



XLNC

DANCE STUDIO

**SPONSOR
PARTNERSHIP**

Proposal By
XLNC Dance Studio

Studio:
3716 W W.T.Harris Blvd,
Charlotte, NC 28269

704.494.8952
XLNCDANCESTUDIO@GMAIL.COM

ABOUT XLNC



I am excited to introduce you to the newly revamped XLNC Dance Studio. Under the new ownership of three passionate and dedicated women, our studio is on a mission to create an extraordinary impact on our community through the art of dance.

Our vision is clear: we aim to provide professional training in dance and other performing arts to children while nurturing their talent and creativity. In addition, we proudly support and nurture our talented dance competition team, giving them the tools and resources they need to shine on regional and national stages.

What sets us apart is our unwavering commitment to fostering an inclusive and empowering environment for ALL dancers. We believe that every child deserves the opportunity to **XPLORE and XCEL** in the world of dance. Our studio is a place where diversity is celebrated, and dreams are realized.



**COMMITMENT TO
DIVERSITY AND
INCLUSIVITY**



**PROFESSIONAL
TRAINING AND
XCELLENCE**



**COMMUNITY
ENGAGEMENT**



**XPOSURE AND
BRAND
VISIBILITY**

CORPORATE PARTNERSHIP

We understand the importance of corporate partnerships in achieving our goals, and we would be honored to have you **join us on this inspiring journey. By becoming a sponsor, you can make a significant impact on the lives of our young dancers and the success of our studio. Here are some ways your support can help us thrive:**

SCHOLARSHIP PROGRAMS:

Provides scholarships to talented children who may not have the means to access professional dance training.

HIGH-QUALITY EQUIPMENT AND FACILITIES:

Provides our dancers with state-of-the-art equipment and facilities for training, ensuring they have the best resources to reach their full potential.

COMPETITION TEAM SUPPORT:

Directly contributes to the success of our competition team by funding costumes, travel expenses, and other necessary resources.

COMMUNITY OUTREACH:

We are committed to giving back to our community by offering free or low-cost dance workshops and performances. Your sponsorship will enable us to expand our outreach initiatives.

PROMOTION AND XPOSURE:

Your brand will gain visibility through our events, social media, and marketing efforts, showcasing your commitment to supporting diversity in the arts.

We would be thrilled to discuss the various sponsorship packages we offer and tailor them to meet your specific objectives and budget. Your involvement will not only help us fulfill our mission but also demonstrate your company's dedication to corporate social responsibility and the empowerment of minority youth in the arts.

Please let us know if you would be available for a meeting or call at your convenience to explore this exciting opportunity further. Together, we can make a lasting impact on the lives of young dancers and the cultural enrichment of our community.

Thank you for considering this partnership opportunity, and we look forward to the possibility of working together to create a brighter future through dance.

Decorative red geometric shapes, including triangles and polygons, located at the bottom of the page.

WHY XLNC



COMMITMENT TO DIVERSITY AND INCLUSIVITY

Our dance studio, under new ownership by three passionate women, is dedicated to creating an inclusive and empowering environment for ALL dancers. By sponsoring our studio, you align your brand with the values of diversity and inclusivity, demonstrating your commitment to supporting underrepresented talent in the arts.



PROFESSIONAL TRAINING AND XCELLENCE

We provide top-notch, professional training in dance and other performing arts to children, ensuring they receive the best education and guidance to excel in their artistic pursuits. Your sponsorship can contribute to the development of future stars and leaders in the world of dance.



COMMUNITY ENGAGEMENT

Beyond training, we actively engage with our community by offering outreach programs, free workshops, and performances to make the arts accessible to all. By partnering with us, your company can be a part of our community enrichment efforts, showcasing your dedication to corporate social responsibility.



XPOSURE AND BRAND VISIBILITY

As a sponsor, your company will enjoy increased visibility through our events, marketing materials, and social media platforms. This exposure provides a unique opportunity to connect with our dedicated and growing audience while supporting a meaningful cause.



**ELITE
SPONSORSHIP
\$100**



ELITE SPONSORSHIP

IF YOU'RE PASSIONATE ABOUT SUPPORTING THE ARTS AND HELPING TALENTED YOUNG DANCERS ACHIEVE THEIR DREAMS, DON'T MISS THIS OPPORTUNITY TO BECOME AN ELITE SPONSOR FOR THE XLNC DANCE STUDIO.

ALL PROCEEDS DIRECTLY SUPPORT XLNC'S COMPETITIVE DANCERS, HELPING THEM CONTINUE TO PURSUE THEIR PASSION AND ACHIEVE THEIR GOALS.

