



BUCHAREST FEIS AND GRADE EXAMS

THE FIRST INTERNATIONAL
IRISH DANCE COMPETITION IN ROMANIA

BUCHAREST, 17-18 SEPTEMBER 2016



**STEYsha School of Irish Dance
teaches children and adults in Romania
in the art of Irish Dance**

THE ORGANIZATION

STEYsha School of Irish Dance is the only Irish Dance School in Romania recognized by the **Irish Dance Commission in Ireland**. The school was established in 2011 and in 2014 it became the only Romanian Irish Dance School with a teacher certified by the Commission.



Over the years, dancers of **STEYsha School of Irish Dance** have performed in international competitions and official grade examinations hosted by Irish Dancing schools in other European countries, thus obtaining over **380 trophies and medals and 44 grade certificates**. For the month of **September 2016**, we wish to host the first edition of such a competition on Romanian territory.

Our Long Term Plans

In April 2016, **STEYsha School of Irish Dance** will launch a new class of social Irish Dancing addressed to less active people, but who are equally passionate about the Irish culture. This will help us add to the age groups to which we cater, implicitly increasing the number of people with whom we will collaborate and for whom we will facilitate access to the Irish "taste".

During 2016, our school plans to open up **a branch in the city of Braşov**, which will broaden the impact area of both Irish Dancing and our partners, as well as grow the number of people directly and indirectly involved with our activity.

We also wish to compete in the **Irish Dancing European Championship** in the childrens' teams and adults' teams sections with the first Romanian groups in the history of both the Championship and our country. Thus far, STEYsha dancers have competed in teams sections in regular European Irish Dancing competitions and Romania has only been represented by solo dancers at the European Championship.



**We promote a healthy competitive spirit
with focus on dedication, fitness,
well being and camaraderie.**

THE EVENT

We intend that **Bucharest Feis & Grade Exams** will reunite **200 dancers** from Europe and Romania for its first edition and will take place during a full weekend. The competition will cater for age groups between **Under 6** and **Over 30** and it will last from 8:00 to 19:00 or even later. The grade examinations will also be catering for the above mentioned age groups and, based on the registrations, it will go on through the entire day.



Hosting such an event would mean a bigger opening of the regional audience towards a top sport relatively new in our country, the increase in numbers of the target customers of **produce, services and companies of Irish origin**, as well as the services and companies whose target are **sports lovers** and active people. By organizing such an event, we are bringing a new wave of yearly tourists to Bucharest, who will return to their homes with information about the **produce and services of our sponsors**.

Our project proposes to be, not just a unique opportunity for many of our Romanian dancers who cannot afford to travel abroad for Irish Dancing competitions or grade examinations, but also the opportunity of a stronger impact at a community level in our city and country in terms of Irish Dancing and sports in general. We wish, of course, that through our efforts more and more people will find out about this wonderful art form, will know that it can be **accessible** more than they thought and, that no matter their age, all those who feel Irish at heart can benefit by attending Irish Dancing classes. We know firsthand the silent passion that many people hold for Ireland, the Irish culture and Irish Dancing and, even more, we know the satisfaction of having fulfilled many people's dream of performing on stage, of winning a medal, of finding a personal purpose through Irish Dancing. During the five years of activity with our school, we have successfully accomplished all the above for many children and adults and we wish to continue doing it at a much larger scale. Last but not least, our project will draw each year an increasing number of European competitors, up to the point where we will be able to bid for hosting the **European Irish Dancing Championship**, bringing to Romania **thousands of mainland Europe competitors**.

A photograph of four young women performing Irish dance on a stage. They are wearing matching red and black costumes with flared skirts and black shoes. The woman in the center is pointing towards the right. The background features stage lights and banners, including one for 'SOUND' and another with the text 'ASOCIATIA CULTURALA ROMANA'.

**We work together towards reaching our goals
and form lifelong friendships along the way**

SPONSORSHIP

To support **Bucharest Feis & Grade Exams 2016**, you can choose for any of the below possibilities:

- a. Full financial support (40 300 ron) ;
- b. Partial financial support (starting at 1 500 ron);
- c. Support through produce (necessary produce detailed in the annexed Budget) ;
- d. Support through services (necessary services detailed in the annexed Budget).

The Benefit of Sponsorship

By supporting **Bucharest Feis & Grade Exams 2016**, you are contributing at the perpetuation of a dance and music cultural tradition that has grown beyond the small boundaries of Irish population and diaspora. You are also encouraging an involvement spirit specific to Irish Dancing and you are helping with promoting an art form that encourages self discipline, mutual respect, personal development, sportsmanship and a healthy lifestyle. By joining our event, you will have access to people from numerous European countries to promote your business.

Sponsorship deadlines

Any sponsorship intention must be expressed by **March 20, 2016**, and any transaction needs to be finalised by **April 18, 2016**.

