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OC to Pgs

August 2, 2013

Dance Department  
Flowing Wells High School  
3725 N. Flowing Wells Road  
Tucson, AZ 85705  
(520) 696-8071

Dear Potential Sponsor,

The Flowing Wells High School Pulse Dance Company has qualified to compete in the largest and most prestigious National Dance Team Championships in the country! The NDTC is hosted by the Universal Dance Association and is the only championship endorsed by the NFHS and televised on ESPN and ESPN2. The Pulse Dance Company has as well qualified for the United Spirit Association National Dance/Drill competition. This will be the twelfth year that Flowing Wells High School has participated in these competitions. In the past years, the team has been selected as a finalist team out of approximately 65 teams throughout the nation, finishing 12<sup>th</sup> in 2003, 9<sup>th</sup> in 2004, 10<sup>th</sup> in 2006, 5<sup>th</sup> in 2007, 4<sup>th</sup> in 2009 and 2010 (UDA), and 2<sup>nd</sup> in 2010 (USA)!

This year's NDTC hosted by the Universal Dance Association will be held in Orlando, Florida, February 1-2 2014 at Walt Disney's Wide World of Sports Arena. As well, the USA Dance/Drill national competition will be held in Anaheim, California, March 28-30 2014 at the Anaheim Convention Center. In order for our students to attend these competitions, we must raise approximately \$16,041.60 - \$17,957.40. This includes airfare, hotel package, competition fees, costumes, and other expenditures. There will be 12 members attending these competitions, and the cost is approximately \$1,336.80 - \$1,440.00 per member.

Over the past few years Flowing Wells Pulse Dance Company has earned a reputation of having innovative choreography and extremely talented dancers. This is a great honor, especially because we are only one of five teams representing the state of Arizona. We also take great pride in the fact that the majority of our students have had little or no prior dance training before high school. We are competing mostly with private schools, of which the majority of the students have been in dance studios most of their lives.

The cost of competition is extremely high. Flowing Wells School District students come from low to middle socio-economic families. Without the help of sponsors, many talented dancers may not have the opportunity to experience this once in a lifetime event. It is with your sponsorship that we are hoping to defer the cost to each student.

As a token of our gratitude, we are pleased to acknowledge your business, and provide some services to you. This can be done by placing an ad in all of our concert programs, wearing a T-Shirt with your company logo, and/or performing at any special functions. Donations of any amount are greatly appreciated and will be acknowledged on our patron list; however corporate sponsorship packages are listed on the following page.

## Sponsorship Packages

\$100.00-\$249.00	Personal gratitude card with team photo and signatures.
\$250.00-\$350.00	Business card size ad in programs, and added to patron thank you list.
\$351.00-\$499.00	Half page ad, and added to patron thank you list.
\$500.00-\$999.00	Full page ad, and added to patron thank you list.
\$1000.00 or more	Slideshow ad before each show as well as a full page ad in the program.

The Flowing Wells Dance Program hosts eight concerts every year. The concerts are held at the high school fine arts theater. These concerts are quite spectacular, and regularly sell out. This offers our sponsors a unique marketing opportunity to place their advertisements or coupons in approximately five thousand programs handed out throughout the year. We would be happy to perform for our corporate sponsors and have done so in the past, for any special company functions.

In this packet, I have also included: past accomplishments, team information, a cost analysis, and a collage of team photos. If you have any further questions, you may reach me at 696-8071 or [Marquez.Johnson@fwusd.org](mailto:Marquez.Johnson@fwusd.org). Thank you for your support, and for making this opportunity a reality for these students.

Sincerely,

Marquez Johnson  
FWHS Dance Director/Teacher/Coach



# Flowing Wells High School Pulse Dance Company National Competition Cost Analysis

**Travel to Orlando, Florida and compete in the UDA National Dance Team Championship sponsored by ESPN taking place on February 1-2, 2014 at Disney World's Wide World of Sports Arena.**

<u>UDA Nationals</u>		
Expense Description	Group	Individual
Inclusive Competition Package for 12 team members. (Includes hotel accommodations for 4 nights plus one extra night, 2 meal vouchers, competition fees, and various events).	\$6,405.00	\$533.75
Airfare (estimated rate, round trip from Phoenix to Orlando).	\$6,152.40	\$512.70
Costumes, Jazz \$100.00 and Hip Hop \$150.00	\$4,200.00	\$350.00
Additional expenditures for 12 team members.	<u>\$1,200.00</u>	<u>\$100.00</u>
<b>Total Competition Cost (not including coaches)</b>	<b>\$17,957.40</b>	<b>\$1,496.45</b>

**Travel to Anaheim, California and compete in the USA Dance/Drill national competition taking place on March 28-30, 2014, at the Anaheim Convention Center.**

<u>USA Nationals</u>		
Expense Description	Group	Individual
Inclusive Competition Package for 12 team members. (Includes hotel accommodations for 4 nights plus one extra night, 2 meal vouchers, competition fees, and various events).	\$6,804.00	\$567.00
Airfare (estimated rate, round trip from Phoenix to Los Angeles).	\$2,637.60	\$219.80
Costumes, Jazz \$100.00, Lyrical \$100.00 and Hip Hop \$150.00	\$5,400.00	\$450.00
Additional expenditures for 12 team members.	<u>\$1,200.00</u>	<u>\$100.00</u>
<b>Total Competition Cost (not including coaches)</b>	<b>\$16,041.60</b>	<b>\$1,336.80</b>