



Urban Dance Sponsorship Proposal 2014



Urban Dance Youth Trust, PO Box 4533, Mount Maunganui 3116, Bay of Plenty, New Zealand.

Mob. 021 136 1514 | Web. www.urbandance.org.nz | Email. sarah@urbandance.org.nz

Registered Charity | Registration Number CC46722

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About the Urban Dance Youth Trust

The Urban Dance Trust (The Trust) was incorporated under the Charitable Trusts Act 1957 on 8th April 2011 number 254506 and registered with the Charities Commission as a charitable entity under the Charities Act 2005 on 30 June 2011 number CC46722.

The aim of The Trust is to provide education, activities and services for the benefit of youth, and the wider community, in the art of dance, specifically Hip Hop, which will provide opportunities for young people to grow, develop, create and express themselves through dance.

The Trust seeks to present opportunities to empower the youth of today by using dance as a vehicle for personal development and achievement, hauora (physical, mental, social, and spiritual health and well being) work ethics, life lessons, leadership and team skills. Research confirms that youth benefit from being involved in this positive dance scene, which can give them the sense of belonging and identity they require.

Important life skills about teamwork, responsibility, time management and budgeting improve their self esteem; they learn to contribute and express themselves in positive ways and improve their behaviour and social interaction at school and in the wider community.

Formation and participation in a performance dance crew; involvement in teaching, music editing, choreography, costume and set design, workshops, event management and adjudication is how they practice discipline, improve capability, make friends, and build relationships.

Although aiming to benefit youth, the Trust targets all ages, genders and cultures, from all socio economic backgrounds in the Tauranga Te Puke area and the greater Bay of Plenty. These include teachers, students, schools, sports, cultural and corporate events, the music industry, health boards and local councils as well as professional businesses, accommodation providers and supporting retail outlets. The Trust also currently provides part time work for three senior teachers under the mentoring programme, crew development and assisting with Company rehearsals.

Some of the proven indicators that dance performance provides immense social and educational benefits include: development of self discipline, increased self esteem, improved social skills, increased motivation, better family and other adult relationships, more positive and less resistant peer interaction, improved academic achievement and reduced truancy.



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Our Mission

To provide opportunities for young people to grow, develop, create and express themselves through dance, specifically Hip Hop.

Our Sponsorship Packages

Champion (5 key sponsors @ \$2,500 +GST p/a)

- Banner Advert on the Urban Dance website
- Directory listing, Logo and links to your website and/or social media pages on the Sponsors page of the Urban Dance website
- Logo on promotional material and newsletters
- First refusal for naming and advertising rights for showcase events
- Naming right to an award at the Urban Dance end of year showcase and awards ceremony
- A 10 minute performance by the Urban Dance Company dancers at an event or location of your choice (subject to availability)
- 6 x Complimentary tickets to all Urban Dance events

Companion (10 sponsors @ \$1,000 +GST p/a)

- Banner Advert on the Urban Dance website
- Directory listing and links to your website and/or social media pages on the Sponsors page of the Urban Dance website
- Logo on promotional material and newsletters
- A 5 minute performance by the Urban Dance Company dancers at an event or location of your choice (subject to availability)
- 4 x Complimentary tickets to all Urban Dance events

Community (10 x 6 crew sponsors @ \$250 +GST p/a)

- Banner Advert on the chosen Crew page of the Urban Dance website
- Directory listing on the Sponsors page of the Urban Dance website
- Logo on promotional material and newsletters pertaining to chosen crew
- 2 x Complimentary tickets to all Urban Dance events

Urban Dance has over 1,000 members on their database and over 3,000 Facebook fans across its two main pages; Urban Dance and Urban Dance Hysteria. The new website went live in February 2014 and is quickly gaining in numbers as it is viraled with social media activities.



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How Your Sponsorship Will Help

The main goal of the Urban Dance Youth Trust is to provide opportunities to all young people regardless of family background or social situation. When young people are positively engaged and focused, the wider community benefits from young people who have purpose and passion.

