

Sponsorship Opportunities

The Edge Dance Event



March 10-12, 2023

Annual Event

LOCATION: California Ranch Company Temecula, CA

CHARITY: Freedom Sings USA will receive a portion of your sponsor .

EXPERIENCES: Dance Classes, Live Music, Social Dancing, Competitions, Vendor Market, Raffles, + more

Our Mission

The Edge was created to help inspire more people to confidently express themselves through dancing a variety of genres and styles on the social dance floor.



Additionally, The Edge aims to provide a safe space and outlet for mental health awareness and healing through movement, expression, and community.



What Is The Edge Dance Event?

The Edge is a 3-day dance event consisting of dance classes, competitions, and music festival elements such as live music, vendor market, games, raffles. Dance styles taught include the following: Line Dance, Country Swing, Two Step, West Coast Swing, Brazilian Zouk, Dips, Leans, Tricks, Fundamental Beginner, and Technique Classes.

The Edge loves celebrating and showcasing musical artists, performers from multiple genres of dance and movement, as well as competitions where dancers can show-off their skills for prizes and proprietary belt buckles!

Reach more people...

The Edge Dance Event provides the opportunity for businesses to share their products to reach an audience that is both diverse and geographically expansive.

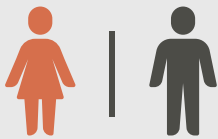
Pricing & Sales Potential Volume

Average Ticket Price 2023 Event

\$160

Age Range & Gender Ratio

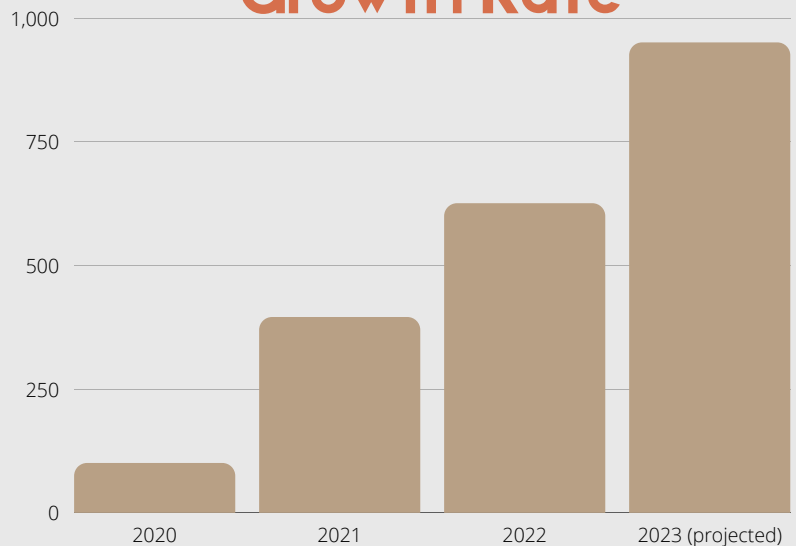
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Attendees from 35+ CA bars



Growth Rate



Projected Sales

950 Anticipated Weekend Participants



Attendees from 15+ States with 65% from CA

Platinum Sponsor

What You Receive

PA Announcements

- Given by MC at the event main stage and social dance stages
- Promotional Opportunities including during Friday AND Saturday competitions

Premium Banner Placement

- **Provided by sponsor**

- Placed in the main stage and up to 3 additional areas
- Inclusion on Sponsor banner (XL Logo)
- Inclusion on up to 3 Edge Banners reserved for Founders/Partners/Diamond Sponsor

Social Media & Website Inclusion

- Signage on event marketing, premium website banner placement, and inclusion on social media posts/sites
- Customized video/reel produced with the sponsor as focal point

Tickets to The Edge

- 10 Weekend Passes AND 5 Social Dance Passes

Investment: \$20,000



Diamond Sponsor

What You Receive

PA Announcements

- Given by MC at the event main stage and social dance stages
- Promotional Opportunities including during Friday AND Saturday competitions

Premium Banner Placement

- **Provided by sponsor**

- Placed in the main stage and up to 3 additional areas
- Inclusion on Sponsor banner (XL Logo)
- Inclusion on up to 3 Edge Banners reserved for Founders/Partners/Diamond Sponsor

Social Media & Website Inclusion

- Signage on event marketing, premium website banner placement, and inclusion on social media posts/sites
- Customized video/reel produced with the sponsor as focal point

Tickets to The Edge

- 5 Weekend Passes AND 5 Social Dance Passes

Investment: \$10,000



Emerald Sponsor

What You Receive

PA Announcements

- Given by MC at the event main stage and social dance stages
- Promotional Opportunities including during Friday competitions

