



Lights. Camera. Dance

PARTNERSHIP PACKAGE

# LIGHTS+CAMERA+DANCE



## Lights Camera Dance!

Welcome to a revolutionary experience with Lights Camera Dance! On behalf of my fellow directors I look forward to welcoming you as a partner.

## About LCD

The evolution of this project started with a need for avenues for youth in the Mid-South to showcase their talents through dance while giving them a safe environment to develop their skills. In light of this need, Lights Camera Dance! was founded in 2016 by choreographer Darryl Murray in conjunction with For The People By The People non-profit organization to develop a program that fills that void and creates quality television programming for a family friendly environment at the same time.

I hope that you see our vision and are equally dedicated to our mission. We want to make this a project where we can all benefit in our global community. That is why we are very selective about who we approach with this partnership program. We want advertisers and sponsors who are committed to our mission and recognize the need for this project. We have great incentives for our partners that will increase the overall marketing success of your company and get you on the ground floor of a revolutionary project.

We look forward to working with you in the future and making history with Lights Camera Dance!



## CONTACT INFO:

Shadonna Perry

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A person wearing a white jacket and a blue cap is captured in a dynamic dance pose, appearing to be in mid-air or performing a power move. The background is a vibrant, abstract composition of colorful light rays in shades of purple, blue, and green, creating a sense of energy and movement.

## MISSION

**E**mpowering local teens through a 60  
minute televised showcase of dance

# DEMOGRAPHICS

**M**ALE + FEMALE  
AGES 8-18;  
FAMILY ORIENTED

**L**CD IS A WEEKLY 60 MINUTE DANCE  
SHOW FEATURING REGIONAL FREESTYLE  
DANCERS SHOWCASING TO HIP-HOP, EDM  
AND POP 40 DANCE MUSIC.



FORMAT : THINK SOUL TRAIN MEETS MICKEY MOUSE CLUB...THE ELEMENTS OF FREESTYLE DANCE BEING FEATURED IN SOUL TRAIN PLUS UNIQUE ELEMENTS OF SOLO/GROUP DANCE AND OCCASSIONAL APPEARANCES BY MUSICAL ARTISTS.

THE SHOW WILL RUN FOR 60 MINUTES ON COMCAST 30 BROADCASTING TO THE GREATER MEMPHIS VIEWING AREA REACHING APPROXINATELY 636,140 VIEWERS. THE SHOW WILL BE FILMED IN SUMMER 2016 AND PREMIERE ON TELEVISION IN FALL 2017. THIS WILL BE A YEARLY EVENT AND THE SHOW WILL AIR ANNUALLY.

# PARTNERSHIPS

LCD! is looking to attract Partnerships to fund the overall production, to fund our attendance at Street Dance USA.

We can offer sponsors tangible benefits from an involvement with LCD! All our Partnerships packages can be individually tailored to meet our sponsors' requirements which might include brand awareness, corporate image, customer and employee relations and community relations.

## SILVER \$1,500

- A 30 second commercial ran during the show
- Product endorsements on an episode
- Company name / logo and URL on LCD!'s website and social media.
- Reduced rate for advertisement within annual dance show program
- Demonstration or display opportunities at a LCD! venues
- Logo on event signage
- Hospitality tickets to performance at the Halloran
- Inclusion on media releases and other media contacts

## BRONZE \$1000

- A 15 second commercial to run during the show
- Company name / logo and URL on LCD!'s website and social media.
- Logo on headed paper and emails for 1 year
- Four tickets to our live show at the Halloran
- Company name / logo and URL on website and social media.

## GOLD \$3,000

- A 60 second commercial ran during the show
- Product endorsements on an episode
- LCD! appearances for a local corporate event
- Company Insignia incorporated at a Halloran live performance
- Company name / logo and URL on LCD!'s website and social media.
- Logo on digital collateral and emails for 1 year
- Reduced rate for advertisement within annual dance show program
- Demonstration or display opportunities at a LCD! venues
- Logo on event signage
- Hospitality tickets to performance at the Halloran
- Website feature on your company on LCD! web site and social media
- Banner and pull through ads on website
- Inclusion on media releases and other media contacts

# CRYSTAL –DONATION OF VENUES, GOODS OR

- This is a package for select sponsors to give LCD!  
access to locations to film footage to be used in  
the actual broadcast show and website webisodes,  
donate costumes, hair and make-up
- This will give your company the Opportunity to be  
featured on the show and provide free marketing  
Opportunities and other benefits to be arranged



# FUTURE PLANS

In addition to the televised show, LCD will be competing locally, nationally and internationally. United Dance Organization (UDO) organizes the world's leading competitive Street Dance events including annual World Championships which LCD will be attending.

LCD! will also participate in promotional displays, dance theatre productions and fundraising events.

Our aim is to achieve success at the forthcoming Street Dance USA and World Championships competing against teams from all over the world which will mean TV and media coverage. This will be done with high quality coaching and support.

With regular training and an intensive week long courses for all dancers LCD will be competing locally, nationally and internationally.



We would also like to invite you to our live show at Halloran where we will perform for our community and they can see the progress we have made so far!!

Many thanks for your consideration to sponsor LCD and we look forward to hearing from you!

## Contact Us

If you would like to become a sponsor or partner please contact Shadonna Perry at 901-552-3372

[shadonna@lcdmemphis.com](mailto:shadonna@lcdmemphis.com)

[www.lcdmemphis.com](http://www.lcdmemphis.com)

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