

Thanks for your interest in helping bring a South African Song & Dance workshop to your community. Sponsorship usually involves assisting in one or more of these three areas:

1. venue, 2. registration, 3. promotion.

VENUE: A sponsor, like a church or community choir, may provide a venue such as use of their own rehearsal space. A sponsor may locate and book a venue with the cost reimbursed from workshop receipts. Or a sponsor may simply direct me to suitable venues and I can handle the booking myself.

REGISTRATION: A sponsor may act as local contact and registrar or delegate this responsibility to another individual. Primary duties are collecting fees from and keeping a list of pre-registered participants. The registrar may also handle sign-ins and collect fees from people who pay at the door. The fee structure is set in advance, but the registrar may have some discretion in offering discounts or scholarships.

After the workshop, the registrar is responsible for delivering to me a final list of all participants with phone numbers and email addresses. As local contact, the registrar also follows up on questions and inquiries, directing them to me as necessary, but mostly just helping folks understand what to expect.

PROMOTION: This is the most vital sponsorship function!
Sponsors agree to promote this event widely and enthusiastically through their musical and community networks. In general, only free media is utilized, especially email lists, web postings, free calendars, radio spots if you can get them, etc. If posters are printed (I have a design ready to print), cost is reimbursed. I also have sample text for email messages and press releases.

There is no financial risk to sponsors. If a workshop truly draws

no interest, it is simply cancelled, though that has never happened. There is a time investment for registration and promotion. Sponsors do this voluntarily as a contribution to the musical and cultural life of their communities. I'm regularly in this role for other music teachers traveling through Eugene. I am happy to offer free workshop attendance to the individual(s) (with their families), who are handling registration and promotion.

Please contact me if you have further questions. Looking forward to working together to create an exciting, inclusive musical event in your community.

Val Rogers
val@valrogers.org