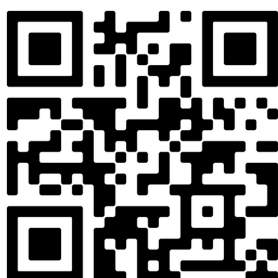
PLEASE JOIN US IN SUPPORTING THESE TALENTED PERFORMERS

SOCIAL MEDIA XPOSURE (15K FOLLOWERS)

- SPONSOR APPRECIATION POSTS
- LOGO INCLUDED ON ALL SPONSOR RELATED SOCIAL CONTENT. (~15K FOLLOWERS)
- LOGO INCLUDED IN NEWSLETTER (100S OF VIEWERS QUARTERLY)

BECOMING A SPONSOR OF XLNC DANCE STUDIO OFFERS BRAND VISIBILITY THROUGH SOCIAL MEDIA, LOGO VISIBILITY, AND EVENT RECOGNITION, WHILE ALSO FOSTERING COMMUNITY ENGAGEMENT AND SUPPORTING LOCAL TALENT.

JOIN US IN MAKING A TANGIBLE IMPACT WHILE GAINING VALUABLE BUSINESS XPOSURE.



CONTACT US

BECOME A SPONSOR



zelle®

ELITE

GOLD

\$2,500

LOGO PLACEMENT:

- PROMINENTLY FEATURED ON OUR STUDIO'S WEBSITE WITH A DIRECT LINK TO YOUR COMPANY WEBSITE.
- RECOGNITION IN ALL EVENT PROGRAMS AND PROMOTIONAL MATERIALS.

SOCIAL MEDIA XPOSURE:

- SHOUT-OUT AND APPRECIATION POST ON OUR STUDIO'S SOCIAL MEDIA PLATFORMS. (+14.3K FOLLOWERS ON IG)
- REGULAR MENTIONS IN OUR STUDIO'S NEWSLETTER. (OVER 500 VIEWERS)

EVENT ACCESS:

- TWO COMPLIMENTARY VIP TICKETS TO ALL OF OUR ANNUAL DANCE PERFORMANCES AND/OR EVENTS.
- INVITATION TO OUR EXCLUSIVE SPONSOR APPRECIATION RECEPTION.

COMMUNITY IMPACT:

- RECOGNITION AS AN ELITE GOLD SPONSOR IN OUR SCHOLARSHIP PROGRAM.

YOUR COMPANY'S LOGO DISPLAYED PROMINENTLY IN OUR STUDIO LOBBY. (100'S OF VIEWERS WEEKLY)

ELITE

DIAMOND

\$5,000

ALL ELITE GOLD BENEFITS, PLUS:

LOGO PLACEMENT:

- LARGER LOGO PLACEMENT ON OUR STUDIO'S WEBSITE SPONSOR PAGE.
- DISTINCT RECOGNITION IN ALL EVENT PROGRAMS AND PROMOTIONAL MATERIALS.

SOCIAL MEDIA XPOSURE:

- ADDITIONAL DEDICATED SPONSOR APPRECIATION POST.
- QUARTERLY HIGHLIGHTS OF YOUR COMPANY'S COMMITMENT TO OUR STUDIO ON SOCIAL MEDIA (+14.3K FOLLOWERS ON IG)

EVENT ACCESS:

- FOUR COMPLIMENTARY VIP TICKETS TO ALL OF OUR ANNUAL DANCE PERFORMANCES AND EVENTS.
- PRIORITY SEATING AT OUR EVENTS.

COMMUNITY IMPACT:

- RECOGNITION AS A DIAMOND SPONSOR AT ALL OF OUR COMMUNITY EVENTS.

YOUR COMPANY'S LOGO PROMINENTLY DISPLAYED IN OUR STUDIO LOBBY. (100'S OF VISITORS WEEKLY)

ELITE

PLATINUM

\$10,000

ALL ELITE GOLD AND ELITE DIAMOND BENEFITS, PLUS:

LOGO PLACEMENT:

- EXCLUSIVE PLACEMENT AS THE STUDIO'S PLATINUM SPONSOR ON OUR WEBSITE AND IN THE STUDIO.
- PROMINENT LOGO PLACEMENT ON ALL EVENT PROGRAMS AND PROMOTIONAL MATERIALS.

SOCIAL MEDIA XPOSURE:

- MONTHLY SPONSOR APPRECIATION POSTS WITH TAILORED CONTENT.
- CO-BRANDED SOCIAL MEDIA CAMPAIGNS AND FEATURES. (+14.3K FOLLOWERS IG)

EVENT ACCESS:

- SIX COMPLIMENTARY TICKETS TO ALL OUR ANNUAL DANCE PERFORMANCES AND EVENTS.
- EXCLUSIVE VIP SEATING
- SPEAKING OPPORTUNITY

COMMUNITY IMPACT:

- EXCLUSIVE RECOGNITION AS THE PLATINUM SPONSOR OF OUR SCHOLARSHIP PROGRAM.
- CUSTOMIZED COMMUNITY OUTREACH EVENT IN COLLABORATION WITH YOUR COMPANY.

BRAND XCLUSIVITY:

- EXCLUSIVE SPONSORSHIP RIGHTS IN YOUR INDUSTRY CATEGORY.
- OPPORTUNITY TO NAME A SCHOLARSHIP OR PROGRAM IN PARTNERSHIP WITH YOUR COMPANY.