By supporting UDYT to build a strong financial base, you will enable us to expand and strengthen our ability to offer opportunities to young people who otherwise would not be able to participate in dance or performing arts, travel or experience the camaraderie of being a part of a team whilst also gaining individual skills.

By becoming a sponsor you will get to experience first hand the impact that can be made on a young person's life. These young people will experience success, a sense of belonging, support and responsibility.

Our 2014 Programme

JANUARY 2014 14th–16th Summer School

FEBRUARY 2014 1st & 2nd Crew Auditions

10th Term 1 begins

12th Company Auditions

Crews begin Training for Regionals

MARCH 2014 22nd Street Dance New Zealand (SDNZ)
Waikato/BOP Regionals Competition (Tauranga)

MAY 2014 1st - 3rd SDNZ Nationals Competition (Auckland)

Term 2 begins

JUNE 2014 PROJECT Competition Opener
House of Champions Competition (Brisbane, Australia)

JULY 2014 Winter School

Term 3 begins

AUGUST 2014 5th -10th HHI (Hip Hop International) World Championships (Las Vegas, USA)

OCTOBER 2014 26th-27th Annual Production

Term 4 begins

DECEMBER 2014 World of Dance Competition (Hawaii, USA)

13th End of Year Showcase and Awards Ceremony



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More about the Urban Dance Youth Trust

Our Trustees

Kenneth Brown

Arriving in Tauranga from the Hawkes Bay as a six year old, Kenneth attended school in Otumoetai until his final year, which he spent at Auckland Grammar.

After some overseas travel, and a good working holiday around New Zealand, Kenneth signed up with the Territorial Army, eventually retiring as Lieutenant Colonel and a former Commanding

Officer of the local Hauraki Regiment, 34 years later. He is a past president and current treasurer of the BOP Officers Club.

After a spell in insurance with AMP he then worked as a management trainee at Westfield Freezing Works in Auckland for three years in the 1970s, studying part time for a BCom degree at Auckland University, and graduating in 1981, by which time he had married.

Kenneth worked in insolvency and audit at Deloitte in the 1980s in Auckland and Melbourne before joining Peat Marwick Mitchell (now KPMG) back in Tauranga in 1987 – in time for the sharemarket crash!

After 10 years with KPMG he took a year off to act as a military observer in Lebanon and the Golan Heights. Returning to KPMG in 2001, he was invited to join what was then Rodewald Hart and Associates Limited. Last year RHB joined partnership with local accounting firm BDO Tauranga.

Ken's Insolvency skills were honed in Auckland, Melbourne and Tauranga with the Big 4 firms, but only after he had experienced the business world first hand.

Kenneth currently enjoys supporting local junior rugby as honorary auditor for the Tauranga Rugby Sports JMC and is also the current treasurer for the local branch of the National Party.

Sharon Martin

Sharon has personal and teaching experience in social and competitive Latin American, Ballroom, Jazz & Contemporary dance styles and brings years of production experience in performance and theatre, as well as being a past delegate for the Wellington and Manawatu regions for the Performing Arts Competitions Association of New Zealand Inc. (PACANZ).

Sharon has coached netball to Premiere grade and both artistic and rhythmic gymnastics and has a passion for all aspects of dance, not least the personal and community benefits.

With a strong background in public service, insolvency accounting and business management practices as her career background, Sharon was also a partner in a successful motel business in Mount Maunganui.

Monique Nee Nee

Fakaalofa lahi atu, Talofa lava, Kia Ora and a big hello!

My name is Monique Nee Nee and it is with great privilege that I serve as a trustee on the Urban Dance Youth Trust.

I am 34 years of age and have been the sole director of a small landscape business here in the sunny Bay of Plenty for the past 12 years.

I like to think of myself as a well-managed extrovert who enjoys working with (or on) effective management structures and thinking outside the square. I enjoy working with others and also enjoy knuckling down on my own.

My professional and educational background includes university/tertiary qualifications in business management and landscape design.

