

**United States Inter-Regional Highland Dance Championship**  
**Gettysburg, Pennsylvania**  
**July 25-29, 2018**



**Sponsorship and Philanthropic Opportunities**

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## ABOUT USIR

In July 2018, the United States Inter-Regional Highland Dancing Championship (USIR) for Scottish Highland Dancing will take place in Gettysburg, Pennsylvania . This prestigious four-day event will attract hundreds of Highland Dancers and their families from all over the United States and Canada. In addition to the U.S. Championship, there are other dancing events throughout the weekend, including the North American Championship.

The USIR is the Federation of United States Teachers and Adjudicators' (FUSTA) National Highland Dancing Championship. All of the weekend's events will be organized by the East Region of FUSTA, a volunteer based non-profit organization dedicated to fostering and promoting the tradition and heritage of Highland Dancing in the United States. Held once a year, the event rotates around the country between six regions. Dancers compete for the chance to dance in the USIR each Spring at their individual regional championship, where only the top three in each age group advance.



We look forward to welcoming the Highland Dance community and the top dancers in the nation to Gettysburg. To support this prestigious event, the East Region will rely on the generous support from individual and corporate donations. We appreciate your consideration as we not only honor an art form with a rich legacy, but the dancers who have worked so hard to qualify.

## HIGHLAND DANCE



Highland dance is used today to refer to a style of athletic solo dancing which was developed in the Gaelic Highlands of Scotland. Forms of sword dancing were performed by warriors in many parts of Europe in the prehistoric period and in the late Medieval times. Highland dance evolved into its current form during the nineteenth and twentieth centuries in the context of competitions at public events (namely Highland games), where it is performed to the accompaniment of Highland bagpipe music.

Today, Highland dancing can be seen at nearly every modern day Highland games event. It is a highly competitive and technical dance form for both male and female, requiring many hours of practice and training over a period of several years. In terms of the technical requirements and the training required to perform, Highland dancing has much in common with ballet. It takes a massive amount of stamina and arm/leg strength, no matter how old the dancer is. Highland dance is recognized as a sport by the Sport Council of Scotland.

## SPONSORSHIP

### **\$5,000 Gold Level Sponsor**

- Designation as lead underwriter of the USIR 2018 Dance Weekend and recognition by event emcee at all events
- Name/Logo on USIR 2018 website with link
- Name/Logo on sponsor listing in the USIR 2018 program
- One full-page ad in the USIR 2018 Program
- 6 complimentary tickets to the Finalist Banquet, Thursday, July 26, 2018
- 6 complimentary passes to the weekend's competition events (4-days of dancing)

### **\$2,500 Silver Level Sponsor**

- Designation as supporter of the USIR 2018 Dance Weekend and recognition by event emcee at some events
- Name/Logo on USIR 2018 website
- Name on sponsor listing in the USIR 2018 program
- One half-page ad in the USIR 2018 program
- 4 complimentary tickets to the Finalist Banquet, Thursday, July 26, 2018
- 4 complimentary passes to the Weekend's competition events (4-days of dancing)

### **\$1,000 Bronze Level Sponsor**

- Name/Logo on USIR 2018 website
- Name on sponsor listing in the USIR 2018 program
- One quarter-page ad in the USIR 2018 program
- 2 complimentary tickets to the Finalist Banquet, Thursday, July 26, 2018
- 2 complimentary passes to the weekend's competition events (4-days of dancing)

### **\$500-\$999 USIR Patron**

- Name on USIR 2018 website
- Name on sponsor listing in the USIR 2018 program
- One quarter-page ad in the USIR 2018 program
- 1 complimentary pass to the weekend's competition events (4-days of dancing)

### **\$100- \$499 Friend of USIR**

- Name on USIR 2018 website
- Name on sponsor listing in the USIR 2018 program

# SPONSORSHIP FORM

Please return this form and check made out to “USIR 2018” to:  
USIR 2018, 1875 Purdie Lane, Maple Glen, PA 19002

Deadline for acknowledgement of sponsorship support is June 6, 2018

Sponsor Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Phone number: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ Total Donation: \_\_\_\_\_

## Donation Information:

Please check appropriate box (s)

### Weekend of Dance

#### Sponsorship Levels:

Gold Sponsor.....\$5,000  
Silver Sponsor ..... \$2,500  
Bronze Sponsor.....\$1,000  
USIR Patron.....\$500  
Friend of USIR.....\$100-\$499

### Award Sponsorships:

Cash Prize Sponsor..... \$1,000  
Medal Set Sponsor.....\$200  
Trophy Sponsor.....\$125  
Preferred age group(s)  
\_\_\_\_\_  
\_\_\_\_\_

\*Thursday, Friday and Sunday competitions

**Does your employer match gifts?**

**Consider how your gift can be doubled by making a matched gift.**

### Program Advertisement

#### Full Color Ads

Outside back cover- 8 ½” x 11” .....\$1,000  
Inside front cover- 8 ½” x 11” .....\$850  
Inside back cover- 8 ½” x 11” ..... \$750  
Full page- 7” x 10” .....\$600  
Half page- 7” x 4 ½” ..... \$400  
Quarter page- 3 ¼” x 4 ½” .....\$200  
Business card- 3 ½” x 2” .....\$75

#### Black and White Ads

Full page- 7” x 10” .....\$500  
Half page- 7” x 4 ½” .....\$300  
Quarter page- 3 ¼” x 4 ½” ..... \$100  
Business card- 3 ½” x 2” .....\$50

All ads should be emailed to Charlotte Pierce, [charlotte@piercepess.com](mailto:charlotte@piercepess.com), as a high jpeg or eps file by June 6, 2018.