



***BJCDA 11th Annual Walk for Cancer  
and  
BJCDA's 59th Annual Showcase of Stars***



**Patron, Advertising and Sponsorship Packages**

Recital Program Only Advertising

Program received by approximately 800+ attendees

Inside Front Cover & Back Cover Placement - \$150.00

Full Page (8 ½ X 11) - \$125.00

Half Page - \$75.00

Third Page - \$60.00

Quarter Page - \$50.00

Eighth Page (Business Card Size) - \$40.00

Patron, Name Listing for Business - \$25.00

Patron, Name Listing for Mr. & Mrs. - \$15.00

Patron, Name Listing for Individual - \$10.00

BJCDA Walk Sponsorship Only

\$250.00

Your Advertised Logo on back of Tee-shirt as a BJCDA Walk Partner

Also includes any marketing materials to be distributed to walk participants in packet. Plus, radio advertisement as walk sponsor and listed in the recital program as a walk sponsor.

Combined Advertising/Sponsorship Packages

Package #1 – Walk Sponsorship and Inside Front or Back Cover - \$350.00

Package #2 – Walk Sponsorship and Full Page Ad (8 ½ X 11) - \$325.00

Package #3 – Walk Sponsorship and Half Page Ad - \$300.00

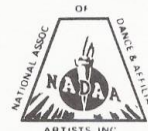
Package #4 – Walk Sponsorship and Third Page Ad - \$285.00

Package #5 – Walk Sponsorship and Quarter Page Ad - \$275.00



## Bettie Jane's Center of Dance Art

6408 Mt. Phillip Road • Frederick, Maryland 21703 • (301) 473-5354



Dear Community Advertisers & Potential Sponsors:

This year, 2019, marks the 59th Annual Showcase of Stars for Bettie Jane's Center of Dance Art. We are so pleased to have surpassed 58+ amazing years of business with our community, students and families. We are planning a wonderful performance that highlights all our dancers, ages 3 to 78, and showcases all of their dance accomplishments. We hope that you will be able to join us at our 59th performance at Tuscarora High School Auditorium on Saturday, June 22<sup>nd</sup> at 6:45 pm.

This performance and the programs distributed there will reach approximately 800+ attendees. All the proceeds from the weekend's performances are donated to the Cystic Fibrosis Foundation, to which BJCDA has donated well over \$200,000 over the last 35+ years. We hope you will consider supporting our program by placing an advertisement for your business. Our advertising costs are inexpensive compared to many other advertising arenas and opportunities.

Additionally, this year is the 11th Annual Walk for Cancer, supporting my journey as a Breast Cancer patient and survivor. The walk raises funds for cancer patients in Frederick, Washington, and Alleghany Counties. I am currently in my ninth year as a cancer survivor. The walks from the past nine years have generated over \$120,000 for the Bettie Jane Cancer Foundation. This year's goal is \$25,000. We hope you will also consider a sponsorship/partner status with BJCDA for this walk. We invite you to participate in the walk with us, as well.

Attached is a list of all the advertising options available to you. Please take a moment to review, and contact Bettie Jane at 301-473-5354 to place an ad and/or become a sponsor. Checks should be made payable to: BJCDA. You can also mail the enclosed form with payment to:

Bettie Jane's Center of Dance Art  
6408 Mt. Phillip Road  
Frederick, MD 21703

We look forward to partnering with you this year to increase sales traffic and volumes for you and your business. We appreciate your support! Thank you.

Sincerely,

Bettie Jane Bryant, Owner/Director and Founder of the BJCF



# Bettie Jane's Center of Dance Art

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## Business Listing/Advertisement in 59th Annual Showcase of Stars Recital Program

Select option below:

- \_\_\_\_\_ Inside Front Cover = \$150.00
- \_\_\_\_\_ Back Cover = \$150.00
- \_\_\_\_\_ Full Page (8 ½ x 11)= \$125.00
- \_\_\_\_\_ Half Page = \$ 75.00
- \_\_\_\_\_ Third Page = \$ 60.00
- \_\_\_\_\_ Quarter Page = \$ 50.00
- \_\_\_\_\_ Eighth Page = \$ 40.00
- \_\_\_\_\_ Patron Name, Business \$ 25.00

Include name as it should appear \_\_\_\_\_

\_\_\_\_\_ Patron Name Mr & Mrs \$ 15.00

Include name as it should appear \_\_\_\_\_

\_\_\_\_\_ Patron Name individual \$ 10.00

Include name as it should appear \_\_\_\_\_

Return form no later than Saturday, April 13th should you choose a walk sponsorship or package, but by Saturday, June 1st if you are only selecting the recital program advertising.

## Walk Sponsorship Only

Please select your option below.

\_\_\_\_\_ Walk Sponsorship Only \$250.00

Submit Business Logo (copy ready) to be printed on tee-shirt and send any marketing materials you'd like us to distribute to our walk participants.

## Package Selections for Recital Program Advertising and Walk Sponsorship

\_\_\_\_\_ Package #1 = \$350.00

\_\_\_\_\_ Package #2 = \$325.00

\_\_\_\_\_ Package #3 = \$300.00

\_\_\_\_\_ Package #4 = \$285.00

\_\_\_\_\_ Package #5 = \$275.00

Include all necessary business logo (copy ready) information for the walk and program advertising. Also, please include any marketing materials you'd like us to distribute to our walk participants.

Thank you so much for your support now and throughout the years!