

Ottawa Bachata Festival 2022



Sponsorship Package

What is the Ottawa Bachata Festival?

The Ottawa Bachata festival is an annual celebration of latin dance in the National Capital Region. With an emphasis on bachata, which originated in the Dominican Republic, the Ottawa Bachata Festival strives to provide dancers of all levels the opportunity to learn, dance and perform with dance professionals and artists from across



Canada and the United States, no partner required! In the past we have had over 25 professionals come from Ottawa, Toronto, Montreal, Halifax, Waterloo and New York come to our festival to share their passion for bachata and other related dance styles including salsa, cha cha cha, tango, brazilian zouk, kizomba and west coast swing.



The Ottawa Bachata Festival also takes pride in showcasing our local dance schools and troupes, and contributing to the growth of Ottawa's local dance scene. Join us for three days of workshops, performances and social dancing all night long!

When is it?

The Ottawa Bachata Festival heats up the nation's capital during the chilly winter season from February 11th to 14th 2022. We also host a pre-party at the Ritmo Baile dance studio open to all festival attendees.

Benefits of your support

By sponsoring this event, you are contributing to the growth of latin dance in the Ottawa and surrounding community. Your generous contribution will go towards driving costs down for passes for festival attendees aiding in the accessibility of the festival, and making it possible for us to reach out to a wider range of dance professionals, improving the quality of our workshops, shows and overall festival experience.

Additionally, it provides wonderful benefits and visibility through printed and online materials (including social media), as sponsors have the opportunity to reach out directly to approximately 400+



community members attending and a much greater community of dancers through social media promotion throughout the National Capital Region, Montreal, Toronto, New York and more. Depending on your level of sponsorship, your company, organization or association may also be promoted at numerous latin dance events throughout these cities alongside our festival, easily reaching at least 1000 or more dancers.

The Ottawa Bachata Festival by the Numbers

1000+

Followers on Social Media

400+

Festival Attendees

80+

Performers including local, national and international latin dance artists

30+

Performances

48

Hours of Programming

30

Workshops for all attendees



Sponsorship Packages

Silver Sponsorship Options

Cost	Benefits	Level 8	Level 7	Level 6	Level 5
\$200	Shout out during performances, logo on website, business cards available on-site	X			
\$500	Special shout out on social media X 2, booth at event	X	X		
\$750	Representative goes on stage at event	X	X	X	
\$1000	Logo included on all social media posts promoting festival	X	X	X	X

Gold Sponsorship Options

All benefits included in Tier Two.

Cost	Benefits	Level 4	Level 3	Level 2	Level 1
\$1500	Logo included on all full pass attendee wristbands	X			
\$2000	Logo on banner, sponsorship banner visible on stage	X	X		
\$2500	Sponsorship material brought to all events attended by OBF prior to festival weekend	X	X	X	
\$3000	Sponsor mentioned following workshops at weekly "Bachata Madness" event by Ritmo Baile	X	X	X	X

Open to partnerships?

Unable to provide a monetary contribution? The Ottawa Bachata Festival is open to partnering with companies, organizations, events and associations in exchange for services, gifts or media exposure. Please contact us if you are interested in partnering with the festival.

Sponsorship Application

Please email a completed version of your sponsorship application (including an attachment of your logo or artwork) to: ottawabachatafestival@gmail.com

Name:

Company/Organization Name:

Email:

Phone: _____

Sponsorship Tier/Level: _____

Full sponsorship amount: _____

Name(s) you prefer to be listed on acknowledgement/materials:

Preferred Payment Option (e-transfer, cheque, cash, credit):

Additional Information:

We will contact you shortly after receiving this application to arrange payment or discuss other sponsorship or partnership opportunities.

Thank you for your generosity! We look forward to working with you!