My experience includes my current positions on a number of trust boards (some multi-million), not-for-profit community organisations and government/community steering/focus groups with a core focus on increasing capabilities for Maori and Pacifica people.

As a board member, I bring to the table: life experience (single teen Mum who got educated and started her own business), reality, innovation, cultural understanding from a Pacifica and Maori persons perspective and applicable practice management.

Statement: I believe in Urban Dance's committed dream of providing a place where young people can come and express themselves in a positive atmosphere through hip hop urban dance.



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Urban Dance

Urban Dance teaches children and young adults authentic Hip Hop dance.

We teach over 400 students through our studio and community classes, schools programmes and training workshops.

We teach for individual enjoyment through to national and international competition.

We have our own Urban Dance Company of 40 talented and driven individuals.

Hip Hop dance emphasises individual and group performance.

Leadership, organisation, teamwork and participation are essential to success.

Self worth, friendships and communication skills are achieved.

Urban Dance promotes physical health and wellbeing alongside building fitness and strength.

For Urban Dance, success will always be about the opportunities taken rather than the results achieved.

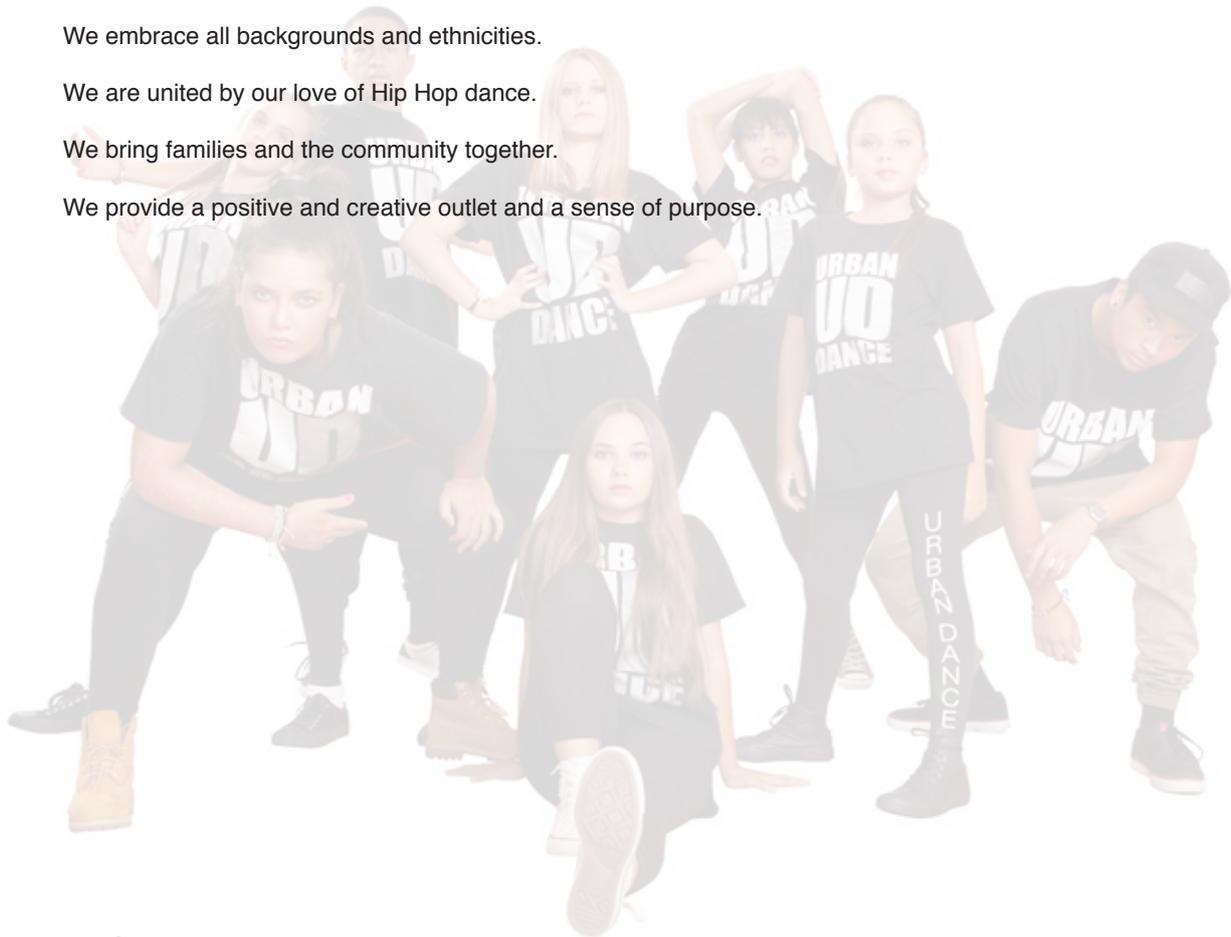
Our dancers come from all over the Tauranga Moana region and beyond.

