

jk **BOOKING DANCE FESTIVAL**
EDINBURGH
2010 

TWO WEEKS IN '10!
AUG 7 - AUG 22

A dance "Festival within a Festival"
at the Edinburgh Fringe



Sponsorship Information

★★★★★ - ThreeWeeks.co.uk

Jodi Kaplan & Associates

www.bookingdance.com | 212-352-0400



Sponsorship Opportunity

WHAT

2nd Annual dance 'Festival within a Festival' to be produced at The Edinburgh Fringe
Featuring top USA Dance Companies performing at The Fringe for the first time

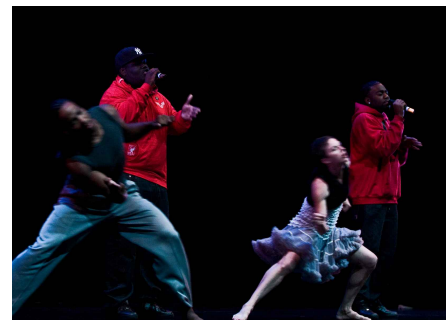
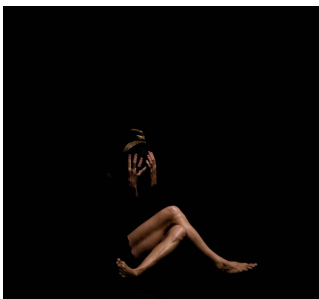
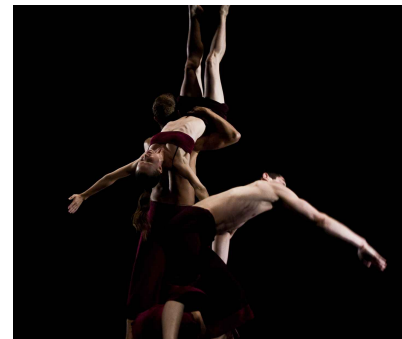
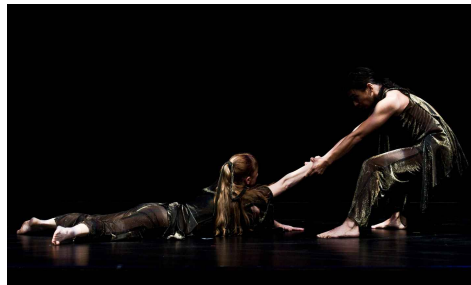
Jodi Kaplan / BookingDance presents the best USA dance artists at The Fringe's
2nd Annual "festival within a festival" of dance.

Ranging stylistically from classical modern to traditional dance from around the
globe, this diverse program showcases innovative and diverse works from participating
American dance companies.

As the world's largest open arts Festival, The Fringe provides the perfect opportunity
for this virtuosic group of American choreographers to gain credible, International
exposure.

WHEN

- Coinciding with The Edinburgh Fringe
- August 7 – 22, 2010
- Two Full Weeks in '10!
- Additional master classes and panel discussions to be scheduled.





WHERE

Venue 150

@ EICC (Edinburgh International Conference Centre)
The Auditorium – seating 600

Venue 150 - the leading venue of The Edinburgh Fringe, boasting one of the largest and most accomplished stages at The Fringe. Renowned for its popular sold-out shows, this beautiful space positions dance in the best possible setting.
www.venue150.com

Our theater Venue 150 -

WON BEST VENUE OF THE YEAR at the Edinburgh Fringe 2009

With its air-conditioning, ample legroom and modern decor, this feels far removed from many of the hot, cramped and crumbling venues elsewhere.





WHY

- Attendance - Attracting over 1 million paying audience members, The Edinburgh Fringe Festival has gained coverage to the value of nearly 11.5 million dollars, with an affluent audience spending 130 million dollars.
- Over 46 different countries from Austria to Zimbabwe are represented.
- Outreach and Educational opportunities will help promote American art on the global stage, in addition to giving back to local communities. Outreach includes movement workshops for children at Edinburgh's Royal Blind School as well as master classes for professional dancers at Dance Base.
- Select performances will promote art to underserved populations including orphanages, local dance academies and organizations that would benefit by being exposed to both national and international dance.
- The Festival offers a very affordable opportunity for American artists to help themselves, by being effectively presented on an International stage.
- By timing these performances during the Edinburgh Fringe, a large international population/media will attend, thereby increasing the American dance companies chances for work internationally.
- Cultural Exchange - participating USA artists to perform with top local artists in an effort to foster cultural exchange and additional visibility for selected companies.
- Cross Marketing with local organizations
- This is an incredible opportunity to promote the arts through international cooperation.

