

# BLOCK PARTY

Debbie Allen Dance Academy

<b>Main Stage</b> \$50,000	<b>Carnival Ride</b> \$25,000	<b>20'x20' Tent</b> \$15,000	<b>10'x10' Tent</b> \$10,000	<b>Gaming Booth</b> \$5,000	<b>Food Vendor</b> \$500	<b>Product Table</b> \$250
-------------------------------	----------------------------------	---------------------------------	---------------------------------	--------------------------------	-----------------------------	-------------------------------

Philanthropy & Impact	MAIN STAGE	CARNIVAL RIDE	20'x20' TENT	10'x10' TENT	GAMING BOOTH	FOOD VENDOR	PRODUCT TABLE
DADA Summer Intensive Scholarship Support	4 Students	3 Students	2 Students	1 Student	—	—	—

Premium Experiences	MAIN STAGE	CARNIVAL RIDE	20'x20' TENT	10'x10' TENT	GAMING BOOTH	FOOD VENDOR	PRODUCT TABLE
Underwrite main stage (Hosts All Performances)	✓	—	—	—	—	—	—
Branded Carnival Ride/Attraction Of Choice	—	✓	—	—	—	—	—
Branded Sponsor Tent — Product Display	20'x20'	—	20'x20'	10'x10'	—	—	—
Branded Gaming Booth	—	—	—	—	✓	—	—
Branded 6' Product Table & Two Chairs	—	—	—	—	—	—	✓
Wristbands For Unlimited Rides/Games	12	6	5	4	3	2	2

Brand Visibility	MAIN STAGE	CARNIVAL RIDE	20'x20' TENT	10'x10' TENT	GAMING BOOTH	FOOD VENDOR	PRODUCT TABLE
Logo/Name On All Printed Materials	Logo	Logo	Logo	Name Only	Name Only	✓	—
Logo/Name On DADA Website	Logo + Link	Logo + Link	Logo Only	Logo Only	Name Only	✓	—
Logo/Name On Street Site Map	Logo	Logo	Logo	Name Only	Name Only	Name Only	Name Only

Media & PR	MAIN STAGE	CARNIVAL RIDE	20'x20' TENT	10'x10' TENT	GAMING BOOTH	FOOD VENDOR	PRODUCT TABLE
Brand Mentions — Press & Welcome Remarks	✓	✓	✓	Mention Only	—	—	—
E-Newsletter Ads (30,500 Circulation)	4x	2x	1x	—	—	—	—
Social Media — Grid Posts & Stories	1 Post + 6 Stories	1 Post + 2 Stories	1 Story	—	—	—	—