



FY25

**AMERICAN COLLEGE
DANCE ASSOCIATION
SPONSORSHIP
OPPORTUNITIES**



An Exclusive Opportunity to have your company in the **spotlight at the John F. Kennedy Center for the Performing Arts & 11 Venues Across the Country**

Since 1973, ACDA has presented over **401 Regional Conferences, 25 National College Dance Festivals, 3 National Screendance Festivals** and **hundreds of virtual programs**; serving tens of thousands of students, faculty and arts patrons.

ACDA's 11 regional conferences, National Festival, and virtual online programs provide opportunities for over 8,000 students, faculty and professional artists annually, to engage in a diverse offering of classes, workshops, and research panels taught by guest artists from around the world.

ACDA is proud to share this unique opportunity for your company to serve as a lead sponsor for the FY25 season (July 1, 2024-June 30, 2025).



QUICK FACTS

- **Core Values:** Service, Education, Inclusion, Respect, and Equity
- **32,000 members** from 48 states
- **60-member Board of Directors**
- **11 regional boundaries** across the country
- Over **280 institutions** will attend a conference in 2024



**Celebration of
diversity**



**Advancing
integration of
arts &
technology**



**Accessibility
and inclusion**



**Elevating
marginalized
communities**

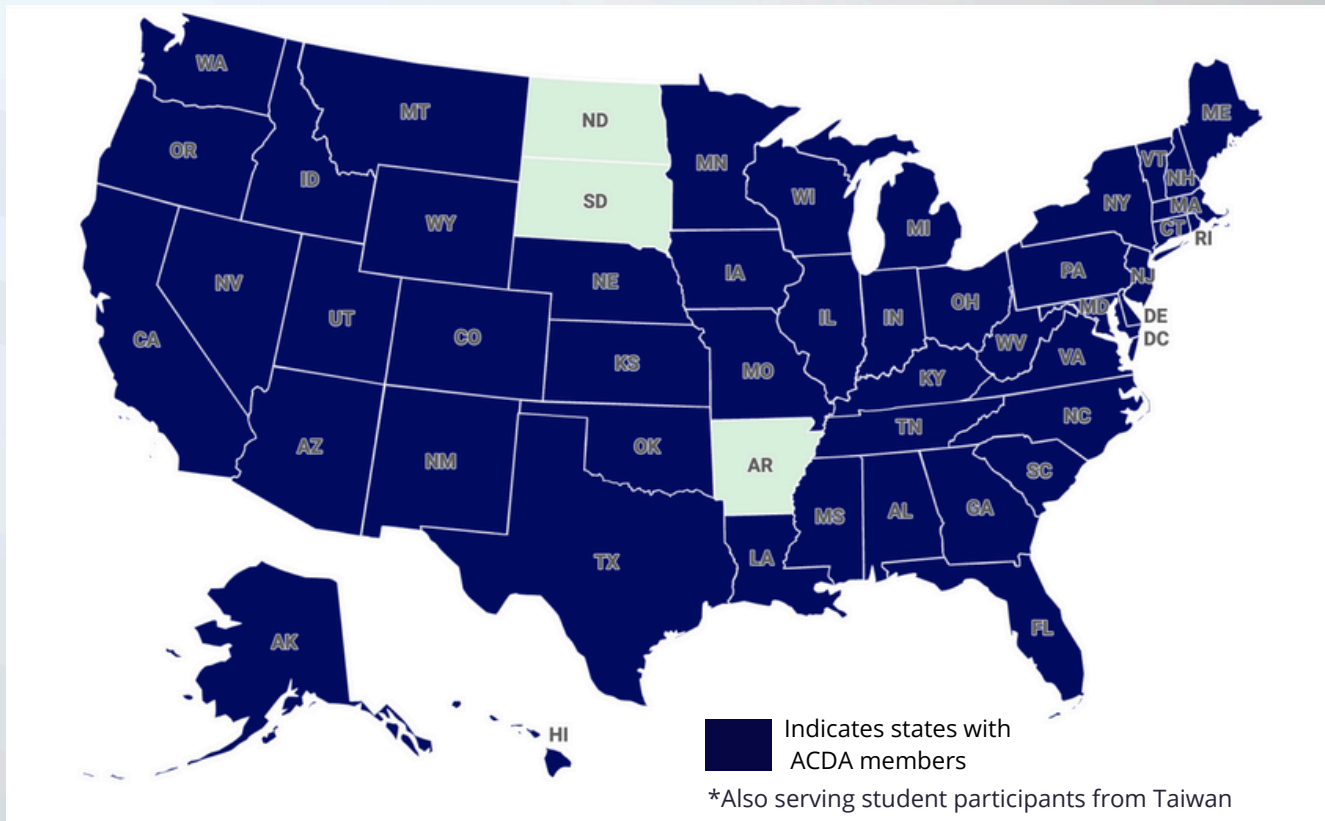


**Environmental
sustainability**



**Community &
partnerships**

THE ACDA REACH



Over 321 Institutional Members from Dance Departments/Programs in Higher Education

OTHER ACDA PARTNERS & COLLABORATORS

- National Dance Education Organization (NDEO)
- DanceUSA
- John F. Kennedy Center for the Performing Arts
- Jacob's Pillow
- Dance Icons
- Hundreds of professional dance companies
- Hundreds of high school dance programs
- American Dance Festival, Bates Dance Festival, and more!

SPONSORSHIP BENEFITS

Each successive giving level receives all of the previous benefits.

ACDA SUPPORTER (\$2,500)

- Company logo/Name in all digital programs (approximately 45 programs)
- Company logo/Name featured on conference and National Festival App (reaches over 5,000 individuals)
- Company logo & link on the ACDA website sponsorship page, with a hyperlink to your website
- Recognition and logo placement on National Festival and conference emails
- Featured on ACDA social media- Facebook, Instagram and LinkedIn

LEADERSHIP CIRCLE (\$5,000)

- Quarter-page color ad in all FY25 digital programs
- Quarter-page color ad on ACDA conference and National Festival e-blasts
- Prominently featured on ACDA social media- Facebook, Instagram and LinkedIn
- Five tickets to any ACDA adjudication conference of your choice
- Two tickets to any National Festival concert at the Kennedy Center

DIRECTOR'S CIRCLE (\$10,000+)

- **Naming rights for an award given to a student Festival participant**
- Half-page color ad in all FY25 digital programs
- Half-page color ad on ACDA conference and National Festival e-blasts
- Two featured social media posts (image or video) (provided by sponsor)
- Five tickets to any ACDA adjudication conference of your choice
- Four tickets to any National Festival concert at the Kennedy Center

SPONSORSHIP BENEFITS

Each successive giving level receives all of the previous benefits.

PRODUCER'S CIRCLE *LEAD SPONSOR*

\$25,000+

- **Naming rights for one concert at the Kennedy Center's Terrace Theater**
- Speech at VIP pre-performance reception in Green Room
- Conference & Festival App (used by over 5,000 individuals)
 - 15 second video trailer (provided by Sponsor)
 - Digital banner AD
- Full-page color ad in all conference digital programs
- Two promotional targeted e-blasts to ACDA's extensive database
- 10- Tickets to any public regional conference concert of your choice
- 5- Tickets to any National Festival concert at the Kennedy Center
- Private virtual meet & greet with ACDA's Executive Committee
- Fully customizable to meet your needs

CONTACT US

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The American College Dance Association is a 501(c)3 charitable organization, registered in the State of Maryland. All donations are tax deductible to the full extent of the law. EIN: 23-7359759