WHO YOU ARE

We are seeking sponsorship to cover production and promotional opportunities.

Through Festival Sponsorship you are an integral part in making this exciting Festival take place!

As a sponsor you would receive:

- Marketing in Fringe Festival Guide (distributed to millions of attendees)
- Positioning on Festival website (with links to sponsor websites)
- Pre-publicity in the international, national, and corporate hometown press
- Advertisements on all press materials
- Sponsor mention in all programs
- Sponsor banner in theatre lobby (if exclusive)
- Exclusive photo rights to photography from event
- Publicity packet following the event (ideal for annual report)
- Visibility during The Fringe Festival so sponsor would also receive a great deal of international attention
- First five rows of each performances will be reserved: VIP seating for sponsor client entertaining





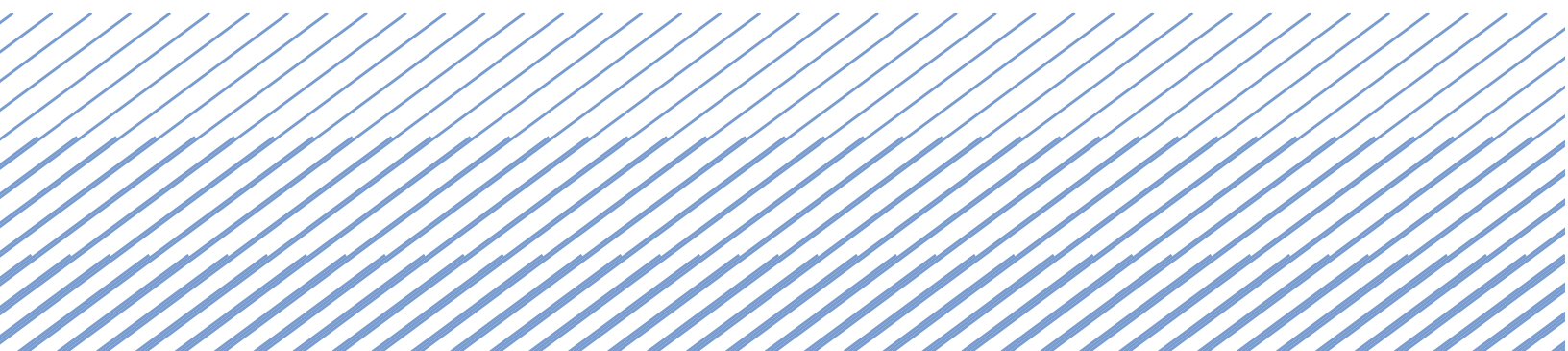
bookingDANCE edinburgh 2009 highlights

Our show won a - FIVE STAR REVIEW from Three Weeks for Edinburgh 2009:

“Whether you're a contemporary dance fiend or one of the uninitiated wanting to take a chance, this production is perfect for the Edinburgh Fringe lover. Seven dance companies, comprising more than thirty dancers in total, each provide a snapshot of quality, quirky and downright ,ber speciality dance. From every corner of America, Jodi Kaplan, dance producer extraordinaire, has gathered eclectic works such as Erin Elliot's 'Outlined In Black' and C. Eule Dance's 'face2face' and woven them into a recipe of pure enjoyment. Professional American dance at the Fringe has been neglected of late but plans are afoot for this wonderful dance 'festival within a festival' to return next year, and I for one will be sitting in rapture in the aisles.”



Our Edinburgh Festival showcase and artists were featured on the BBC World News including clips from the dance and interviews as part of an hour-long program devoted to the Fringe Festival. Our 2009 participating artists were also featured on BBC Scotland and received international bookings!





Highlights from bookingDANCE FESTIVAL beijing 2008

booking DANCE FESTIVAL edinburgh 2010 is a continuation of a cultural exchange between performing artists and communities on a global scale. Coinciding with the Beijing Olympics, Jodi Kaplan & Associates produced **booking DANCE FESTIVAL beijing 2008**. As its first international production, this Festival proved to be a complete success.

