



P: 780.906.7939
Edmonton, Alberta

info@etownsalsa.com
www.etownsalsa.com

January 1, 2012

Dear Sir or Madam,

On **Saturday, February 18, 2012**, the ETOWN SALSA Dance School will host its 4th annual gala and fundraiser: **"SALSA WITH THE STARS."** Proceeds from this event will help offset the costs of costumes and expenses for out-of-town salsa congresses.

"SALSA WITH THE STARS" will be held at the Sherbrooke Community Hall in Edmonton. Our past galas have been very successful and this year's event promises to be another energy-filled evening as it will not only expose ETOWN SALSA dance groups but will also be the stage for a variety of local multi-cultural talent, ranging from Belly dancing to the unique, rich and entertaining styles of Latin dancing.

We invite you to make a contribution based on our sponsorship packages. Your support will not only enable our local talent to perform on the world stage, but will also expose your business/organization to a diverse multicultural audience. The attached table lists detailed information on the benefits and services of our different sponsorship levels.

Thank you for your generous support. Should you have any questions or concerns, please contact me at (780) 906-7939 or by email at: info@etownsalsa.com

Sincerely,

A handwritten signature in black ink, appearing to read "Alex Rojas".

Alex Rojas, Director
ETOWN SALSA Dance Company



SPONSORSHIP LEVELS

Feature Benefit	<i>(Monetary or Donation Value)</i>			<i>(Monetary Only)</i>
	Bronze	Silver	Gold	Platinum
	\$100 & up	\$250 & up	\$400 & up	\$500 & up
Listing in program booklet (Text provided by sponsor) <i>deadline: Feb 10/12</i>	YES	YES	YES	YES
Flyers displayed at event (provided by sponsor)	YES	YES	YES	YES
Complimentary Event Tickets	1	2	4	6
Advertisement in program booklet <i>deadline: Feb 10/12</i>	-	¼ page	½ page	FULL PAGE
Logo on event poster <i>deadline: Jan 21/12</i>	-	-	YES	YES
Web Banner (website and mailing list) www.etownsalsa.com	-	-	YES	YES
Verbal acknowledgement of Sponsor at Event	-	-	-	YES
Banner display at event (provided by sponsor)	-	-	-	YES



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Level of Sponsorship:

Bronze Silver Gold Platinum

Form of Sponsorship:

Monetary Silent Auction Donation

DONOR NAME for recognition in the Gala & Fundraiser program booklet:

ADDRESS: _____

CITY: _____ POSTAL CODE: _____

PHONE: _____ FAX: _____

SILENT AUCTION SPONSORS:

ITEM DESCRIPTION	RETAIL VALUE	RECEIVED BY (OFFICE USE ONLY)

MONETARY CONTRIBUTIONS (cheques payable to: ETOWN SALSA Dance Team)

DONATION AMOUNT	RECEIVED BY (OFFICE USE ONLY)

Note: Gold and Platinum sponsors—deadline for logo submission (to be placed on poster) is **Jan 21, 2012.*

RECEIPT—2012 ETOWN SALSA Dance Company Gala and Fundraiser

Sponsor: _____ Sponsorship Level: _____

Item / Donation Amount: _____

Received By: _____ Sponsor Signature: _____ Date: _____