



## CAAM CDT Organizational Sponsorship and Individual Donation Marketing Plan for 2010 Production

**Purpose:** This plan is to raise fund for CDT 2010 Production “The Sound of Drums from the Land of China”

**Table 1: Organizational Sponsorship**

| Organizational Sponsorship | Amount (\$) | Marketing Plan                |                                 |                                |                            |                                     |
|----------------------------|-------------|-------------------------------|---------------------------------|--------------------------------|----------------------------|-------------------------------------|
|                            |             | Free tickets (Amount / \$100) | Name in Show Ad on CDT Web site | Name in Show Ad on News papers | Name in Production Program | Name in all Outreaches for one year |
| Universe                   | ≥ 10,000    | ≥100                          | Yes                             | Yes                            | Yes                        | Yes                                 |
| Galaxy                     | ≥ 5,000     | ≥50                           | Yes                             | Yes                            | Yes                        | Yes                                 |
| Sun                        | ≥ 3,000     | ≥30                           | Yes                             | Yes                            | Yes                        | Yes                                 |
| Earth                      | ≥ 1,000     | ≥10                           | Yes                             | Yes                            | Yes                        |                                     |
| Moon                       | ≥ 500       | ≥5                            | Yes                             | Yes                            |                            |                                     |
| Star                       | <500        | <5                            | Yes                             |                                |                            |                                     |

**Table 2: Individual Donations**

| Individual Donations | Amount (\$) | Marketing Plan               |                                 |                                |                            |                                     |
|----------------------|-------------|------------------------------|---------------------------------|--------------------------------|----------------------------|-------------------------------------|
|                      |             | Free tickets (Amount / \$50) | Name in Show Ad on CDT Web site | Name in Show Ad on News papers | Name in Production Program | Name in all Outreaches for one year |
| Jade                 | ≥ 1,000     | ≥20                          | Yes                             | Yes                            | Yes                        | Yes                                 |
| Diamond              | ≥ 500       | ≥10                          | Yes                             | Yes                            | Yes                        | Yes                                 |
| Gold                 | ≥ 300       | ≥6                           | Yes                             | Yes                            | Yes                        |                                     |
| Silver               | ≥ 100       | ≥2                           | Yes                             | Yes                            |                            |                                     |
| Bronze               | ≥ 50        | 1                            | Yes                             |                                |                            |                                     |
| Iron                 | <50         | 0                            | Yes                             |                                |                            |                                     |

**Table 3: Ticket Sale Awarding Plan**

| Number of Tickets Sold | Marketing Plan                             |
|------------------------|--|
|                        | Free tickets or DVDs (if DVD is available) |
| Every 20               | 1  |

**Notes:**

1. Throughout the entire plan, “Individual” means “Individual Person” or “Individual Family”.
2. In order for a sponsor/donor’s name to be published in the above qualified media in time, the sponsor/donor is required to provide a proof of the donation before the related media publication date.
3. In order for a sponsor/donor to get the qualified number of free tickets, the sponsor/donor is required to provide a proof of the donation before the production date.
4. By default CDT will distribute the free tickets and publish the sponsor/donor’s names on the qualified media accordingly. If a sponsor/donor does not want the free ticket(s) or does not want its/his/her name being published on a media, please state that clearly to CDT. For tax purpose, if a donor receives free tickets from the qualified donation plan, the donor can deduct only the difference between the value of the donation and the value of the free tickets received.
5. CDT controls the placement of all ad publications, public relations, website lay out and other forms of recognition. CDT has imminent ad and publication deadlines so speed is of the essence to obtain recognition in our marketing campaign. We can make no guarantee of recognition if our deadlines are not met. We are a volunteer organization and will give all donors the best information we have to meet deadlines, but no guarantees can be given that any recognition will appear in all materials described in the sponsorship benefits.
6. The donation proof can be the sponsor/donor’s donation check or cash itself, or a copy of donation receipt if donated through an organization, such as United Way, or a simple pledge statement to state the amount the sponsor/donor will donate in a reasonable time frame.
7. If a donor donates through his/her organization and the organization has a donation matching program, the organizational matched portion will also be counted towards the donor’s individual donation amount. For example, if a donor donates \$200 and his/her organization matches 50% of the donation, a total of \$300 donation will be counted under this donor’s name, and the donor will be honored as a “Gold” donor as stated in Table 2. The donor is responsible to provide the proof of his/her organization’s matching program.
8. When publishing a sponsor/donor’s name in any media, the amount of the donation will NOT be published, but the level of sponsorship/donations will be published. The size, logo and position of the sponsor/donor’s name will be solely determined by CDT.

9. (For organizational sponsors only) The sponsorship/donation for 2010 Production can be treated as CDT fundraising event, therefore, CDT has the right to use any leftover from the production to CDT school operations and outreach programs. Organizations that does not donate on specific projects, but rather donate to operations, will also be honored as stated in letter from organization setting for the terms of recognition.
10. (For ticket sale only) The free tickets awarded from individual donations will be counted towards the total number of tickets sold by that individual. If an organizational sponsor is pulled in by a non-MC member, the free tickets awarded from the sponsorship will be counted towards the total number of tickets sold by that individual.
11. Contact Wanli Jiang for any questions regarding to this plan. Email your name (if you want your spouse's name to be recognized/published, please list it as well), donation amount, matching amount, choice of free tickets and name publication. See table 4 for an example. If you do not donate through your organization, please write your donation check to CAAM CDT and mail it to

Wanli Jiang,  
 Marketing Manager, CAAM CDT 2010 Production  
 1410 Energy Park Dr, Suite 11  
 St. Paul, MN 55108  
[long9river@yahoo.com](mailto:long9river@yahoo.com)  
 763-360-2696

**Please distribute this plan to whoever may have an interest in it. CDT will continuously publish sponsor/donor's names starting on 11/6<sup>th</sup> in China Tribune until the production is over. Please act ASAP so we do not miss the media publication due dates.**

**Table 4: Example of Donor's Information**

| Name                  | Donation amount | Matching amount (need to show matching program) | Total | Free tickets (Yes / No) | Name publication (Yes / No) | Address, Email, and phone number   |
|-----------------------|-----------------|---|-------|-------------------------|-----------------------------|--|
| Donor Nm<br>Spouse Nm | \$200           | \$100   | \$300 | Yes                     | Yes                         | 123 aaa st, bbb,<br>MN 45678<br><a href="mailto:xxx@yyyy.zzz">xxx@yyyy.zzz</a><br>123-567890 |

**CAAM Chinese Dance Theater 2010 Production:**

The O'Shaughnessy Auditorium  
St. Catherine University  
2004 Randolph Avenue  
St. Paul, MN 55105

7:00 PM, Saturday, 1/23/2010 (Public Performances)

2:00 PM, Sunday, 1/24/2010 (Public Performances)

9:45 AM, 11:45 AM, Tuesday, 1/26/2010 (School Performances)

Adults: \$15

Family Four Pack: \$50

Children between 5 and 12/student/senior 65+: \$13

Children 4 and under: free

Tel. (651)246-3387 (763)360-2696

Email: [info@caamcdt.org](mailto:info@caamcdt.org)

<http://www.caamcdt.org/performance/>