Selected Festival highlights include:

- Endorsement by the USA Ambassador to China
- Sold-out nightly performances at a 500 seat venue
- Festival Artists featured at outdoor Olympic venues and projected to millions throughout Beijing on public Olympic screens
- Extensive preview coverage by International media
- Dance Magazine Feature (February 2009)
- Dance Magazine Editor, Emily Macel attended Festival to provide in-depth coverage
- International Press in attendance – Getty Images, TimeOut Beijing, Metropolis, The Beijinger
- Gala reception with cultural ministers and ambassadors in attendance
- Television coverage: Featured on NBC and KSL TV
- Radio coverage: Features on NPR and China Radio International (CRI) broadcast to millions
- Inclusion of top Beijing companies with a world premiere by the National Ballet of China, and exclusive performances by the Beijing Modern Dance Company
- Festival proceeds supported China's earthquake victims

"A brain-child of Manhattan-based booking agent Jodi Kaplan, the annual 'booking DANCE FESTIVAL' gives high-quality but under-funded US dance troupes international exposure."

– *Time Out Beijing, Summer 2008*

"Let's hope that there are many more dance festivals of this caliber in the capital."

– *Metropolis Magazine, September 2008*

"All the performances were first-rate ... By the end of their routine they had the crowd cheering."

– *Metropolis Magazine, September 2008*

"My enthusiastic congratulations to you on the occasion of the booking DANCE FESTIVAL beijing 2008. By bringing together on a single stage top dance companies from both China and the United States, this festival truly embodies the Olympic spirit of international friendship and cooperation.

Thank you for your efforts on behalf of the important United States-China cultural exchanges which serve to deepen mutual understanding and bring our two great peoples and nations together!"

**Very truly yours,
Clark T. Randt, Jr.
USA Ambassador to China**



Brief Company History

The booking DANCE FESTIVAL edinburgh 2010 will be the second dance “festival within a festival” presented by Producer Jodi Kaplan / BookingDance at the Edinburgh Fringe.

Continuing its International Dance Festival series, booking DANCE FESTIVAL edinburgh 2010 follows on the success of the inaugural booking DANCE FESTIVAL edinburgh 2009 which garnered a five star review and was featured on the BBC World News. Audience response was extraordinary and the participating US dance artists were very well received by the international community resulting in several international bookings. Coinciding with the Beijing Olympics, Jodi Kaplan / BookingDance produced the booking DANCE FESTIVAL beijing 2008 as the first of its international productions. This festival proved to be a huge success, featuring the three best dance companies from Beijing, The National Ballet of China performing a world premiere, the internationally renowned Beijing Modern Dance Company and the experimental TAO Studio - alongside two top USA artists - Odyssey Dance Theatre and Kim Robards Dance, who will be participating in booking DANCE FESTIVAL edinburgh 2009. Both American companies received invitations to return/tour throughout China, in addition to gaining international exposure to a worldwide audience.

Endorsed by the USA Ambassador in China, the festival implemented extensive outreach activities including question/answer sessions following each program, master classes, and performances at an outdoor Olympic venue. Students and migrant workers were bussed in for a special matinee while proceeds of the performance benefited the earthquake victims through Hua Dan Sichuan Earthquake Survivors Theater Project.

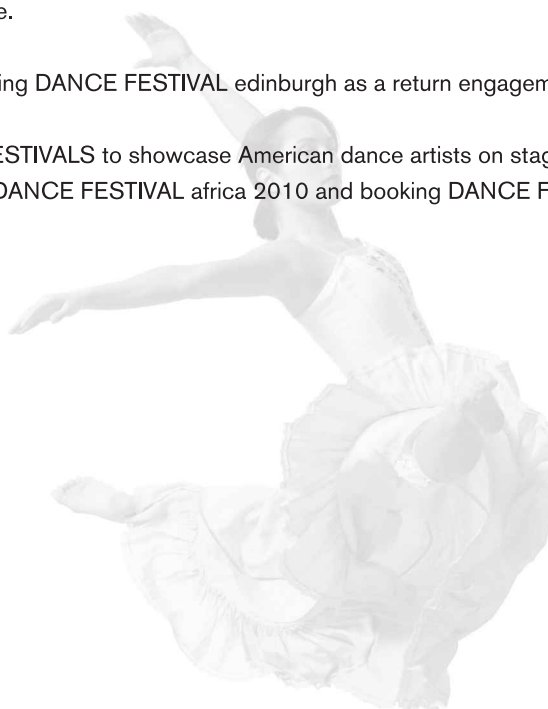
Following its success in Edinburgh 2009 and Beijing 2008, Jodi Kaplan / BookingDance looks forward to establishing booking DANCE FESTIVAL edinburgh 2010 as a two-week dance “festival within a festival” at The Edinburgh Fringe.