We embrace all backgrounds and ethnicities.

We are united by our love of Hip Hop dance.

We bring families and the community together.

We provide a positive and creative outlet and a sense of purpose.



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Director and Lead Choreographer

Sarah Martin

As a teenager in the Bay of Plenty, Sarah took advantage of the area's natural elements and excelled in Swimming and Surf lifesaving. Her passion for sports took her to Waikato University to complete a conjoint degree in Sport and Leisure studies with a Secondary Teaching degree.

Coming from an extensive background of Ballet and Jazz, Sarah took up Hip Hop dance when she started teaching at Otahuhu College in South Auckland. Her first crew Phusion qualified for the Battleground Australasian Hip Hop Champs and she took these 7 Polynesian boys to Sydney where they placed 6th and picked up the people's choice and best music mix awards. It was seeing these young people's lives change from youth gangs to positive role modelling that secured Sarah's enjoyment for working with at-risk youth.

Sarah's core passion is to provide the opportunity for young people to believe in themselves.

Using dance as the vehicle, Sarah is proud of the family-orientated environment Urban has achieved. Students learn important life skills through working together in crews; effective communication, time management and goal setting among them.

Sarah believes all young people need to have the opportunity to experience success; where it is not in the results given but rather the opportunities taken and the lessons learnt. Having young people believe in themselves and feel like they belong in a positive and encouraging environment is important.

Student Teachers and Choreographers

A big part in creating the family environment at Urban Dance is having our young people work with other young people. The student teacher programme is successful as Sarah mentors teenagers not only in developing their choreographic skills but also ensuring they are role models to the up and coming dancers. Taking responsibility for their conduct outside of the studio is just as important as in the studio environment, particularly as we live in a social media driven world.

Through the developing of our senior dancers through this mentoring, these young people have opportunities to pass on their knowledge and skills to the younger generation, thus gaining valuable experience in leadership, communication and teamwork. A strength of Urban Dance is the depth that has been created with choreographic opportunities being given to all company members, some as young as 8. This exploration of creativity and expression empowers young people to believe in themselves.



