

COMMITTEE for the PROMOTION AND PRESERVATION of SQUARE DANCING

1. The committee to Promote and Preserve square dancing was formed during 1998 to focus on ways to attract new and, in particular, younger dancers to square dancing for the benefit of the 30 plus and advanced clubs in our area. The committee felt that promotional efforts needed to be conducted on a year round basis with special emphasis just prior to any beginner classes. As a result the committee proposed 3 specific efforts.

FIRST-it is recommended we focus on various year round communications. Two dance teams are proposed that would provide energetic and entertaining dancing at various events-art/wine festivals, parades, clubs gatherings, etc. One team would present the history of dancing and the second would provide a fast moving square dance demonstration. Various brochures and flyers would be handed out to promote square dancing and classes.

SECOND-it is recommended we promote dancing and beginner classes by utilizing radio ads, newspaper ads and interviews, theater slides, and TV promotions. In particular, our goal is to utilize the radio ad that was professionally developed by Southern California's Open Squares group. This is a high energy and exciting radio ad that lasts one minute and has the listener call an 800 number (800-FUN 4 ALL) for information. Last year the Northern Cal Square Dance Association used this radio ad on KGO (Dr. Laura) and KTCT (country) and they provided callers from our area with a list of our beginner classes. Our plan for 1999 is to work with Northern Cal and to expand coverage by advertising on KRTY (our country station) and possibly KLIV. **THIRD**-We need to fund these advertising efforts. Committee members will meet with all our clubs to describe our 3 fold effort-a Kickoff benefit dance in February, followed by each club or groups of clubs initiating a fund raising effort, and then a Grand Finale dance in April to collect all donations. The Kickoff dance is scheduled for Friday night, 2/19/99, at Leigh High School from 8 to 11p.m. Gary Carnes and Ken Kenmille will be our callers, and Jim Chico and Joanne Arrouzet will alternate rounds and line dancing. Various fun events are planned. Note that all these people are donating their time and the Prompter ad is free so that all funds can be used for square dance promotions. Also no specific target is set for any one club or individuals-simply stated-other than the cost of the halls, 100% of all funds collected will be spent for advertising.

HELP. We do need your help to insure a successful effort. For the Benefit dance, we need each club to contact all their members and encourage their support of this dance and to contact various businesses associated with square dancers to provide a contribution to our drawing. We would like to get some really great contributions like gift certificates, dinners, etc in order to make the drawing a big success. We would also like some of these businesses to allow a flyer or banner to be placed in their area. In addition we are seeking a leader and participants for the dance teams and information on where we can advertise for free (or very low cost) in local newspapers, TV stations, businesses, clubs, etc. For this effort to succeed requires each club or group of clubs to raise additional funds such as through a silent auction, special dance, garage sale, special drawing, etc. And finally, we need a contact person from your club-preferably with an E-mail address who we can communicate with and who will collect all contributions for the Kickoff drawing. I will leave flyers here announcing our Kickoff Benefit dance, a copy of this presentation, and my E-mail address and phone number. In conclusion-this is a great cause. Join us and help support YOUR FAVORITE ACTIVITY.

Van Symons (vansymons@aol.com), 408-274-3770

All of the proceeds will be used for Radio & Newspaper
advertising for square dance classes.

Gary, Ken, Jim & Joanne have all donated their services for
this GREAT cause. Please join us & help support your favorite
activity!

Leigh High School
5210 Leigh Avenue, San Jose, CA

BENEFIT DANCE

Friday, February 19, 1999 8:00-11:00 p.m.

*The Committee for the Promotion & Preservation of
Square Dancing presents a plus level dance with:*

Gary Carnes

&

Ken Kenmille

Jim Chico
(Rounds)

Joanne Arrouzet
(Lines)

Pre-Rounds 8:00-8:30, Squares with a single round & a
single line (between each tip) 8:30-11:00

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