Presenting USA dance companies on one international stage offers the European community the opportunity to see the newest and most innovative of American dance.

Please note that as an unfortunate consequence of the economic climate, many dance artists in the USA have not had the international exposure needed to tour worldwide. In addition to entertaining festival audiences, it is the goal of booking DANCE FESTIVAL edinburgh 2010 to introduce these twelve amazing dance companies to international presenters in the hopes of positioning them to tour throughout the UK and Europe.

Jodi Kaplan / BookingDance plans to position its booking DANCE FESTIVAL edinburgh as a return engagement annually.

Plans are also underway for future booking DANCE FESTIVALS to showcase American dance artists on stage with top international companies. Including future booking DANCE FESTIVAL africa 2010 and booking DANCE FESTIVAL london 2012.





Jodi Kaplan - Producer

Jodi Kaplan has been a frequent traveler to Scotland since attending Divinity School at the University of Edinburgh in 1988. Over the years, Ms. Kaplan has returned to teach as a guest artist with the Dundee Repertory Dance Company (home of Scottish Dance Theater), as well as at DanceBase and the Assembly Rooms.

Since founding Jodi Kaplan & Associates fifteen years ago, Ms. Kaplan has booked performance engagements with hundreds of venues in the US, and internationally. Prior to establishing JK&A, Ms. Kaplan was the in-house booking agent for Lar Lubovitch Dance Company and was the Managing Director of the Denishawn Repertory Dancers.

Internationally, Ms. Kaplan works regularly in South America and Europe. She booked extensive tours to Brazil (with Margie Gillis, Zvi Goetheiner & Dancers), and was a delegate at the Australian Arts Market. A former dancer/choreographer, she also toured as a guest artist throughout Scotland, England, France, Portugal, the Czech Republic/Slovakia, and the Caribbean.

In addition to producing the booking DANCE FESTIVAL Beijing 2008, Jodi Kaplan traveled extensively in China while working with the Guangdong Modern Dance Company. While there, she established relationships with the Hong Kong Arts Festival and CCTV (China Central Television). Ms. Kaplan has recently been invited to return to China to teach business seminars at the Beijing Dance Academy and collaborate with the Beijing Modern Dance Company in 2010.

Additional international experience includes a residency in India in Spring 2007 where Ms. Kaplan led arts business workshops for constituents in Delhi at the Habitat Centre and screened her film work as a retrospective at DanzLenz. She also taught intensive film workshops at the Asian Academy of Film and Television, where she was honored to receive a Lifetime Membership at this prestigious institution.

Professionally, Jodi Kaplan produces dance events annually in NYC. Recently she produced 60 dance showcases featuring 35 dance artists in 3 days at the Ailey Citigroup Theater in NYC (Jan 2009) as well as a first successful NYC festival featuring 55 dance showcases of 33 participating artists (January 2008). The third annual NYC festival is scheduled January 2010 with even more artists, bringing dance to the center stage. Additionally, she designed/produced the production elements of The Blue Planet Run media launch at the Tate Modern in London in Spring 2007 and programmed/produced the entertainment and music performers at the Blue Planet Run's start at the United Nations in the Summer 2007 (as a consultant with GolinHarris). Other PR events in NYC include producing/consulting for the Microsoft Encarta Bee at the New York Public Library (with Edelman), Major League Baseball / Jiffy Peanut Butter in Central Park (with Porter Novelli) and Make a Wish Foundation / Chile Magic in Herald Square (with Porter Novelli). Additional visual design consulting includes the McDonald's campaign during the Beijing Summer Olympics 2008.

As an artist, Ms. Kaplan is internationally renowned for producing and directing dance films. Her award-winning shorts have screened at over one hundred festivals, museums and venues worldwide including "Dance for Camera" at Lincoln Center, "New Directors/New Films" at the Museum of Modern Art and the World's Fair in Lisbon, Portugal. Her work has also been broadcast on PBS television and The Sundance Channel. In addition to her film work, Ms. Kaplan is a member of the Screen Actors Guild.

