THE CAROLINAS LATIN DANCE COMPANY

Non-Profit Organization
P.O. Box 43770 Charlotte, NC 28215
Phone: 704-449-8868

“Dancing Through Latin America”



Promoting Cultural Understanding & Acceptance Through Dance

Non-Profit Organization
P.O. Box 43770 Charlotte, NC 28215
Phone: 704-449-8868

Dear Potential Sponsor,

The Carolinas Latin Dance Company would like to continue helping children become positive elements of our community and ultimately our global society. We prepare children to be culturally aware and acceptant of cultural diversity by exposing them to many different types of dances from a variety of countries. It is our purpose to help create a more harmonious community that understands and accepts different cultures. We need your financial help to keep our program going so that we can achieve this goal. Currently, we are struggling with the consequences of the Covid -19 pandemic, and we would greatly appreciate your help.

We are elated to invite you and your company to become one of the official sponsors for our annual performance, "Dancing Through Latin America".

“Dancing through Latin America” is a show that has been in existence since 2001. It has become one of the most important cultural events in Charlotte, NC. It is comprised of children (6yrs and up) who meet every Saturday to learn how to dance folkloric dances from many Latin American countries, the United States, and Spain along with the history of each dance and music genre. The Carolinas Latin Dance Company (CLDC) provides these children with an opportunity to learn from each other’s diversity and assists them in developing cultural awareness and acceptance.

Our purpose is to assist, support and encourage children of any heritage to embrace the Latino/Hispanic culture through Latin dance lessons while promoting cultural awareness within our community as well.

The professionalism of CLDC and its success have led to the continued financial support of prestigious entities such as the *Blumenthal Performing Arts Center, Arts and Science Council* and The Foundation for the Carolinas.

We understand that becoming a sponsor means making an investment. As our partner, your company will be recognized in our community as a company that supports a women run Latino non-profit as well as Latino cultural arts events, enriching and contributing to the enhancement of acceptance and understanding of cultural diversity in Charlotte and surrounding areas.

CLDC is eager to develop a relationship with your company. Thank you in advance for your consideration.

Please review the attached sponsorship package.

Sincerely,

Gladys Gomez
Executive Director



Non-Profit Organization
P.O. Box 43770 Charlotte, NC 28215
Phone: 704-449-8868

ABOUT US

The Carolinas Latin Dance Company (CLDC) was founded in 2001, in Charlotte, NC to satisfy the need of children from different Latin American Countries, who expressed an interest in learning more about each other's diverse origins, music and dance.

Our mission is to promote community cultural awareness to achieve cultural unity and harmony through folkloric dances from Latin America and Spain.

We teach children and young adults of all backgrounds the dances and history of each dance they learn. We share these dances with the community at various cultural events, and at a yearly theatre performance called "Dancing Through Latin America".

Our objective is to provide opportunities for cultural enrichment through authentic dance performances and lectures that bring together not only people of Latin American backgrounds, but people of all cultures. Our annual show is presented in both English and Spanish. This creates an enjoyable environment of mixed cultures and traditions, where the community can learn about each other and at the same time our children are preparing for the global society they will be adults in.

TYPE OF ORGANIZATION

Non - Profit under section 501-(c) 3.

OPERATED BY

Board of Trustees/Executive Director

TARGET AUDIENCE

The Latino and Hispanic community along with all cultures, races, and communities that make up the wonderfully diverse Charlotte-Mecklenburg area.

PRIMARY MARKET

Charlotte, NC including Matthews, Monroe, Gastonia, Hickory, Statesville, Cornelius, Davidson, Salisbury, Greensboro, Concord, Rock Hill, Fort Mill, Pineville, Albemarle and
all other adjacent towns.

Non-Profit Organization
P.O. Box 43770 Charlotte, NC 28215
Phone: 704-449-8868

YOUR MONEY AT WORK

Your greatly appreciated donation will help The Carolinas Latin Dance Company (CLDC) with:

1. PROVIDING SCHOLARSHIPS

This year the rate of low-income children who registered with The Carolinas Latin dance Company (CLDC) increased immensely. CLDC provides a discounted tuition rate to students, thanks to our loyal sponsors. However, we still have a percentage of students who are not able to pay the monthly tuition. CLDC grants full scholarships to these children, who must remain in good standing to uphold.

2. MAKING OF COSTUMES

The Carolinas Latin Dance Company (CLDC) provides authentic costumes to all the children in the dance group for the final theatre performance and for any other presentation during the duration of the session. CLDC does not have enough costumes to ensure that each child has the proper attire to perform, therefore in many instances we must eliminate some performances since some families do not have the financial resources to pay for the required costumes. If we have enough money to make more costumes, we will make sure that each child gets the costume they need, and we are able to allow all of our students to perform and we would not have to decline any performances.

3. PAYING FOR ADMINSTRATIVE EXPENSES

CLDC relies entirely on volunteers; however, we have monthly expenses to meet such as dance studio and storage rentals, phone bill, teachers' salary, music purchase, photographs, and videos.

4. PAYING FOR THE PRINTING OF PROMOTIONAL MATERIALS FOR THE SHOW

CLDC needs money to pay for the printing of 5,000 flyers, 50 color posters and 100 smaller posters to promote the annual performance.

5. PAYING FOR THE VIDEO RECORDING AND PHOTOGRAPHING OF THE SHOW

CLDC must contract a videographer and a photographer to record the performance so that the children who danced in the show can have a memory of their participation and hopefully continue to do the same with their own children, so the cultural heritage is conserved. Community members are also encouraged to purchase the videos so they can share with those who did not attend.

THE CAROLINAS LATIN DANCE COMPANY

Non-Profit Organization
P.O. Box 43770 Charlotte, NC 28215
Phone: 704-449-8868





SPONSORSHIP OPPORTUNITIES

Diamond Sponsor $5,000.00 +

- Preferred logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- Three live mentions of your company during a live performance (if allowed by COVID 19)
- 10 free tickets to a live performance (if allowed by COVID 19)

Platinum Sponsor $3,000.00 +

- Medium logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- Two live mentions of your company during a live performance (if allowed by COVID 19)
- 8 free tickets to a live performance (if allowed by COVID 19)

Gold Sponsor $1,000.00 +

- Small logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- Two live mentions of your company during a live performance (if allowed by COVID 19)
- 6 free tickets to a live performance (if allowed by COVID 19)

Silver Sponsor $500.00 +

- Small logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- One live mention of your company during a live performance (if allowed by COVID 19)
- 4 free tickets to a live performance (if allowed by COVID 19)

Bronze Sponsor $300 +

- Small logo placement in all promotional material (flyers, posters, newspapers ads, e-mails, performance program)
- One live mention of your company during a live performance (if allowed by COVID 19)
- 2 complimentary tickets a live performance (if allowed by COVID 19)

Table Sponsor $ 100 (5) Available

- One live mention of your company during a live performance (if allowed by COVID 19)