Corresponding to the type of support it is opted for, we offer benefits and counter services according to the plan detailed in pages 8 through 10.

	Full financial support	Partial financial support	Support in produce	Support in services
Banner to be put up in competition hall	●			
Roll-up to be put up in competition hall		●		
Poster to be put up in competition hall			●	●
Mentioning in the international syllabus of the competition	●	● ****	●	●
Mentioning in the press releases	●	● ****	●	●
Mentioning on posters, flyers, programmes etc.	●	● ****	●	●
School banner with recommendation by the company, put up at our dance studio*	●			
Event banner with recommendation by the company, in header of school and competition websites	●	●		
Listing on the sponsors' page on school and competition websites	●	●	●	●
Dedicated sponsor post on school and competition Facebook pages	●	●	●	●

	Full financial support	Partial financial support	Support in produce	Support in services
May have a presentation stand at the event venue	●	●		
May have a vendor's stand at the event venue	●			
May distribute promotional produce	●	●	●	
May offer a bonus produce for first place trophies - minors (under 18)	● ***			
May offer a bonus produce for first place trophies - adults (over 18)	●			
May offer bonus produce for second place medals		●		
May offer bonus produce for third place medals		● *****	●	
10 min. Irish Dance performance for one of the company's events *		●		
30 min. Irish Dance performance for one of the company's events *	●			
Gift-voucher (for beginners class) - 2 months, 1 employee of choice**	●			

	Full financial support	Partial financial support	Support in produce	Support in services
Gift-voucher (for beginners class) - 1 month, 1 employee of choice**		●		
Remains on the priority partners list for the next edition	●	●	●	●
Mentioning of the sponsorship's source in our annual financial forms, for the company to benefit from tax deductions	●	●		

* We can honour solicitations for such events outside our busy times (which we can confirm with every invitation). It can be done for tertiary beneficiaries with whom the company collaborates.

** Good between the completion of the sponsorship transactio up to 2 months after the end of Bucharest Feis 2016.

*** In the case of alcoholic beverages, a prize can't be granted to the age groups of under 18 years.

**** Available to sponsorships starting at 8 000 RON.

***** In the case where the previous category of sponsor doesn't offer prizes.



In 20 years, Irish Dancing has reached far beyond the Irish diaspora and is now accessible to all nationalities: there are certified teachers throughout the entire world, including in Romania - our teacher, Mara CERNAT, the first TCRG in our country.

