

Dance BFF
SPONSORSHIP PACKAGES
Mega Bollywood Dance Show in Rhode Island

www.dancebff.com

dance BFF
BOLLYWOOD FUSION + FITNESS

SATURDAY,
JUNE 16, 2018
5:30-7:30 p.m.

West Warwick High School Auditorium
Tickets: \$20 early bird, \$35 at the door,
ages 5 and under free.

Part of the proceeds go to
West Warwick High School
Theater Students

with the legends of yesteryear!

Relive the magical moods of Bollywood

**Incredible
Bollywood 2!**

Purchase tickets and group discounts at DANCEBFF.COM

For more questions / to sponsor, please contact:
Rupa Datta or Rutuja Patil
401-326-2324
ridancebff@gmail.com

ABOUT DANCEBFF

Registered in January 2016, Dance BFF, is founded to promote Bollywood and other Indian dance forms as well as create awareness about Indian dance art and culture in the community of Rhode Island and beyond. At BFF, you will find Bollywood and other Indian dance forms, including folk beats of Bhangra, Lavani, Garba, Bihu, as well as contemporary, expressionist ballet to Tagore's music or contemporary Sufi music. BFF creates fusion using these styles with jazz, hip-hop, Latin, and other western styles and/or Mideastern style like belly dancing. While providing joy to the dancer, these dances, ranging from high energy, peppy beats to slow, soothing rhythms, also provide a good workout for the whole body, mind and soul. BFF also provides a unique event experience for its audience through an interactive segment customized for each event they perform. Dance BFF has grown five folds in their number of enrollments within just couple of years and has added three locations over this time. Dance BFF is also dedicated to provide a platform to the dancers, from different culture and ethnicity, who are passionate about Bollywood and Indian dances.

FOUNDERS

Rupa Datta and Rutuja Patil are trained in Indian classical dances like Kathak and Bharatnatyam, respectively, and have several years of experience in dance performing and teaching. They are extremely passionate about dance and committed to the mission of Dance BFF. Rupa and Rutuja are very professional as well as innovative in business. Their caring and positive customer care, holistic teaching style, and recognizing their core dancers base, has resulted in fast growth of the business in a short span. They wanted to bring a completely new show to the State of Rhode Island, a show that is not only diverse in its production that ranges in several different genres, styles and eras, but also exposes the diversity among dancers.

THE SHOW: INCREDIBLE BOLLYWOOD

'Bollywood dance', the dance-form used in the Indian movies, is a harmonious mixture of Indian folk, classical as well as world dance styles. It is famous for being COLORFUL and VIBRANT! Elements like frequent costume and position changes during dances, as well as the use of larger dance troupes and their synchronization leave the audience mesmerized. Bollywood dance movements vary from slow and spiritual to bold and high energy capturing audience's attention at all times.

"Incredible Bollywood", a show produced by Dance BFF, is dedicated fully to Bollywood dances. Incredible Bollywood was first produced last year, 2017, as part of Dance BFF's one year celebration. It was dedicated to the 'Eras of Bollywood', and included black and white movies to current. With its first production Incredible Bollywood exceeded all its expectations and became first Bollywood Show ever of this magnitude in the State of Rhode Island. More than 500 people witnessed this spectacular production with immaculate synchronization of moves and colorful extravaganza. There were around 85 dancers from the ages of 4 to 54 years old, coming from different culture and ethnicity. Part of the proceeds benefited the Sojourner House, an organization dedicated to stop domestic and sexual abuse against women.

Incredible Bollywood 2, will be dedicated to the Legends of Bollywood, including actors, dancers, and several other aspects in film industry. The show will be performed by one hundred (100) talented dancers, young and old, featuring a large variety of genres, from black and white eras to now, covering folk, cabaret, courtesan, disco, hip-hop, belly dance, tribal, classical, dervish, to all-out fusion, bringing the Bollywood extravaganza. Part of the proceeds for 2018 show would benefit the West Warwick High School's Theatre Students, supporting them with theatre requirements as well as providing scholarship help to one or many of interested students. This year the show is expected to draw an audience of 700 people, filling up the auditorium capacity, while exposing the event to an estimated 100,000 people. We desire to continue with the show's success from last year. You can support this event by becoming a sponsor. Please contact us at ridancebff@gmail.com to get one of the packages mentioned below.

WHAT IS EVERYONE SAYING ABOUT INCREDIBLE BOLLYWOOD 1 (2017) ?

"Thank you for making us a part of your journey in your program. It was one of the best show I have attended in USA. I am so happy you started the show on time, there were no useless speeches. The EmCees were superbly coordinated, the visuals were awesome. The theme and the choice of songs was impeccable. I was quite amazed to see that all volunteers knew what exactly to do. There was even a helper for my photography escapades. May god bless you both with continue success and an ever lasting friendship. Congratulations again on the magnum opus."

"Perfect song choices for each era, draped in genre specific costume, combined with perfect lighting and sound, it was FLAWLESS and INCREDIBLE."

"Cannot wait for next year."

"Vibrant & colorful with mind blowing execution".

"With the opening of the curtains the audience was in surprise after surprise."

" Really enjoyed being immersed in the language, music, dance and culture. Enjoyed having some of the food too. Please keep us informed about future events."

