



Sponsorship Opportunities 2019



Pittsburgh Salsa Roundtable

First started in 2012, the Pittsburgh Salsa Roundtable annually conducts Salsa Fuego - a weekend congress of Latin dance comprising performances, competitions social dances, and workshops - featuring National Level dance instruction and World Champion performance talent.

Pittsburgh Salsa Round Table is a volunteer-run 501(c)3 organization.

Our Mission

Our mission is to increase participation and diversity in our community, promote the love of dance, and showcase Pittsburgh.

Our vision is to run a Pittsburgh cultural event that is a touchstone for social dancers, instructors, and studios in Pittsburgh. We are a recognized organization for expanding the dance network in Pittsburgh, and providing high-level social and performance dance via national dance troupes and world-class dance instruction.





Giving Back

Salsa Fuego exposes attendees to a full spectrum of dance abilities by showcasing the work of Yes! You Can Dance, an organization that empowers those with disabilities through dance programs. Each year, the Pittsburgh Salsa Roundtable provides a grant of fiscal support from the weekend's proceeds. Salsa Fuego is one of the only Latin Dance Conferences in the country that supports other nonprofit efforts.

Attendance

In 2018 more than 400 attendees – ranging in ages from 18 to 65+ of all ethnic and racial backgrounds, professionals, and nationalities – participated in Salsa Fuego. More than two-dozen studios were represented in the performances and judged dance competitions. 2018 featured more than 30 hours of dance instruction by World Champions and top talent from seven states and Canada.



What's happening in 2019?

Salsa Fuego 2019 will be held on January 18 – 20 at the Twentieth Century Club. We are looking to increase attendance, variety of dance work-shops, and number of performers and competitors. With your support, we are also seeking to add live music for social dances, which will both add to the richness of the event and increase attendance.

Support World-Class Latin Dance in Pittsburgh!



SPONSORSHIP OPPORTUNITIES 2019

BENEFITS

SPONSOR LEVELS	Name/logo in program & on website	Logo/Promo item for swag bag	Name/logo on event signage	Ad in program booklet	On-stage mention	Social media and print campaigns	Logo on stage banner*	Special benefits	Logo on step-and-repeat banner
Community @ \$100 (501(c)3 orgs only)	NAME								
Swag & Poster @ \$250		Logo + Item							
Bronze @ \$500	NAME	Logo + Item	NAME						
Silver @ \$750	Small logo	Logo + Item	Small logo	1/4 page	1xDay				
Gold @ \$1,000	Medium logo	Logo + Item	Medium logo	1/2 page	2xDay	X			
Platinum @ \$1,500	Large logo	Logo + Item	Large logo	Full page	3xDay	X	X		
Artist @ \$3,000 (5 available)	Large	Large logo	Large logo	Full page	3xDay	X	X	Logo included: -Artist Materials -Artist & Volunteer Sunday brunch signage	
Music @ \$5,000 (3 available)	Large logo	Logo + Item	Large logo	Full page	3xDay	X	X	Live music performance signage	
Underwriting @ \$15,000 (1 available)	Large logo	Logo + Item	Indio. Poster	Full page ad	3xDay	X	X	Logo included with above sponsorship benefits	X

In-kind sponsorship opportunities:

- Food for Yes! You can dance! Saturday Dinner
- Food for Artist/Volunteer Sunday Brunch
- Beverages for swag bags, as well as Artist/Volunteer Sunday Brunch
- Bottled Water
- Snacks
- Performer/artist welcome baskets
- Performance/staff boxed dinners (during performances and competitions)
- Lighting or music equipment

Benefits

- Company name in program and on website
- Onstage mention
- Potential additional benefits as appropriate to dollar value of goods

If you are interested in sponsoring Salsa Fuego and/or have questions, please contact Samannaaz Khoja at pghroundtable@gmail.com or 774-310-1744.

Pittsburgh Salsa Roundtable Trust

pghroundtable@gmail.com

774-310-1744

www.salsafuego.org

4909 Penn Avenue, Pittsburgh, PA 15224