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Our Credentials

Dancers development and individual success – Gabriel Dargaville

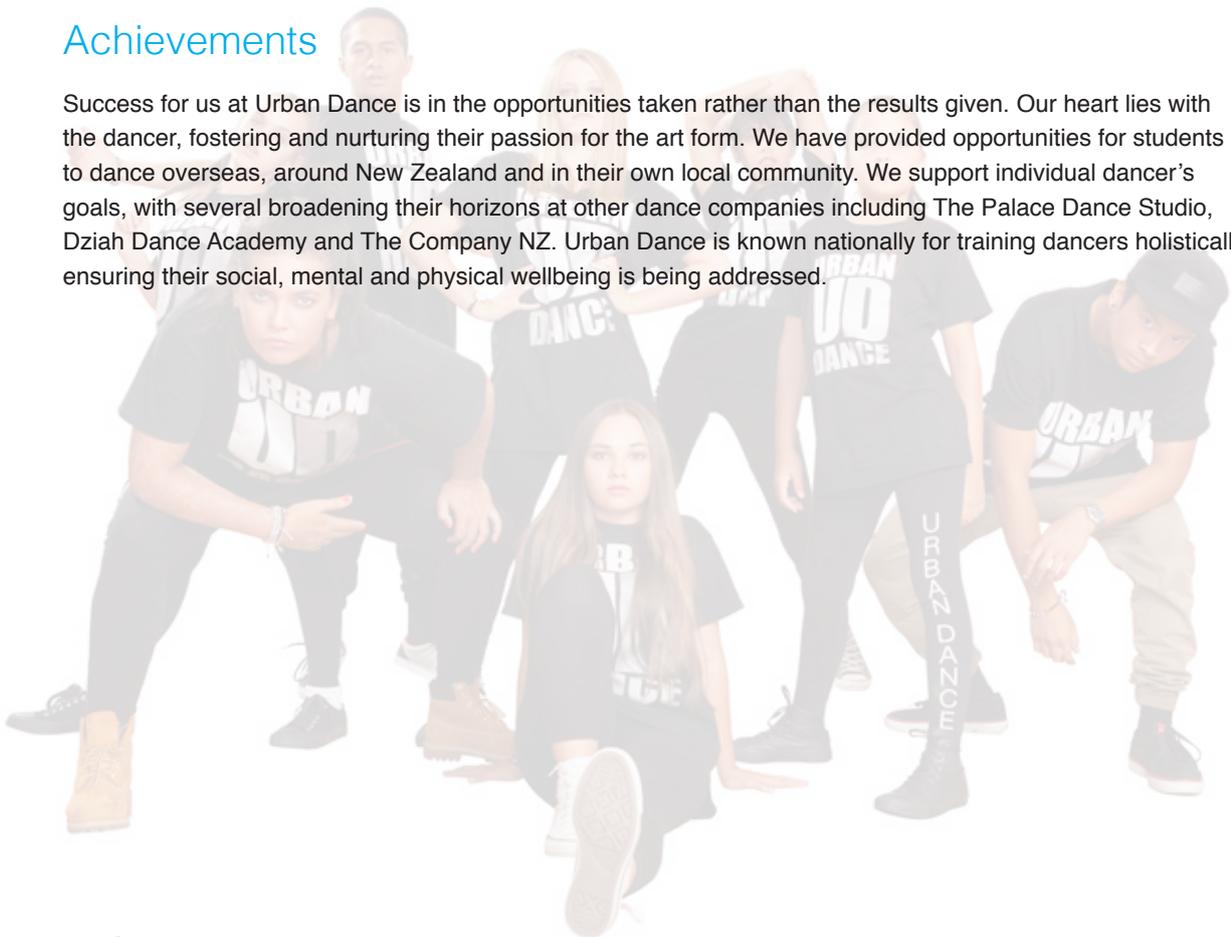
In 2009 while a student at Te Puke Intermediate, Gabriel Dargaville; a young boy from Maketu, entered into the Groove competition held in Hamilton with the all boys Junior crew TBC. Finding a liking for Street Dance, Gabe then had the opportunity in 2010 to enter with Hysteria in Nationals, placing 4th and securing his passion for this form of expression.

In 2012 while a year 11 student, Gabe entered nationals with a mega crew that Urban Dance formed with dancers from all over the Bay of Plenty and Waikato regions. Placing 3rd, this qualified the crew for the World Hip Hop Champs in Las Vegas. A huge part of Gabe's experience in travelling to America was to further his knowledge and diversify his skills. He took classes in Los Angeles and San Diego from world-renowned choreographers who truly inspired him. Bringing this knowledge back to NZ, Gabe successfully choreographed Maketu Primary School for the Project competition and taught 2 classes throughout 2013 at the local Te Puke primary school to pass on his knowledge and provide opportunities to the next generation.

As a senior choreographer for Urban Dance, he is now working on touring the wider Bay of Plenty region teaching workshops and classes to get his name known as a dancer and choreographer.

