

**LAVIN CASSIDY FEIS
LAVINCASSIDYFEIS.COM
MARCH 1, 2008**

**STAGE SPONSORSHIP & PROGRAM BOOK
INFORMATION**

October 28, 2007

Dear Lavin Cassidy Families:

As you know, the first Lavin Cassidy Feis will be held on March 1, 2008 at the Grand Geneva Resort in Lake Geneva, Wisconsin. The program book and stage sponsorship components will be critical to the success of the Feis and we strongly encourage that all families participate in these components by either selling or purchasing ads and stage sponsorships.

Families can participate by : (1) Selling ads for the program book; (2) Purchasing ads for the program book or (3) Selling or Purchasing stage sponsorships. On the following pages, please see detailed information on the Stage Sponsorships and Program Book Sales.

We look forward to a successful sponsorship program for our feis and invite you to be a part of it.

Regards,

Ann Cassidy & Sinead Tritschler – LC Feis Committee Teacher Representatives

Tara Ross – Feis Chair

Kitt Dignan – Feis Registrar

Laura McDonnell – Feis Business Manager (Sponsorship & Program Book Coordinator)

Feis Program Book and Sponsorship questions can be directed to: lauranaper@aol.com

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MARCH 1, 2008

STAGE SPONSORSHIP INFORMATION

Stage Sponsorships may be purchased by individual families, multiple families or businesses. Sponsor levels are listed below:

PC/CHAMPION STAGE SPONSORS – TWO SPONSORS - \$500 EACH

- ❖ Sponsorship signage recognition at respective stage
- ❖ Sponsorship recognition in LC Feis Program Book
- ❖ Sponsorship recognition on LC Feis Website
- ❖ Sponsorship recognition on LC Website for 1 year

FIRST FEIS STAGE – ONE SPONSOR - \$500 EACH

- ❖ Sponsorship signage recognition at respective stage
- ❖ Sponsorship recognition in LC Feis Program Book
- ❖ Sponsorship recognition on LC Feis Website
- ❖ Sponsorship recognition on LC Website for 1 year

GENERAL DANCE STAGE SPONSORS – SEVEN SPONSORS - \$300 EACH

- ❖ Sponsorship signage recognition at respective stage
- ❖ Sponsorship recognition in LC Feis Program Book
- ❖ Sponsorship recognition on LC Feis Website
- ❖ Sponsorship recognition on LC Website for 1 year

HOW DO I SPONSOR A STAGE?

- (1) Email Laura McDonnell at lauranaper@aol.com to secure your sponsorship.
- (2) Upon confirmation from Laura, fill out the attached Stage Sponsorship Form and remit with sponsorship check payable to Lavin Cassidy Parents to the Lavin Cassidy Studio.
Attention: LC Feis Sponsorship/Laura McDonnell

**THE LAVIN CASSIDY PARENTS CLUB IS A REGISTERED 501-3C NON FOR PROFIT ORGANIZATION.
ALL SPONSORSHIP LEVELS ARE TAX DEDUCTIBLE TO THE EXTENT OF THE LAW.
PLEASE CONSULT YOUR TAX ADVISOR FOR DEDUCTIBILITY.**

LAVIN CASSIDY FEIS STAGE SPONSOR APPLICATION

BUSINESS NAME/FAMILY NAME _____

ADDRESS _____

CONTACT NAME: _____

PHONE NUMBER: _____ CELL NUMBER: _____

EMAIL ADDRESS: _____

EXACT SPONSOR SIGN WORDING: _____

LC FAMILY SPONSOR SELLER: _____ PHONE _____

P/C OR CHAMPION STAGE SPONSORSHIP.....\$500 = _____

FIRST FEIS STAGE SPONSORSHIP.....\$500 = _____

GENERAL STAGE SPONSORSHIP.....\$300 = _____

TOTAL AMOUNT DUE PAID IN FULL WITH SPONSORSHIP APPLICATION _____

QUESTIONS CAN BE DIRECTED TO LAURA MCDONNELL AT

LAURANAPER@AOL.COM.