YOUR COMPANY'S LOGO PROMINENTLY DISPLAYED AS OUR PLATINUM SPONSOR IN OUR STUDIO LOBBY. (100'S OF VISITORS WEEKLY)

OTHER WAYS TO HELP

MONETARY



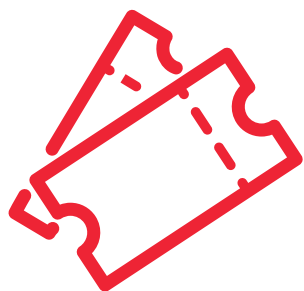
- MONETARY DONATIONS WILL DIRECTLY BENEFIT DANCERS
- DONATIONS WILL ALLOW FOR DANCERS TO ENHANCE THEIR SKILLS AND TALENT
- DONATIONS CAN BE MADE THROUGH THE LINK BELOW

SNACKS



- SNACK DONATIONS ARE ALWAYS WELCOME!
- CHIPS, CRACKERS, SODA, CANDY, WATER, ETC. CAN BE DROPPED OFF AT THE STUDIO OR MONETARY DONATIONS CAN BE MADE

RAFFLE PRIZES



- GIFT BASKETS, GIFT CARDS, SERVICES AND/OR ANY OTHER RAFFLE GIVEAWAYS ARE WELCOME

NETWORK + TIME



- PLEASE SHARE THIS INFORMATION WITH FAMILY AND FRIENDS!
- PLEASE CONSIDER VOLUNTEERING YOUR TIME AND SKILLS

THANK YOU FOR YOUR CONSIDERATION!
PLEASE CONTACT XLNC WITH ANY QUESTIONS.
XLNCDANCESTUDIO@GMAIL.COM OR (704) 494-8952

PERSONALIZED PACKAGE

At XLNC, we understand that every corporation is unique, and we are committed to creating a partnership that aligns perfectly with your goals and objectives. While we have established our ELITE sponsorship levels as a starting point, **we are more than happy to offer customizable sponsorship packages that cater to your specific needs and preferences.**

Whether you have specific marketing objectives, unique branding requirements, or wish to focus on a particular aspect of our studio's activities, we are here to work closely with your team to design a sponsorship package that maximizes the value of our partnership.

Your success is our success, and we believe that a tailored approach ensures that both parties achieve their desired outcomes.

PLEASE FEEL FREE TO REACH OUT TO US TO DISCUSS YOUR IDEAS, AND TOGETHER, WE CAN CRAFT A SPONSORSHIP PACKAGE THAT NOT ONLY MEETS BUT XCEEDS YOUR XPECTATIONS.

We look forward to collaborating with you to make a lasting impact on our community through the art of dance.



MEET OUR TEAM



LASHAWN SUMMERS
CSO

LaShawn Summers is one of the owners of XLNC Dance Studio. She has a Bachelor of Science Degree in Early Childhood Education from The North Carolina A&T State University. She's a retired educator with 30 years of experience in Charlotte Mecklenburg and Cabarrus County Schools. She is the Performance Director, and leads teams to perform at various events in the Charlotte community and surrounding areas.



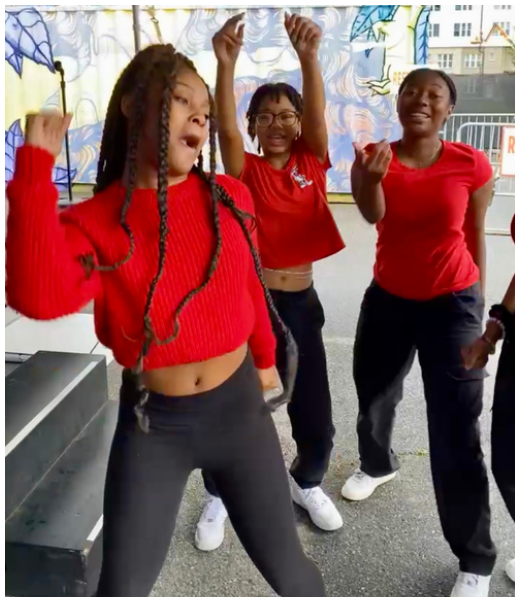
NATASHA LITTLE
COO

Natasha Little is one of the owners of XLNC Dance Studio. She has a Bachelor of Science Degree in Early Childhood Education from The North Carolina A&T State University and a Bachelor of Fine Arts Degree in Dance Education. She has over 30 years of teaching experience. She is the Competition Director and will lead teams to compete on regional and national championship levels at various competition venues in all styles of dance, including contemporary, jazz, hip-hop, and tap.



SABRINA MILLS
CFO

Sabrina Mills is one of the owners of XLNC Dance Studio. She has a Bachelor of Science Degree in Journalism/Mass Communications from Florida A&M University (FAMU). She has worked for Fortune 500 companies in several Management capacities, including Human Resources. She is the Finance and Human Resources Director.

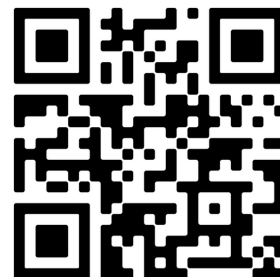


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