Achievements

Success for us at Urban Dance is in the opportunities taken rather than the results given. Our heart lies with the dancer, fostering and nurturing their passion for the art form. We have provided opportunities for students to dance overseas, around New Zealand and in their own local community. We support individual dancer's goals, with several broadening their horizons at other dance companies including The Palace Dance Studio, Dzia Dance Academy and The Company NZ. Urban Dance is known nationally for training dancers holistically, ensuring their social, mental and physical wellbeing is being addressed.



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Our Credentials... cont.

Results at competitions

Starting with 6 young Junior dancers from Te Puke Intermediate entering regionals in 2009, Urban Dance has come a long way with over 100 dancers representing Urban Dance on a competitive stage. We have numerous regional titles, a junior national title, over 20 New Zealand representatives and a legacy of being a powerhouse in the competitive scene of NZ street dance.

1st Waikato/BOP regionals titles:

- Junior division 2012 & 2013.
- Varsity division in 2013.
- Adult division in 2012.

1st National Street Dance NZ National Junior title 2013.

Growth in class and Company numbers

Classes for the public commenced in 2009 with Te Puke Town Hall being used for a number of local kids. This grew in 2010 with the demand stretching to The Mount and Papamoa and in 2011 the decision was made to open our own specialised studio in Papamoa.

This allowed a large number of kids to benefit from the authentic street dance being taught, but still the demand from other areas of Tauranga Moana and the wider Bay of Plenty grew. Community classes were taught in Kawerau, Whakatane, Katikati and Rotorua. Merivale, Greerton, Welcome Bay and Papamoa community centres and saw student teachers come through for various lengths and sessions. Over 20 schools took on crew development programmes for the local Project competition.

Requiring a more accessible venue, 2013 saw operations move to Arataki Community Centre to cater to a wider variety of students and Greerton and Te Puke classes continued to provide opportunities. The Bay of Plenty is experiencing a huge growth of interest in Hip Hop dance as it becomes more accessible and diverse.



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Appearances

These are at the core of Urban Dance's ethos and we have a dedicated performance company for corporate gigs while we give experience and opportunities to up and coming dancers at community focused events.

The Maketu Kaimoana Festival has been an original and constant feature for Urban Dance where the kids relish in the relaxed family friendly nature of the event. Summerfest also provided a large audience of youth and families alike and it was an honour in 2013 to take the main stage.

The NZ Police organised 'Fight Night for Youth' black tie event and the BOP Magic and NZ Breakers games have been exciting events to be involved in.

Performing in the community fosters support and assists in our fundraising efforts.



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Timeline

March / April 2009

Sarah worked with 6 Te Puke Intermediate dancers to enter Regionals and Nationals.

June 2009

Workshops @ Otumoetai College with Dziah 2.0 - attended by 68 dancers

September 2009

Infinity from Te Puke High School including Tanasia Newdick entered Groove Competition in Hamilton. Sarah worked with a year 10 boy's crew Lekonix, a year 10 girl's crew was run by Bettina Kerr. Sarah mentored 4 Infinity members to take 2x crews at Te Puke Intermediate; TBC (boys) and Deluzional (girls) featuring Gabe Dargaville, Eli Faasee and Maddie Jeffries.

November 2009

Urban Dance Festival Workshops at Mount Sports Centre – attended by 60 dancers

Concert @ The Orchard Church – attended by 360 spectators. Featured Sweet & Sour, Nameless, TMC, Lil Saintz, local dancers from TPHS Sarah had been working with, Infinity & Lekonix and TBC from Te Puke Intermediate.

March / April 2010

Villains and Hysteria entered Regionals and Nationals. (Hysteria placed 4th)

Started weekly classes in Term 2 of 2010 at Papamoa Community Centre

June 2010

PROJECT. 14 crews and sell out crowd! Had 6 Student teachers 'working' in schools.

September 2010

Hysteria, Aspire and Villains entered Groove

October 2010

Weekly classes became compulsory for crew dancers to discourage the attitude of only getting together and training when there was a competition. Dancers had to commit to a weekly class to be in an Urban crew.

