



**Board of Directors**

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52 Monterey Ave., Detroit, MI 48203  
<http://artspectrum.org>

Local Phone: 313-790-2311  
National Phone: 800-647-9464  
Email: [info@artspectrum.org](mailto:info@artspectrum.org)

Dear Advertising Patron,

Artspectrum and the Detroit Dance Festival are embarking on an exciting season featuring the Detroit based Motor City Jam (February 28 - March 2, 2003), The American Open/ Take Your Vitamins, Eat Your Wheaties Dance Weekend (June 20 -22, 2003) and The American Lindy Hop Championships (October 23 - 26, 2001) in Stamford, Connecticut.

In addition to providing world class dance events and training opportunities, our goals. this year, include endowing a scholarship program applicable to to events and workshops, college study and travel.

Artspectrum, like many other non-profit organizations, relies on some measure of community support to operate. These dollars may come from private contributors, private foundations, arts councils and/or governmental agencies. To implement our plan for scholarships and awards during the coming year we need your help. Please consider one of the following:

- 1 Become a sponsor. Align your full or half page advertisement with one of four levels of donation.
- 2 Donate goods or services
- 3 Advertise on the reverse side of the ALHC event tickets
- 4 Vend at one of Artspectrum's events

ALHC alone is the largest convention of its kind in the world. So whichever type of advertising you choose you will reach spectators of and some of the world's most talented dancers. I hope one of these options will be viable for you. Please find an Advertising Rate Schedule enclosed.

Thank you.

Signed,

The Board of Directors

## ARTSPECTRUM ADVERTISING RATE SCHEDULE

All advertising copy submitted should be designed to fit within a 5 1/2" x 8 1/2" Playbill size program. Black and white camera-ready art may be submitted on paper, floppy disk, CD or by electronic mail.

### Regional Events

- Full inside front or back cover \$250
- Full page \$200
- Half page \$100
- Quarter page \$ 60
- Vendor
  - weekend rate \$250
  - all day Saturday \$100

Deadline for camera ready art is two weeks prior to your choice of the scheduled event. Feb. 14 for Motor City Jam and June 6 for The American Open.

### The American Lindy Hop Championships (ALHC)

All advertising copy submitted should be designed to fit within a 5 1/2" x 8 1/2" Playbill size program. ALHC is the largest Lindy Hop competition in the world. Its souvenir programs will be distributed even after the event until the supply is exhausted to video and DVD purchasers. The ALHC cover is red, black and white. These colors are available for advertiser purchasing the back cover. Other advertisers submit black and white camera ready art on paper, floppy disk, CD or by electronic mail.

- Back side of event ticket \$600
- 3 color back cover \$400
- Full inside front or back cover \$300
- Full page \$250
- Half page \$150
- Quarter page \$ 75
- Vendor
  - weekend rate \$400
  - all day Saturday \$125

The deadline for camera ready art is Oct. 2, 2003. (Deadline is Aug. 1 if you are planning to imprint the reverse side of event ticket.)

Please make checks payable to: Artspectrum  
52 Monterey Avenue  
Detroit, MI 48203-3590

Return this page with your advertising copy.

Please consider a higher level of advertising/giving. Read the information regarding sponsorships on the following page. Your participation would be greatly appreciated. Questions? Call 800-647-9464 or 313-790-2311.

## **Artspectrum Corporation Information**

Artspectrum has a long and distinguished record of accomplishment. Your support can mean much to an organization such as ours that relies on public and private contributions. As a 501(c)(3), federally tax exempt organization, your contribution is tax deductible to the fullest extent of the law.

Artspectrum has received support from The Black United Fund of Michigan, Inc., the Capezio Ballet Makers Dance Foundation, the Detroit Council of the Arts, Home Box Office (HBO), the Michigan Council for the Arts, the Michigan Council for Arts and Cultural Affairs, the James Tatum Foundation for the Arts, the Cultural Affairs Department of the City of Detroit. The Michigan Humanities Council and private contributors.

We want you to know that your contributed dollars will be wisely spent.

Our mission is:

To produce - evidenced by the Detroit Dance Festival, A Night At The Karaoke Opera

To present - Motor City Jam. The American Open/Take Your Vitamins, Eat Your Wheaties Dance Weekend

To develop - the multi-disciplinary work "Spell," the video "Black Women Discuss AIDS" commissioned by the City of Detroit's Health Department, "Jookin', An American Afrikana Suite"

To educate - as evidenced by the many workshops, classes and seminars offered at its festivals, events and in articles, and the teacher's study guide for "Jookin'..."

And, act as a resource for artists in their effort to develop and produce.

### **Artspectrum Sponsor Packages**

Several ways in which you might consider helping include:

The Cats' Corner Angel Package (one available)

- 1 A full page advertisement on the back cover of The American Lindy Hop Championships professional printed 5 1/2" x 8 1/2" souvenir program;
- 2 Your company's name and logo associated with the Artspectrum event of your choice;
- 3 Named as a Cats' Corner Angel in various announcements and correspondence;
- 4 A \$2000 scholarship may be awarded in your company's name to a local, regional, national level dancer for study or contributed to a larger scholarship for higher learning;
- 5 2 passes to attend The American Lindy Hop Championships or Artspectrum event of your choice
- 6 Acknowledgment of your contribution with an optional photo and message in the season's program
- 7 Acknowledgment of your contribution in press releases to media
- 8 A tax deduction

All this for a contribution of \$5000 or more

### The A Train Angel Package (4 available)

- 1 A full page advertisement on the inside front or inside back cover of The American Lindy Hop Championships professional printed 5 1/12" x 8 1/2" souvenir program;
- 2 Your company's name and logo associated with an Artspectrum event of your choice;
- 3 Your will be named a Palladium Sponsor in announcements and correspondence;
- 4 A \$1000 scholarship may be awarded in your company's name to a local, regional, or national level dancer for study or contributed to a larger scholarship for higher learning;
- 5 2 weekend passes to attend The American Lindy Hop Championships or event of your choice;
- 6 Acknowledgment of your contribution with an optional photo and message in the season program
- 7 Acknowledgment of your contribution in press releases to media
- 8 A tax deduction

All this for a contribution of \$3000 or more.

### The Paradise Valley Contributors' Package

- 1 A full page advertisement in The American Lindy Championships professionally printed souvenir program;
- 2 You are named as a Paradise Valley Contributor in various announcements and correspondence;
- 3 Part of your contribution will help fund a scholarship to be awarded to a local, regional or national level dancer
- 4 2 weekend passes to the Artspectrum event of your choice
- 5 Acknowledgment of your contribution with optional photo and message in the season program
- 6 A tax deduction

All this for a contribution of \$2000 or more.

### The Fancy Footwork Package

- 1 A half page advertisement in the American Lindy Hop Championships professional printed souvenir program;
- 2 You are named as a Fancy Footwork Sponsor in various announcements and correspondence;
- 3 Part of your contribution will help fund a scholarship to be awarded to a local, regional or national level dancer
- 4 2 weekend passes to attend the Artspectrum event of your choice;
- 5 Acknowledgment of your contribution with an optional photo and message in the season program;
- 6 A tax deduction

All for a contribution of \$1000 or more.