Ms. Kaplan's teaching experience includes faculty positions at the Jamaica School of Dance (West Indies), Jubilee Hall in Covent Garden (London), the Film/Video Workshops (in Maine), and Columbia University (New York City).

Jodi Kaplan holds a B.A. degree with high honors in religion/philosophy from Smith College (Phi Beta Kappa), a M.F.A. in Film from Columbia University, and a Graduate Diploma in International Relations from Hebrew University in Jerusalem as a Wallenberg Scholar. Ms. Kaplan has twice been an artist-in-residence at Yaddo in Saratoga Springs, NY and a Fulbright Scholar in dance in Jamaica.



booking DANCE FESTIVAL edinburgh 2010 Team:

Lynsey Cullen - Scotland Associate Producer

Lynsey Cullen has extensive producing, production and performance experience in theatre throughout Scotland and England. She completed a Masters degree in Theatre: Writing, Directing and Performance at The University of York after graduating with an MA degree (honors) in English Literature from The University of St Andrews. She produced two plays for the Out of the Blue Theatre Company in conjunction with the University of York - 'Celebrity' at the York Theatre Royal and 'The Malcontent' at the Dixon Studio Theatre in York. Ms. Cullen is currently in the early stages of directing a production of 'The Vagina Monologues' in Scotland.

Lynsey Cullen is also an accomplished stage manager, most recently working at The Stephen Joseph Theatre in Scarborough in the Stage Management department as an ASM on the main house production of 'Jack Lear' and the Education Department as the DSM on a production of 'Mother'. Upcoming stage management projects include a new devised masked comedy at The Monkgate Theatre in York.

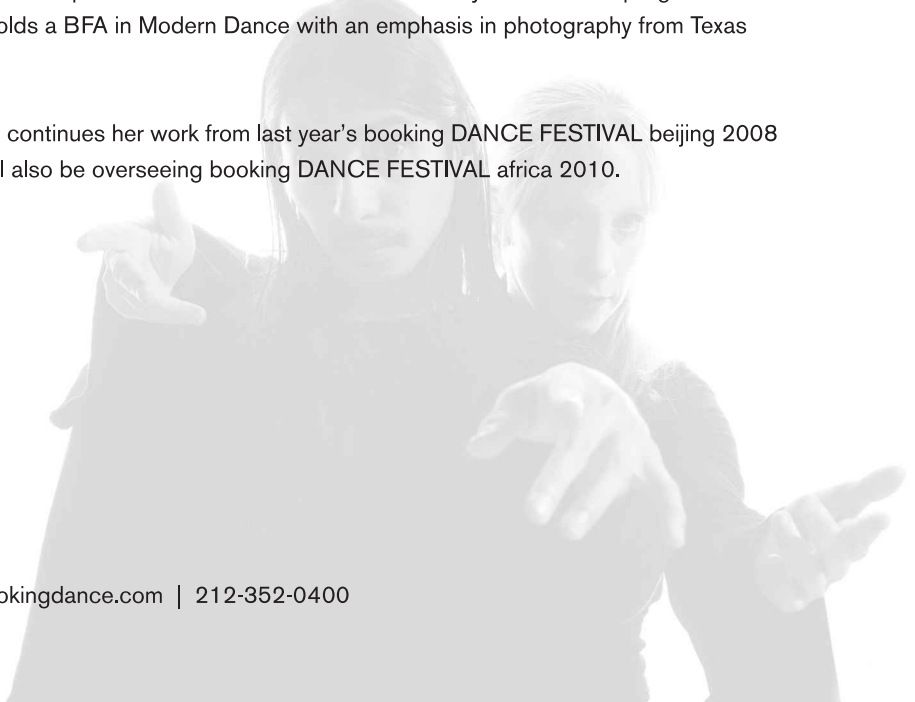
As Scotland Associate Producer, Ms. Cullen will be overseeing all aspects of production and local sponsorship for booking DANCE FESTIVAL edinburgh 2010.

Leslie Scott - International Project Manager

Leslie Scott has worked with Jodi Kaplan & Associates for the past four years, overseeing the agency's touring projects including annual showcase performances in New York City at the Alvin Ailey Citigroup Theater. As an International Producer, Scott organized a three-week dance event during Scotland's prestigious Fringe Festival in 2006. The performance included BODYART's world premiere of the acclaimed *an hour about an hour*. In the US, Scott has produced work for her company and other leading dance/performance artists at the Alvin Ailey Citigroup Theatre (NYC), The Joyce SoHo (NYC), Dallas Museum of Modern Art (Texas), Sam Houston University (Texas), Century 21 (Kansas), and the World Arts Center (Pennsylvania).

