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JOIN THE DREAM TEAM

and partner with Darwin2024

64th Australian National Square Dance Convention Thursday,
Monday, 20 - Friday, 24 May 2024

Dear Sponsor

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 2024 our Committee will host the 64th Australian National Square Dance Convention in Darwin from Monday, 20 to Friday 24 May. The Convention's theme is ***Dream Once More***. And we are asking you to ***Join the Dream Team*** and partner with us through a Sponsorship Package.

Planning for our 2024 Convention is well under way. We anticipate that some 400 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 2024 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 2024 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 2024 Convention will bring dancing delegates from across Australia and overseas for the purpose of ***Dream Once More***.

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 **64th Australian National Square Dance Convention in Darwin in 2024**. 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 darwinnational2024@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 Two 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 Marrara Indoor Stadium 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 2024 website](#) with related links and included on our [Facebook page](#).
- Sponsor's name and logo inclusion at the end of the Darwin 2024 promotional video.
- Half page advert on the [Darwin2024 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 2024 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 2024 Conference.
- Quarter page advert in the Darwin2024 website.
- Official Sponsor of the Welcome Delegate Dinner in 2024

Dream Team Silver - \$1 500

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

- Sponsor's display booth at the 2024 Conference.
- Quarter page advert on the Darwin2024 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 Darwin2024 website under Our Sponsors.
- Quarter page advert on the Darwin2024 website.
- Official Sponsor of tea and coffee facilities.