PAYABLE TO: LAVIN CASSIDY PARENTS

P.O. BOX 381

ORLAND PARK, IL 60462

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LAVIN CASSIDY FEIS

MARCH 1, 2008

PROGRAM BOOK INFORMATION

The Program Book will be an 8 ½" x 11" book and contain the following Feis information: dancer lists, stage assignments, vendors, and ads. Program book advertising pricing is as follows:

Business Page Full Size	(8"x10") = \$200
Business Page Half Size Horizontal Ad	(4"x5") = \$100
Business Card Ad	(2"x3 ½) = \$50
Lavin Cassidy Family Horizontal Ad	(4"x 5") = \$50
(-special pricing for our LC dancer ads)	

PROGRAM BOOK SOLICITATION:

This is a fabulous opportunity for families, area businesses, large corporations, local politicians, and service professionals (dentists, pediatricians, orthodontists, etc) to support our dancers. As in previous years, ads sold last year by another family are not available for solicitation. If you are unsure on the status of an ad, please contact the ad committee to find out the status of an ad. Any previous ads, not submitted by an LC family by January 5th, will be open for the ad committee to solicit.

PROGRAM BOOK INCENTIVE:

The Feis committee has designated that for every \$1,000 in program book ads, the soliciting family will receive \$250 in additional stipend compensation. This is strictly for ads sold and is not inclusive of dollars obtained for stage sponsorships.

PROGRAM BOOK AD SPECIFICATIONS:

Program book prices assume submission of camera ready ad copy. Digital copy is preferred camera ready (black and white) in .eps, .pdf, or .ai form emailed to Laura McDonnell at lauranaper@aol.com. Black and White camera ready print ad is also acceptable. To ensure high quality ads, do not send prints with dancers to class. Please make arrangements to deliver to Laura McDonnell, Tara Ross, or Susan Hawes.

DEADLINE INFORMATION:

The deadline for submitting ads for participation in the stipend incentive is Thursday, December 13th. The final deadline for all ad submissions will be one week later, Thursday, December 20th. The deadline will be enforced and all payments payable to "Lavin Cassidy Parents" MUST be included with the ad submission.

Please see the attached letter for the donor solicitation letter.

Please do not hesitate to contact Laura McDonnell at lauranaper@aol.com or 630-904-2794 if you have any questions. Thank you for your support.

LAVIN CASSIDY FEIS

Lavincassidyfeis.com

November 1, 2007

Dear Friend and Support of Irish Dance,

The Lavin-Cassidy School of Irish Dancing will be hosting a Feis (Irish Dance Competition) on Saturday, March 1, 2008 at the Grand Geneva in Lake Geneva, Wisconsin. This event will be attended by over 1,300 dancers with an anticipated attendance of over 4,000 people. 85% of the attendees will be from the Chicagoland area.

We are asking your support in the form of advertising in our Program Book. The book will be distributed to all of our attendees. Proceeds from the sale of advertisements will benefit our dancers as they compete in local and regional competitions. In addition, the proceeds will also assist our soloists and teams that will be attending the World Irish Dance Championships (Belfast, March, 2008) and the North American Championships (Nashville, July, '08).

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Business Page Half Size Horizontal Ad	(4"x5") = \$100
Business Card Ad	(2"x3 ½) = \$50

Please remit all program book submissions to your Lavin Cassidy contact or email your ad by Thursday, December 13th to Laura McDonnell at lauranaper@aol.com. Program book prices assume submission of camera ready ad copy. Digital copy is preferred camera ready (black and white) in .eps, .pdf, or .ai form. Black and White camera ready print ad is also acceptable.

Thank you for your support.

Laura McDonnell
Program Book Coordinator
lauranaper@aol.com
630-904-2794

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MARCH 1, 2008**

PROGRAM BOOK INFORMATION FORM

Seller's Name: _____

Seller's Phone Number _____ Email Address _____

Purchaser's
Name: _____

Purchaser's
Address: _____

City, State, Zip &
Phone: _____

Ad Size: _____

Business Page Full Size (8"x10") = \$200
Business Page Half Size Horizontal Ad (4"x5") = \$100
Business Card Ad (2"x3 1/2) = \$50
Lavin Cassidy Half Page Family Ad (4"x 5") = \$50

Cash _____ Check # _____ Date _____

PAYMENTS ARE MADE PAYABLE TO LAVIN CASSIDY PARENTS. ADS UNACCOMPANIED BY PAYMENT WILL NOT BE SUBMITTED.

FINAL PROGRAM BOOK SUBMISSIONS MUST BE MADE BY DECEMBER 19, 2007

DIGITAL COPY IS PREFERRED-CAMERA READY (BLACK & WHITE) IN .EPS, .PDF, OR .AI FORM. BLACK AND WHITE CAMERA READY PRINT AD IS ALSO ACCEPTABLE. PLEASE REMIT TO LAURA MCDONNELL AT LAURANAPER@AOL.COM OR CALL 630-904-2794 FOR MORE INFORMATION.

PLEASE REMIT THIS SHEET WITH AD COPY, DISC, OR PHOTO. THANK YOU.

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ORLAND PARK, IL 60462**