"What a mesmeric and magical evening! Thank you for taking us on a colorful and joyful journey down the Bollywood memory lane. You are all really incredible and I look forward to many more such sparkling evenings of dance in Rhode Island."

"... It was a clear evidence of what any two spirited and motivated women can achieve by virtue of their hard work, impeccable planning and organization... With their commitment to the propagation and dissemination of Indian music, art and culture and dance forms among not only the Indian community around here but also the wider New England audiences of all hues, they were able to orchestrate a great evening filled with superb entertainment. No wonder the auditorium was almost filled to capacity."

WHY SPONSOR THE INCREDIBLE BOLLYWOOD SHOW?

Dance BFF and its shows generally have far-reaching presence in Rhode Island and beyond for its exquisite performances. Premier institutions like PVD Fest and Dorcas International invite Dance BFF as program partners in their events for many years now. Dance BFF's home production, Incredible Bollywood, was extensively showcased in several premier media outlets in Rhode Island, like Providence Journals and Valley Breeze (both had showcased Incredible Bollywood extensively over two pages, including entire front page of their art section) as well as The Rhode Show. This is a great opportunity to develop association with an organization that holds tremendous exposure to Indian and non-Indian market/community interested in diverse culture and Bollywood dances. Besides enriching cultural and social community, there are immeasurable benefits to you, not limited to:

- Opportunity to publicize to around 600 + people in the show.
- Opportunity to be exposed to around 100,000 people during show promotion.
- Exposure in a market comprised of young and middle aged consumers
- Exposure in a rapidly growing Indian and south Asian market in Rhode Island and surroundings.
- Exposure to collegiate market like Brown, URI, J&W, CCRI, Rhode Island College, Providence College and RWU.
- Opportunity to reach a very diverse cross-section of families and youths
- Opportunity to showcase your logo on Dance BFF website which attracts thousands of visitors.
- Opportunity to give back to the community as part of the proceeds benefit West Warwick high school students interested in theatre
- Opportunity to contribute towards the growth and propagation of Art.
- Potential for future involvement and investment as Dance BFF grows its wings

**A QUICK GLIMPSE AT
INCREDIBLE BOLLYWOOD SPONSORSHIP PACKAGES**

Benefits	Platinum (\$500)	Gold (\$250)	Silver (\$150)
Name & logo on Dance BFF website & event page	✓	✓	✓
Link to sponsor's website	✓	✓	✓
Name & logo on Dance BFF Facebook regular page and event page	✓	✓	✓
Included admission tickets	6	4	2
Ad (b/w) on event program booklet (700 copies)	✓ (Full Page)	✓ (Half Page)	✓ (Qtr. Page)
Banner placement at the event (Premium Location)	✓	✓	
Booth Table (8x2)	✓ (Cafeteria)	✓ (Hallway)	
Verbal recognition at the show	✓	✓	
1 minute video in social media promotions	✓ (3 in total)	✓ (1 in total)	
1 minute video in the intermission of show	✓ (1 time total)		
Logo placement on Event Flyer	✓		
Display on Big screen before the show and during break	✓		
Stage projection during casting of the show	✓		
Constant promotion on social media (Facebook, twitter and Instagram)	✓		
Thank You display on screen during credits	✓	✓	✓

PACKAGE DETAILS

Platinum Sponsor (\$500 Contribution)

- Donor's name and logo will appear on the following:
 - o Dance BFF Event and business webpage
 - o Dance BFF Facebook regular and event page
 - o Over 1000 flyers and posters used on promotional purposes before the event and distributed at local universities, restaurants, stores and social events
 - o Constant promotion on social media via electronic postings of the event promotion and dancers blogs
 - o Big Screen display at the event before show and during intermission
 - o Included on the casting display on screen at the show as 'Our Proud Sponsors'.
 - o A full page (black & White) on the event program booklet to be distributed to an estimated 700 guests
- Package also includes:
 - o 1 minute video at interval of the show
 - o 1 minute video on social media (3 time total)
 - o Verbal recognition at the show
 - o Booth at the West Warwick High School Auditorium (Premium spot)
 - o Top promotional priority
 - o Banner display at a premium spot
 - o Reservation of 6 VIP Seats

Gold Sponsor (\$250 Contribution)

- Donor's name and logo will appear on the following:
 - o Dance BFF Event and business webpage
 - o Dance BFF Facebook regular and event page
 - o Half Page Ad (Black & White) on the event program booklet to be distributed to an estimated 700 guests
- Package also includes:
 - o 1 minute video on social media (1 time total)
 - o Verbal recognition at the show
 - o Booth (Table 8x2) at the West Warwick High School Auditorium (Hallway)
 - o Banner display at the show (Location to be determined by organizers)
 - o Top promotional priority in future events
 - o Reservation of 4 VIP Seats

Silver Sponsor (\$150 Contribution)

- Donor's name and logo will appear on the following:
 - o Dance BFF Event and business webpage
 - o Dance BFF facebook regular and event page
 - o Quarter page ad (Black & White) on the event program booklet to be distributed to an estimated 700 guests
- Package also includes:
 - o Shared Space for display of promotional materials
 - o Top promotional priority in future events
 - o Reservation of 2 VIP Seats

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