

THE HOUSE INC. DANCE FACTORY

www.thehouseinc.org | Website

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6527 Normandy Lane, Suite 200

Madison, Wisconsin, 53719

AN URBANARTS INITIATIVE



ABOUT US

The House Inc. Dance Factory is proud to announce the location of our new center and the expansion of our programming. Madison's urban arts area now has a fully operated facility to call home. The center will operate classes Monday–Friday for youth ages 4–18, as well as adult health and wellness courses.

THI is the very first of its kind in Dane County and surrounding areas to offer underserved communities access to performing arts trainings and much more. You may have heard about our programs in the past. In 2007 our dance team was on BET (Black Entertainment Television) National LIVE sitcom 106&Park Dance Competition. Our dance company won 1st place on live television. We have also graced the campaign trails of Barack Obama, even performing on many stages at the Overture Center of the Arts, right here in Dane county.

Our budget last year allowed us to cover two out of five part-time staff, one year mortgage for our studio space and six Regional & National competitions – winning all of them! We are a for artist-by-artist facility meaning, all programs are run by artists. We plan rehearsals, arrange fundraisers, make costumes, choreograph, and operate the center on a 75% volunteer basis.

Last season, we managed to fundraise \$32,000.00. This was just enough to pay for our rental space for the season. All other expenses were paid out by the staff, dancers and their families.

This season, we are hoping to minimize costs for the dancers by gaining sponsors who believe in our youth and us. Urban performing arts has never been considered in this community before, but we work just as hard, train just as hard, and operate a full facility for our students.

We all have a passion for the future of urban arts in this community and we would like to invite you to be a part of it!

Clyde Mayberry
CEO & Founder

WHY SPONSOR?

Corporate and business sponsorship is a major source of funding for many performance arts centers, whether professional or community based. Being a sponsor shows that you not only believe in our business, but you believe in community involvement and activity catered to youth.

Sponsoring opens many doors for a business or corporation. It not only shows the community involvement, but it markets your business to groups that may not otherwise use your services. When the center strives, you know you helped it achieve its goals!

All monetary/check donations should be written to Urban Community Arts Network (UCAN) we are a 501c3 Not-For-Profit organization, all donations are tax-deductible.

SPONSORSHIP PROGRAMS

STUDENT

\$55 – \$200

- Supporting 1-3 months of performing arts programming for 1-3 youth.
- Monthly fee is \$55 per student.

Benefits

- Facebook & Instagram Recognition

SILVER

\$750

- Cash/product donation in the value range
- Product accepted if scheduled event where product can be used for raffle or prize item.
- Product must have no expiry date less than one year.

Benefits

- Logo and company/business name in current year pamphlet.
- Supporting one semester for (1) local youth in our "Off the Street & In the Studio" campaign
- Facebook & Instagram recognition
- Logo on team tour swag t-shirt

GOLD

\$1000

- Cash/product donation in the value range
- Product accepted if scheduled event where product can be used for raffle or prize item.
- Product must have no expiry date less than one year.

Benefits

- Logo and company/business information on our website.
- Logo and company/business name in current year pamphlet.
- Logo on team fundraising t-shirts.
- If donation/sponsorship is a product, company/business information as well as documentation of your choice at event to which your product will be used. events.

PLATINUM

\$1500

- **Cash Donation of \$1500.00**

Benefits

- Logo and company/business information on our website, for an entire year.
- Business contact information and website link on the center website.
- Logo and company/business name in pamphlet for two seasons.
- Logo on team fundraising/tour shirts t-shirts.
- Company logo/business information in view at all team events for an entire year.
- Company/business print media available at current year team events.
- Company/business name announced as a "thank you" at all center events.

BADGER

\$2000

- **Cash Donation of \$2,000.00**

Benefits

- Logo and company/business information on our website, for an entire year.
- Business contact information and website link on the center website.
- Logo and company/business name in pamphlet for two seasons.
- Logo on team fundraising/tour shirts t-shirts.
- Company logo/business information in view at all team events for an entire year.
- Company/business print media available at current year team events.
- Company/business name announced as a "thank you" at all center events.
- Company Logo on our Friends of The House Inc bulletin in the centers lobby

OUR STAFF

Clyde Mayberry

CEO & Founder

18+ Yrs Experience | Artistic Director, Head Coach, Choreographer, Modern, Ballet, Musical Theatre Hip Hop

Madison College, Alumni

Na'ndi Hambrick

Co-Founder, Marketing & Events Director

5 Yrs Experience | Marketing Consultant, Event Coordinator, Web & Graphic Design

University of Wisconsin – Whitewater, Alumni

Shayla Porter

Program Manager

20+ Yrs Experience | Assistant Coach, Vice President, Instructor, Ballet, Hip-Hop, Musical Theatre, House & Tap Dance

Madison College, Alumni

Tempestt Allen

Administrative Manager

25+ Yrs Experience | Hip-Hop, Jazz, Ballet, Street Dancing, Business Owner

Franklin University, Alumni

Terrell Richmond

Director of Operations

4 Yrs Experience | Uniforms, Apparel, Travel Logistics and competition communication

Aczareyen Lyles

Instructor/Coach

10 Yrs Experience | Contemporary, Ballet, Jazz, Hip-Hop

2022 – 2023 Financial Obligations

Center Space | \$36,000.00

Competition Fees | \$1,000.00

Costumes | \$7,300.00

Advertising | \$2,000.00

Travel Expenses | \$10,000.00

Total Costs = \$56,300.00

Fundraising Goals

Goal | \$36,000.00

Fall Recital | \$4,500.00

Car Wash | \$1,000.00

Raffles | \$500.00

Parent Fundraiser | \$1,000.00

Fundraising Expectations = \$43,000.00

Where We Need You! (Total Costs – Fundraising Goals) = \$13,300.00

On behalf of the entire The House Inc. Dance Factory, we want to thank you for considering our sponsorship program! We rely on our friends in our community to help keep our dream alive and to make our center an overall success.

Please contact us if you have any further questions or concerns!

Sincerely,

The House Inc. Dance Factory Team

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THANK YOU TO OUR SPONSORS!

Events by Mayberry
Dane Buy Local
Urban Triage
Rubin For Kids
Madison Region Economic Partnership
Numbers 4 Nonprofits
Madison Gas & Electric
Forward Community Investments
County of Dane
Briarpatch Youth Services
Wisconsin Economic Development Corporation
St. James School
GMRC
Dane Arts
Natasha Lutes
Club TNT
OEI Office for Equality & Inclusion

GIVINGTUESDAY

Tuesday, November 29, 2022