

April 22, 2010

Dear Manager/Owner,

Studio West Dance Center (SWDC) is a local dance center that is dedicated to offering classes with a high standard of dance technique, style, artistry, and performance. Our goal is to help students develop a positive self-image physically and artistically in an innovative and fun atmosphere. SWDC provides dance in all styles and levels beginning with age 3 through adults. SWDC has over 200 students enrolled throughout the school year and over 100 students for our summer programs.

SWDC is thrilled to be presenting; *Impact.....the Past, Present, Future*: our annual spring recital on Saturday, May 15 and Sunday, May 16, at the Lory Student Center Theatre, at Colorado State University. We are happy to provide the parents, family, friends, and community with the opportunity to observe the talent and hard work of our students in this forum.

We pride ourselves in giving the recitals to our families without charging them. It is our understanding that SWDC is the only dance center providing this opportunity regionally. We would prefer to maintain operating in this fashion but as you can expect, it is getting harder and harder to do.

We are looking at advertisement opportunities for businesses and organizations like yours to assist with providing a high quality show. Your organization will be highlighted in a First Annual Sponsorship Banner, in our Hall of Sponsors in the lobby of the theatre both nights, as well as, on our web site. Approximately 1,000 individuals will be exposed to your advertisement throughout the two nights of shows. We will also continue to recognize your sponsorship throughout the summer and 2010-2011 dance year in our dance center as well as on our web site. Local surveys show that we are the most researched dance center in Ft Collins on line so you are guaranteed exposure.

It is our hope that you will see how valuable it is to parents today to be able to enjoy their child's dance recitals without burdening them with additional cost. Your generous giving will enable us to keep honoring our families in this way. Parents make tough choices every day for their children including; whether or not they can afford to keep them in activities such as dance. Dance is an extremely healthy activity for kids. It teaches self-discipline in addition to keeping them from sitting in front of a computer or TV after school. It teaches healthy habits for life and the importance of a positive self-image. We can't stress enough of how valuable it can be And as we say "Dance for Life".

We currently offer approximately 10 scholarships to students who are enrolled at SWDC per year. Our goal next year is to see our scholarship program grow by securing sponsors so we can expand our Dance Scholarship program. The program is based on financial need for families who can not afford for their children to dance at SWDC. In addition, we will create one annual scholarship based on financial need and talent to a deserving student in pursuit of higher education. Scholarship checks will be made out to the University the student enrolls at as well as the student recipient. Our sponsors will be recognized in the awarding of the scholarship and with time we truly hope to see this scholarship program grow as well.

Please find the attached advertisement enrollment form. Complete the enrollment form and forward it to Studio West Dance Center, 3523 S. Mason, Ft. Collins, CO 80525. We would be happy to answer any questions you may have. I can be reached at 970 225-1611 or Jennifer@swdcfc.com.

Thank you for your time and consideration. I look forward to hearing from you soon.

Sincerely,

Jennifer Knostman
Owner/Creative Director