October 2010

UD Festival 2010 Workshops at Papamoa Sport & Rec Centre attended by 45 dancers. Concert attended by 380 spectators. Featured Sweet & Sour, Funkie Monkeys, Blackout Crew, Luminous, Hysteria, Aspire, Villains



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Timeline... cont.

January 2011 – Auditioned for Hysteria Crew outside of Te Puke Intermediate for first time. Was taken by Langa Tonga. Attended Regionals in March and Nationals in April. Varsity girl's crew entered Regionals but were pulled from Nationals.

February 2011

Opened THE SHED @ 32 Market Place. Started weekly classes. Introduced 'Company' night. Auditions were held for Company. 75 registrations for 1st term.

March 2011

Get Buck for a Buck Workshops. Was used to encourage new dancers to The Shed. Classes only \$1 each. Drew 50 dancers with half a dozen new dancers.

June 2011

PROJECT. 18 crews over 2 shows @ 60% and 90% capacity. Opened for first time with UD Company.

September 2011

KIKX (Urban's first 'production'). Featured a cast of 52 dancers plus 12 guest dancers from BFAM and Sorority. 3 shows had 62% capacity overall.

September 2011

BIG weekend for Urban Dance!! Performing at Tauranga Girls College on Friday, Whakatane: Ngati Awa Festival Saturday & Multi-Cultural Festival on the Strand Saturday & Sunday.

November 2011

Dziah to Dream Programme.

December 2011

Mount & Te Puke Christmas Parades.

December 2011

UD End of Year Christmas Showcase.

December 2011

Auditioned dancers for a mega crew for 2012 to combine with BFAM Dance Crew. 7 dancers from Urban were selected.



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Timeline... cont.

January 2012

Urban Crew Auditions.

SDNZ Street Camp. Secured funding to take 5 dancers to Street Camp in Rotorua

February 2012

SummerFest. Performed to a packed crowd of 8,000 people.

March 2012

SDNZ Regional's

Hysteria - 1st Junior Division

Avengers – 3rd Junior Division

Juniors Industry – 3rd Varsity Division

LTD – 1st Adult Division

March 2012

HYPE Dance Party. Attended by 200 youth – safe alcohol, drug and smoke free dance party.

April 2012

SDNZ Nationals

Hysteria 7th – Finalists Junior Division

LTD 6th – Finalists Varsity Division

Noizy Boyz Mega Crew 3rd – (7 Urban dancers involved)

May 2012

BREAKFAST (TV1 program). Hysteria live on Breakfast program as part of NZ's Got Talent promotion

June 2012

PROJECT. 11 crews in 1 show @ 80% capacity. Urban Dance Company performed the Opener.

June 2012

HIP HOP UNITE Wellington

Hysteria – 2nd Place and qualification for World FISAF Champs in Netherlands



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Timeline... cont.

July 2012

Tauranga Competitions

Hysteria - 1st place 12-15yrs

Urban Dance Company - 1st place 15yrs and over

August 2012

HIP HOP INTERNATIONAL WORLD HIP HOP CHAMPS, LAS VEGAS.

Co'Lab Mega Crew – 16th place

September 2012

Battlegrounds NZ, Hamilton

Hysteria - 2nd place

Urban Dance Company - 4th place

September 2012

Erin Simpson's Best Dance Crew Competition, Christchurch, Hysteria – 2nd place

September 2012

MMA Rage in the Cage, Corporate Gig

November 2012

The Wiz production. Featured a cast of 70 dancers plus 3 guest dancers:

