
Regional Dance America

2011-2012 Advertising and Sponsorship Kit



Regional Dance America

A National Association of Dance Companies

MISSION AND VISION



Our Mission

Regional Dance America's mission is to advance and foster the growth and education of dancers, choreographers, directors and dance companies in every community across the United States and Canada. RDA provides a national identity and support for its five regional associations; MidStates, Northeast, Pacific, Southeast and Southwest. Development of member companies is further promoted through regional and national festivals by affirming standards of appraisal, evaluation and performance to which all members are held.

Our Vision

We envision a future in which quality dance is an important part of the rich and diverse culture available to all individuals in every community across the United States and Canada. The pre-professional dance company will be at the core of this future, reaching communities and populations that may not be served by larger, professional companies. These companies will claim national and international recognition for the standards to which they are held. Young dancers regardless of geographic boundaries will have access to quality dance performance and training opportunities; choreographers will thrive in enriching settings with all resources necessary to grow and develop into regional, national and international stature. Regional Dance America will be the national identity for member companies, unifying the five regional associations.

Over fifty years ago, only audiences in a few metropolitan centers could enjoy dance, beautifully and powerfully performed. Since then, the National Association for Regional Ballet and now Regional Dance America have dedicated themselves to nurturing dance as a performing art regardless of style in every American and Canadian city, thus providing access to high quality dance for all Americans.



Today, regional companies have grown in stature and quality nationwide. The national organization has had an enormous impact on dance and its decentralization in this country. Over three hundred companies, including more than two-dozen nationally recognized professional groups have been member companies. Regional companies exist in nearly every corner of the United States.

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IMPACT AND DEMOGRAPHICS

The impact of Regional Dance America is far-reaching. There are 88 professional and pre-professional dance companies, and over 3,000 dancers from across the continent who are members of RDA. Each year, over 1.5 million people in 481 counties attend RDA member performances. Not only do RDA companies provide their communities with high-quality dance productions, they contribute to their community's economic well-being. Collectively, RDA companies are responsible for generating nearly 36 million dollars within their local community economies.

More importantly, out of the regional movement comes a steady stream of dance professionals filling the rosters of nearly every major professional company around the world. The average RDA dancer is female between the ages of 13 and 20 with a median age of 15. These dancers train at an extremely high level. Many spend in excess of 20 hours per week in the studio training and rehearsing in addition to their scholastic studies. Upon graduation from an RDA company, a majority of the dancers continue with their training through professional contracts or college dance programs.

*...one of the liveliest of all
grass-roots, cultural activities
in North America!* - Doris Hering



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ADVERTISING , SPONSORSHIP, VENDOR OPPORTUNITIES

One Major Dance Festival!

Reach the RDA Dancers and Directors! Each year, the five regions of Regional Dance America meet at one of five regional festivals. In 2012, all RDA member companies will be congregating at one major festival in Montreal, Quebec, Canada. During this festival, the dancers will take classes with dance instructors at the top of their field while directors network and share ideas and information. Each evening, the companies perform works previously chosen by one of five adjudicators. We have sponsorship, advertising, vendor and product placement opportunities!



Choreography Intensive

Support the Creation of New Work! Each summer, Regional Dance America holds a National Choreography Intensive where choreographers and dancers come together to create new works. Choreographers gain education and experience in all areas of choreography under the guidance of a staff of professionals while the dancers gain insight into the choreography process making them stronger performers.

Over 3,000 dancers

Over 300 Teachers and Directors

National and International Exposure!

Being a part of Regional Dance America's festivals will give your business:

- * **ACCESS** to over three thousand highly trained, extremely dedicated pre-professional dancers
- * **EXPOSURE** to a select group of renowned dance educators
- * **VISIBILITY** to thousands more dance enthusiasts
- * **INCLUSION** in a national marketing and advertising campaign



There are many ways for your business to participate. We offer:

- advertising opportunities at the festival and online
- brochure and product placement, donation opportunities
- vendor/display space
- numerous sponsorship opportunities at all levels

We invite you to explore the many options you have for participation in this high-profile dance event. Should you have any questions, please do not hesitate to contact us. We look forward to having you be a part of Regional Dance America's exciting 2011-2012 season!

See America Dancing!

Questions? Contact: Gretchen Vogelzang, Executive Director
703-956-6429, info@regionaldanceamerica.org