THE BUDGET

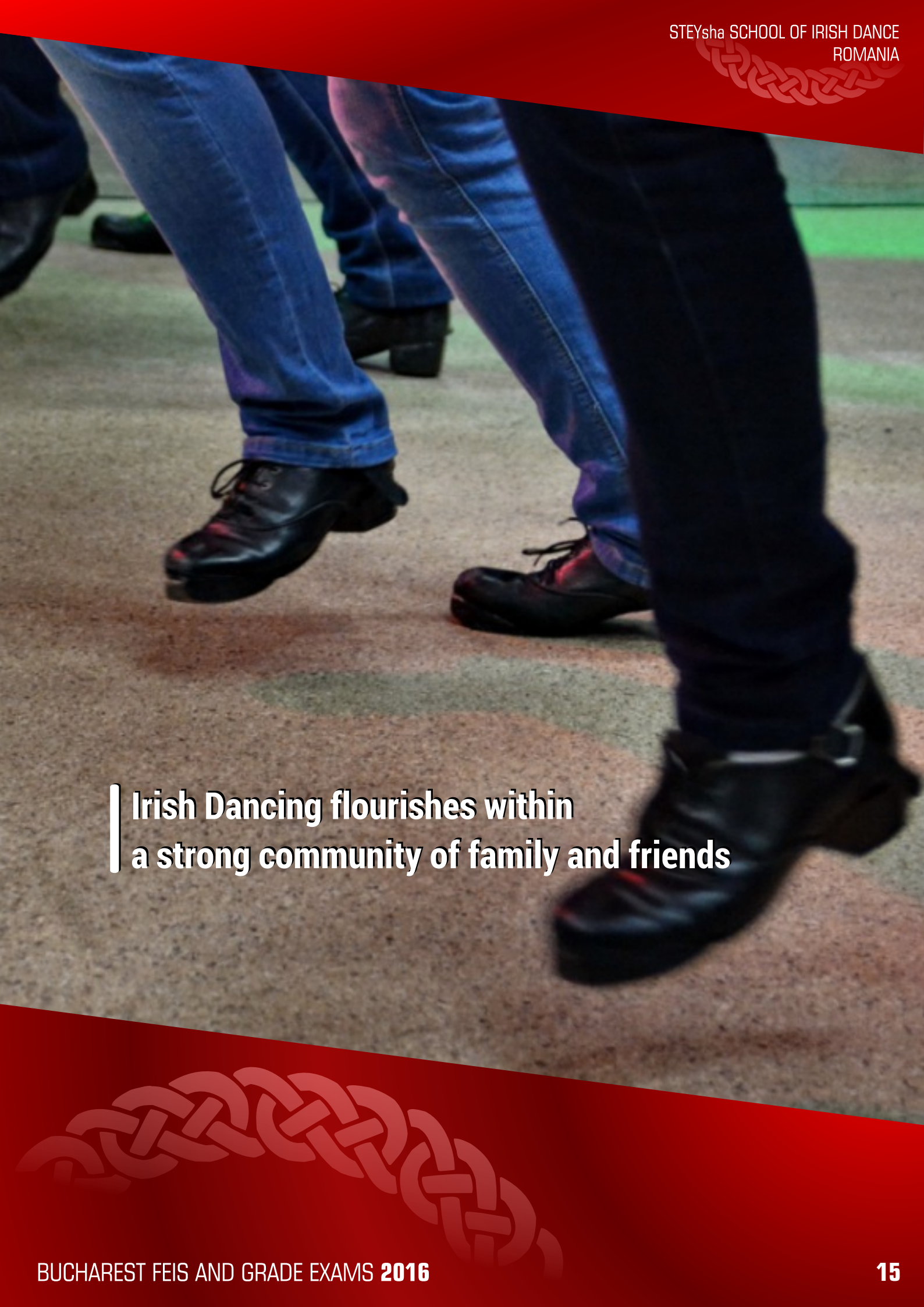
CONSIDERED RATE: 4.6 RON = 1 EUR

COST EXPRESSED IN RON

EXPENSES	COST	QUANTITY	TOTAL	SOURCE
<u>FEES</u>				
Civil insurance for the event	500	1	500	Sponsor
RTME feis resgistration fee and implied bank fees	350	1	500	Sponsor
Feisbase.nl feis registration fee and implied bank fees	550	1	550	Sponsor
<u>ADJUDICATORS AND MUSICIAN</u> Accommodation	450	7	3150	Competitors fee
Protocol (taxi, gas, food, courtesy packs etc.)	1500	1	1500	Competitors fee
Airfare adjudicators from England/Ireland and Italy	700	2	1400	Sponsor
Airfaire musician from Czech Republic (Prague)	800	1	800	Sponsor
Rental of Yamaha piano for the musician (optional)	0	1	0	Competitors fee
Adjudicator 1 fee (250€/day 8 h + 50€ each extra hour)/considered for 10 h	1600	1	1600	Sponsor
Adjudicator 2 fee (250€/day 8 h + 50€ each extra hour)/considered for 10 h	1600	1	1600	Sponsor

EXPENSES	COST	QUANTITY	TOTAL	SOURCE
Grade Examiner fee (300€/day)	1350	1	1350	Sponsor
Musician fee (230€/day 8h + 25€ each extra hour)/considered for 10h	1280	1	1280	Sponsor
<u>ADVERTISING & PROMOTION</u> Event website (hosting & domain)	250	1	250	Sponsor
Decorations and banners	1500	7	1500	Sponsor
Posters A2 through B2	2	200	400	Sponsor
Medals	3	1000	3000	Sponsor
Medal stickers	2	1000	2000	Sponsor
Cups & trophies	20	140	2800	Sponsor
Small articles (paper, tape, ink, ribbons, pens, markers etc.)	500	1	500	Competitors fee
Rental of halls (1 for competition, 1 for grade examinations)	2250	2	4500	Sponsor

EXPENSES	COST	QUANTITY	TOTAL	SOURCE
PVC dancing floor (108 sq m)	80	108	8640	Sponsor
Unexpected expenses	2500	1	2500	Competitors fee
OVERALL TOTAL			40 170 RON	approx. 8800 EUR
Estimated costs covered by competitors' fees			10 000 RON	
Total minimal sponsorship needed			30 170 RON	approx 6560 EUR



**Irish Dancing flourishes within
a strong community of family and friends**

CONTACT

We trust that you will consider our competition a project worth investing in by the company you represent. We are at your disposal in order to answer any questions or suggestions you might have and we will appreciate your prompt feedback, whichever that would be.

Mara CERNAT, TCRG (certified teacher) - STEYsha School of Irish Dance

Asociația "Steysha School of Irish Dance", CIF 29049843

Bank Account: RO27BRDE410SV23558634100, opened at BRD Cora Lujerului București

Official office: Calea Giulești, nr. 665, corp C3, sector 6, București

Dance studio: Str. Cameliei, nr. 39, sector 1, București

Mailing address: Str. Brasov, nr. 14, bl. 2S14, ap 37, sector 6, București

Website: www.steysha-dansirlandez.ro

Email: cursuri@steysha-dansirlandez.ro

Facebook: STEYshaID

Phone no.: +40740.680.805

**STEYsha School of Irish Dance,
the only Romanian Irish Dancing school registered with
the Irish Dancing Commission**





school of IRISH DANCE

