



63<sup>rd</sup> Canadian Closed  
DanceSport Championships  
April 19 and 20, 2019

63<sup>e</sup> canadien  
ferme de dance sportive  
les 19 and 20 avril 2019

## ADVERTISING AND VENDOR PACKAGES

The 63<sup>rd</sup> Canadian Closed DanceSport Championships would like to offer an opportunity to promote your business and attract new clients by reaching out to competitors, their friends and family members and dance enthusiasts who attend our event. Dancing is a popular past time enjoyed by those interested in arts and entertainment, high performance athletics, designer clothing and accessories, as well as a variety of associated esthetic, sport and medical therapy services. Our patrons are eager to support businesses owned by, or affiliated with, people they know. Take this opportunity and make a connection!

### SOUVENIR PROGRAM ADVERTISEMENT

The program book provides members of the audience an opportunity to find their favourite dancers, follow the schedule of events and record event results as the competition progresses.

DanceSport Alberta endeavors to provide you with the best possible reproduction of your advertisement. To assist us, please pay special attention the following specifications.

	Price	Safe Area	Dimension without Bleeds
Back Outside Cover (Colour)	\$500.00	8" x 10.5"	8" x 10.5"
Back/Front Inside Cover (Colour)	\$345.00	8" x 10.5"	8" x 10.5"
Full Page (Colour)	\$275.00	8" x 10.5"	8" x 10.5"
Half Page (Colour)	\$155.00	8" x 4.875"	8" x 5.125"
Full Page (B and W)	\$175.00	8" x 10.5"	8" x 10.5"
Half Page (B and W)	\$105.00	8" x 4.875"	8" x 5.125"

### SOUVERNIR PROGRAM ADVERTISEMENT SPECIFICATIONS

- Choice of colour or black and white ad, all other program pages are in black and white (grayscale)
- Colour ads must be submitted in CMYK colour space, using RGB will result in extreme colour shifts
- Electronic files only (high-res PDF preferred). We are unable to accept the following formats: PowerPoint, Publisher, Corel, etc.
- Ads must be print ready
- The program will be printed without bleeds
- Files must be high resolution (300 dpi for images, 1200 dpi for text and line art)
- Images taken from websites are typically 72 dpi and not high enough quality for print



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## VENDOR TABLE<sup>1</sup> (2-DAYS)

\$200

- Staffed vendor table.
- Rental includes up to two 8' x 4' frontage tables. (Please bring your own extension cords).
  - Additional frontage tables are available for \$40/table.
- Medium (128px<sup>2</sup>) logo and name with hyperlinks on the 2019 CCC sponsor website page.
- Mentions by the MC throughout the event, as time permits.

### ADDITIONAL NOTES

- Admission tickets to the competition event are not included.
- While we attempt to ensure a variety of products and services offered by vendors, we are unable to provide product or service exclusivity.

## PROMOTIONAL BANNER/TABLE<sup>1</sup>

\$75

- One 4' x 8' un-staffed dedicated promotional table for 2 days.
- Or One promotional stand up banner (provided by the advertiser).
- Small (64px<sup>2</sup>) logo and name with hyperlinks on the 2019 CCC sponsor website page.

## COMMUNITY EVENT ADVERTISING<sup>1</sup>

FREE!

- A 4' x 8' shared promotional table for 2 days for the placement of flyers and business cards for local events, groups and businesses.

### CONTACT

To purchase advertising, or if you have any special advertising requests and questions, please email Diane Backer at [diane.backer@dancesportalberta.org](mailto:diane.backer@dancesportalberta.org)

### PAYMENT

Please make all cheques payable to "DanceSport Alberta" and mail to:

DanceSport Alberta Association

11952 Valley Ridge Dr NW

Calgary, Alberta T3B 5V3

Electronic Payments can be sent to [diane.backer@dancesportalberta.org](mailto:diane.backer@dancesportalberta.org)

<sup>1</sup> DanceSport Alberta reserves the right to monitor and remove, as its sole discretion, any advertising that could be considered offensive, defamatory, illegal or otherwise unsuitable for display at the event.