Leslie Scott's career spans several fields from public relations to international communications to choreography. As the founder and Artistic Director of BODYART (www.bodyartdance.com) her collage of artistic and professional disciplines allows her work to include an interdisciplinary approach to expression. The creator and current faculty of the dance program for Columbia University's The School, Ms. Scott holds a BFA in Modern Dance with an emphasis in photography from Texas Christian University.

As the International Project Manager, Ms. Scott continues her work from last year's booking DANCE FESTIVAL beijing 2008 to the current Edinburgh Festival. Ms. Scott will also be overseeing booking DANCE FESTIVAL africa 2010.





Kari Hansbarger - Festival Designer/Associate Producer

Design Director & Partner, Bartok NYC
bartokweb.com

As Partner and Design Director for Bartok in New York City, Kari Hansbarger brings elegant and effective design solutions to all aspects of brand strategy, information architecture, interactive and print design, and corporate identity programs.

Kari Hansbarger has collaborated with Jodi Kaplan & Associates for the past five years in designing all aspects of marketing materials for the agency including website design and conference/print materials. She also did all the design work for the inaugural booking DANCE FESTIVAL edinburgh 2009, oversaw the design concept for the booking DANCE FESTIVAL beijing 2008 and regularly assists the agency's affiliated dance artists with design work.

Since joining Bartok nine years ago, Kari Hansbarger has worked with notable clients in the corporate and fashion/beauty fields that includes Trish McEvoy, David Monn, Estee Lauder, Devi Korell, Ajune Spa, Liz Claiborne, AKMD Skincare and Vivre.

Kari Hansbarger also works clients within the artistic fields including The Wexner Center for the Arts, Ohio Arts Council, choreographer Tere O'Connor and photographer Sally Gall.

Starting her career at Resource Marketing, a pioneer in website design and development, Kari worked on a variety of multimedia and print projects including Hewlett-Packard, Sun Microsystems, BMW, Burton Snowboards, Adobe and Victoria's Secret. Prior to joining Bartok, Kari worked for VIA Inc., designing and developing materials for clients including Sugarloaf/USA and American Eagle Outfitters.

Kari is an Addy Winner and has been an active member of various organizations including the CEW, CSCA, AIGA, has lectured at The Ohio State University and been featured on Communication Arts Design Interact website.

Kari received her BFA, in Visual Communications from the Columbus College of Art and Design.





We invite you to become a sponsor!

Statistics about Fringe

Fringe audience size: up to a half a million people attend the Fringe.

The Fringe website gets over 100 million hits from June to August and accounts for 51% of Fringe box office sales.

Before the Fringe has started, 72% of attendees make their choice based on the description in the Official Fringe Programme.

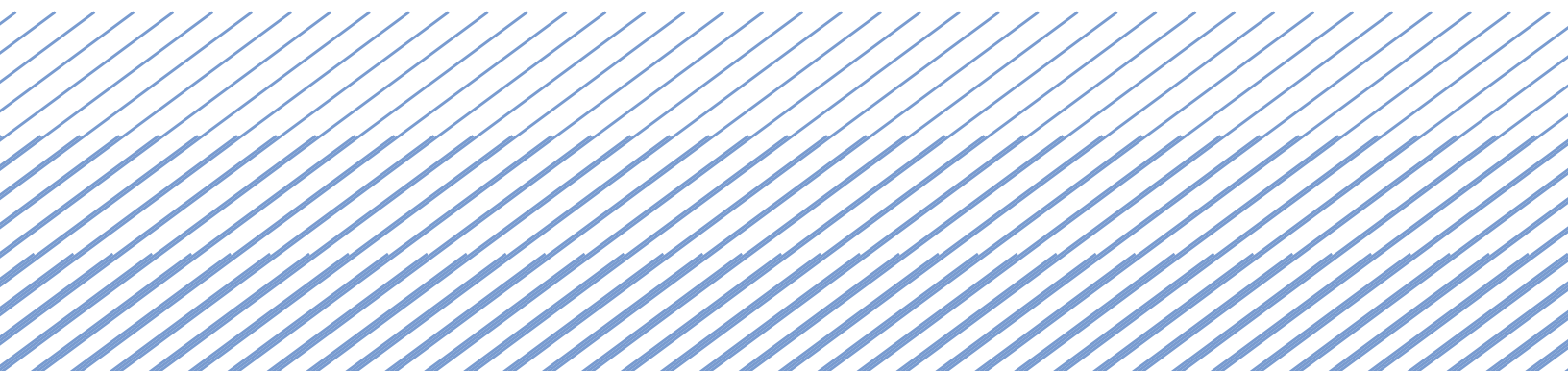
Between June and August 2006, edfringe.com received almost 130 million hits, with 74 million hits in the month of August alone.