Premium Banner Placement • Provided by sponsor

- Placed in the main stage
- Inclusion on Sponsor banner (Large Logo)
- Placement in up to 2 areas

Social Media & Website Inclusion

- Signage on event marketing, premium website banner placement, and inclusion on social media posts/sites
- Customized video/reel produced with the sponsor as focal point

Tickets to The Edge

- 3 Weekend Passes AND 3 Social Dance Passes

Investment: \$5,000



Maple or Dance Floor Sponsor

What You Receive

Inclusion on Posters/Flyers

- Choose the name of your dance floor
- Posted throughout the event
- Featured on website and social media platforms
- Workshop Promotions
- Inclusion on Sponsor Banner

PA Announcements

- Given by MC at the event
- Promotional opportunity

Banner/Promotions

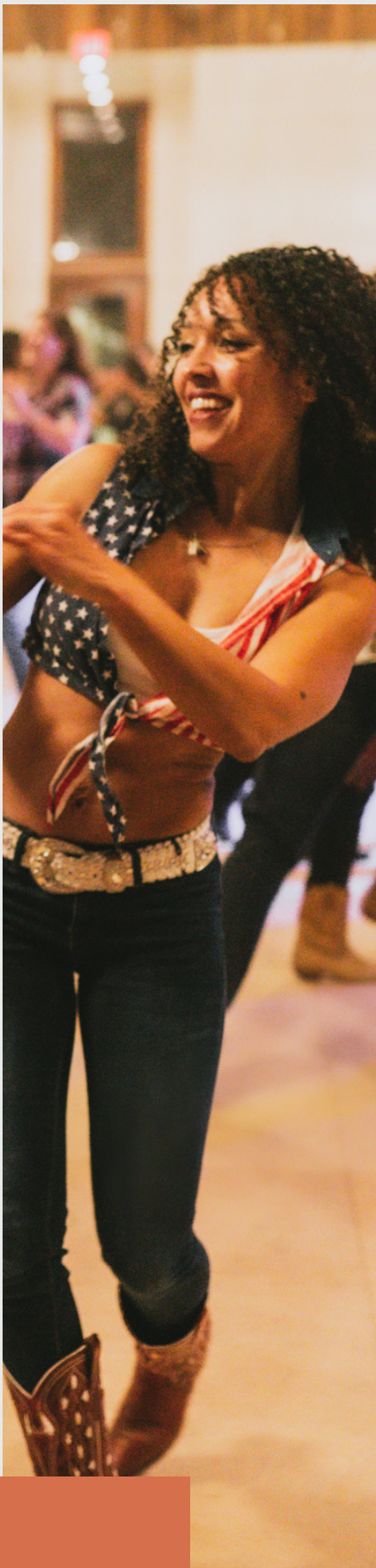
Placement • Provided by Sponsor

- Business featured prominently
- Banners and promo material/decoration allowed around your designated floor space

Tickets to The Edge

- 2 Weekend Passes AND 2 Social Dance Passes

Investment: \$3,000



Gold Sponsor Investment: \$2000

- PA Announcements: Given by MC at the event
- Banner placed in main stage area (banner provided by sponsor)
- Inclusion on Sponsor Banner
- Signage on marketing including website and social media platforms
- 2 Weekend Passes

Silver Sponsor Investment: \$1200

- PA Announcements: Given by MC at the event
- Banner placed at event (banner provided by sponsor)
- Inclusion on Sponsor Banner
- Signage on website

Bronze Sponsor Investment: \$750

- Inclusion on Sponsor Banner
- Signage on website

Banner Sponsor Investment: \$500

- Your banner placed in visible location at event





Other Sponsorship Opportunities

Ask us about our Silent Partner option!

The Edge Dance Event is open to other awesome and creative ways to include your business:

Stage/Artist Sponsorship

Alcohol Sponsors

Prizes for competitions

Raffles

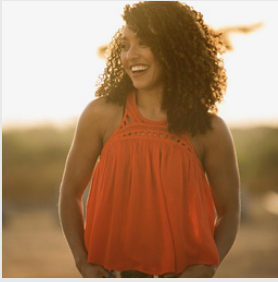
T-Shirt Sponsorships

Air Bnb Sponsors

Event Tickets

Got a unique idea? Let us know!

Meet the Team



Adia Nuno

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Kacee Crandall

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Christian Summerfruit

Partner | Head DJ
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Leslie Perez

Project Manager
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Russ Bradchulis

Chief Operating Officer
Social Follow: @RussBradchulis



Stefanie Vasturo

Executive Administrator
Social Follow: @SouthernSoulDancing

A KickStart Country Event



Contact Us!



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TheEdgeDanceEvent.com

We look forward to including you as a featured sponsor at The Edge Dance Event!