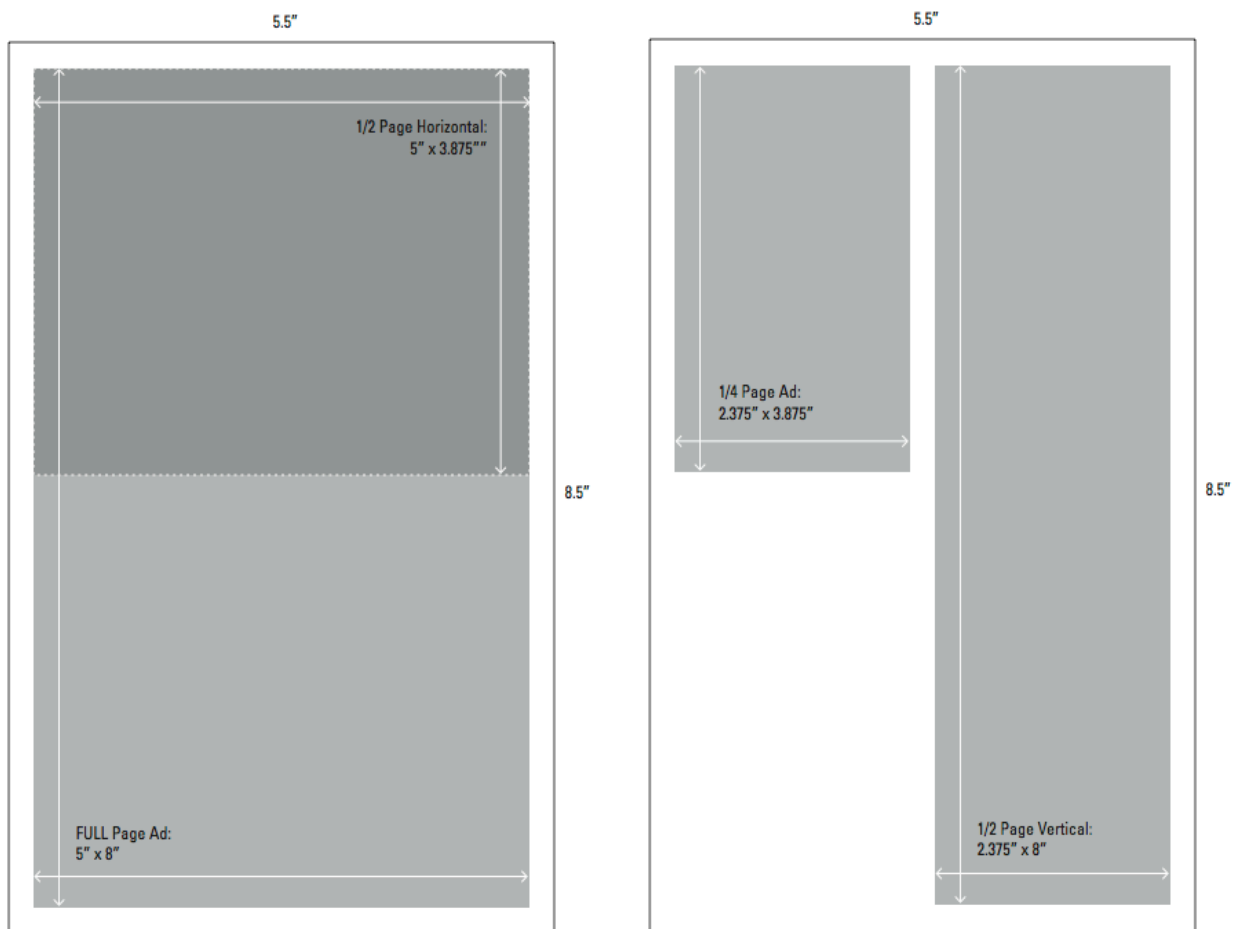
<input type="checkbox"/>	<i>I would like to pay by cheque, send me an invoice by email</i>
<input type="checkbox"/>	<i>I would like to pay using PayPal, send me a PayPal invoice by email</i>



## ARTWORK SPECIFICATIONS

### FILE SPECS & FORMATTING

- ★ Files to be provided in press ready PDF format
- ★ Artwork must be supplied in Black & White format
- ★ Images must be minimum of 300dpi
- ★ Artwork supplied to actual size (no bleed)
- ★ Fonts converted to outlines



**PLEASE EMAIL FINAL FILES BY FEBRUARY 1<sup>ST</sup>, 2012 TO: [TAMARA@ALL-THAT-JAZZZ.COM](mailto:TAMARA@ALL-THAT-JAZZZ.COM)**