Press Coverage

There are dozens of media reviewing shows. In 2006 the Fringe Press Office logged 4,654 press reviews over the course of the Fringe.

Fringe press coverage in UK print media alone had an advertising value equivalency of 6.6 million pounds in the month of August 2004.

In 2006 the Fringe Press Office logged 4,654 reviews in national media alone for Fringe shows.





Sponsor Level Sheet

Corporate Sponsorship:

\$250,000:

Title of the festival (XXXXX presents bookingDance Festival Edinburgh)

\$50,000:

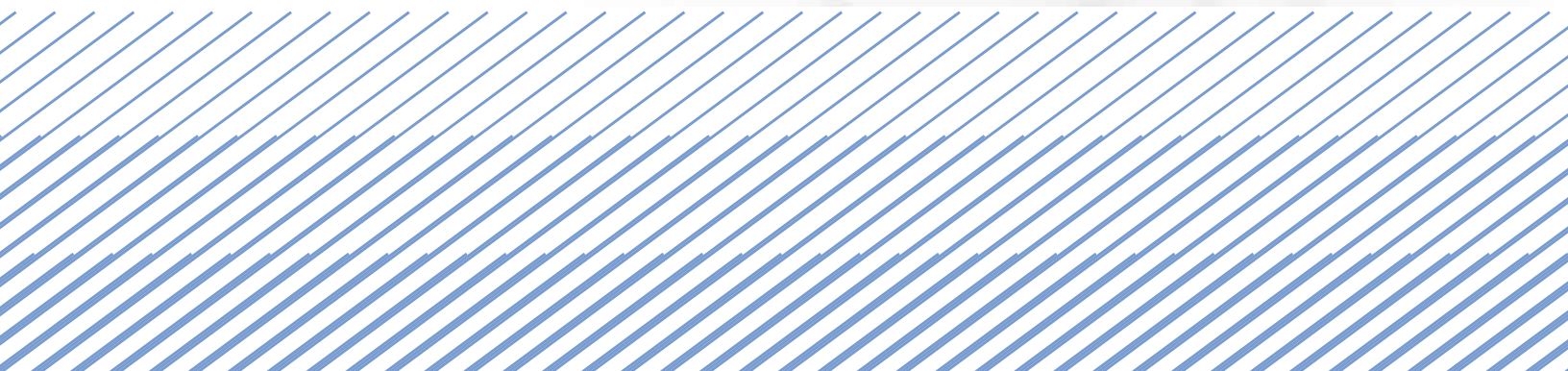
Logo (large size) in the program
Logo (large size) on the website
Prominent Positioning of Corporate info in theater lobby
Prominent positioning of Logo on video in theater lobby
Sole Logo on the tote-bag or on umbrella
VIP Reception with the Artists
VIP Seating

\$10,000:

Logo (medium size) in the program
Logo (medium size) on the website
T-Shirt
Button
Logo (medium size) on the T-Shirt
Positioning of Corporate info in theater lobby

\$1000:

Logo (small) in the program
Logo (small) on the website
T-Shirt
Button
Logo (small) on T-Shirt





Sponsorship Form

CALL or EMAIL inquiry to:

JODI KAPLAN / BOOKINGDANCE
212-352-0400
jodi@bookingdance.com

and/or

FAX FORM to:

Attention:
JODI KAPLAN / BOOKINGDANCE
212-255-2053

Name: _____

AMOUNT of sponsorship: _____

THANK YOU CREDIT in program: _____

LOGO _____

Contact information

Name: _____

Phone: _____

Email: _____

Website: _____

Address: _____

Thank You!