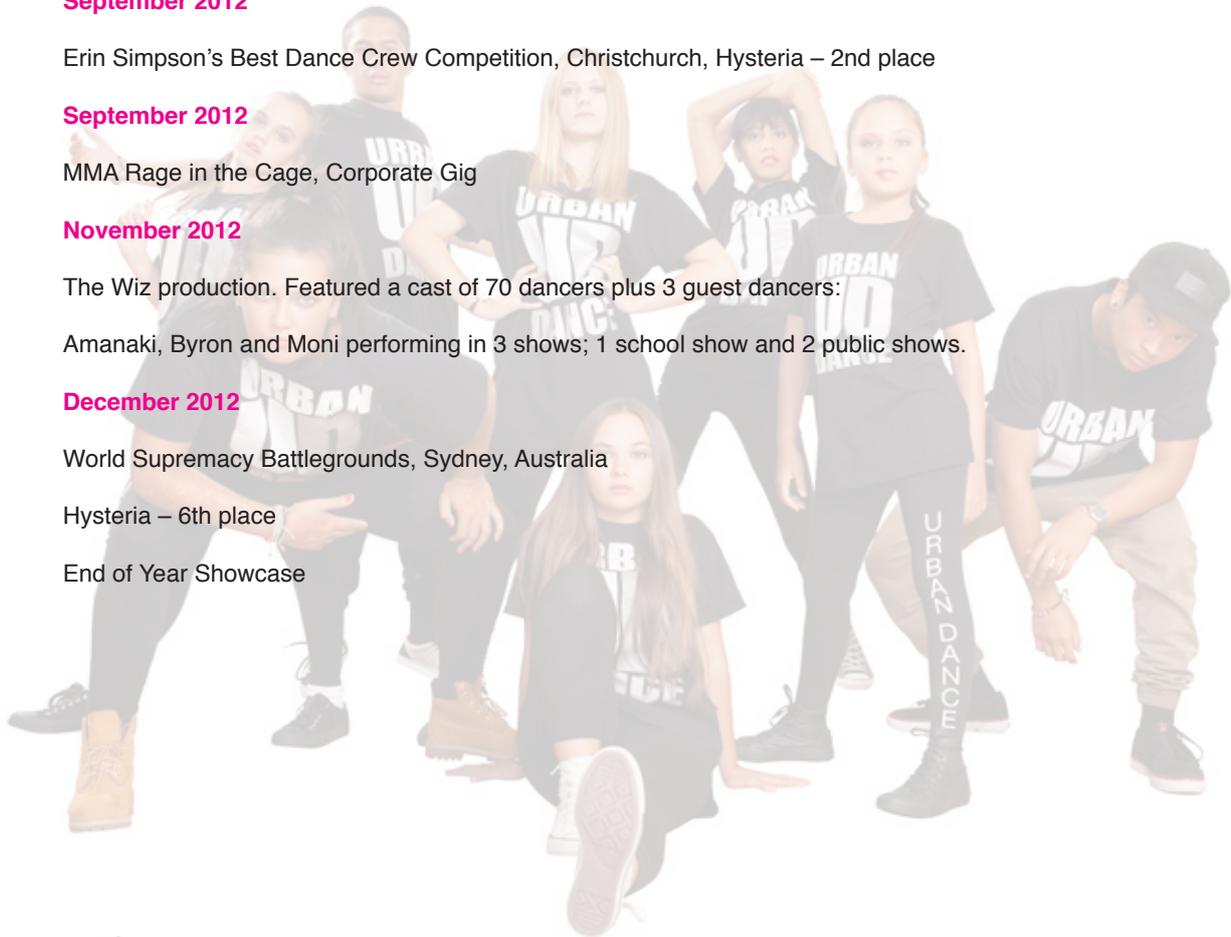
Amanaki, Byron and Moni performing in 3 shows; 1 school show and 2 public shows.

December 2012

World Supremacy Battlegrounds, Sydney, Australia

Hysteria – 6th place

End of Year Showcase



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Timeline... cont.

January 2013

Summer School. 50 students registered –8 choreographers

January 2013

Urban Dance Crew Auditions: Hysteria, Impact and unLTD

Urban Dance Company Auditions

February 2013

SummerFest Main stage headline act.

March 2013

SDNZ Regional's

Hysteria – 1st Junior Division

Impact – 3rd Junior Division

unLTD – 1st Varsity Division

April 2013

SDNZ Nationals

Hysteria 1st – National Champions Junior Division

unLTD – Finalists Varsity Division

Impact – Competitors Junior Division

June 2013

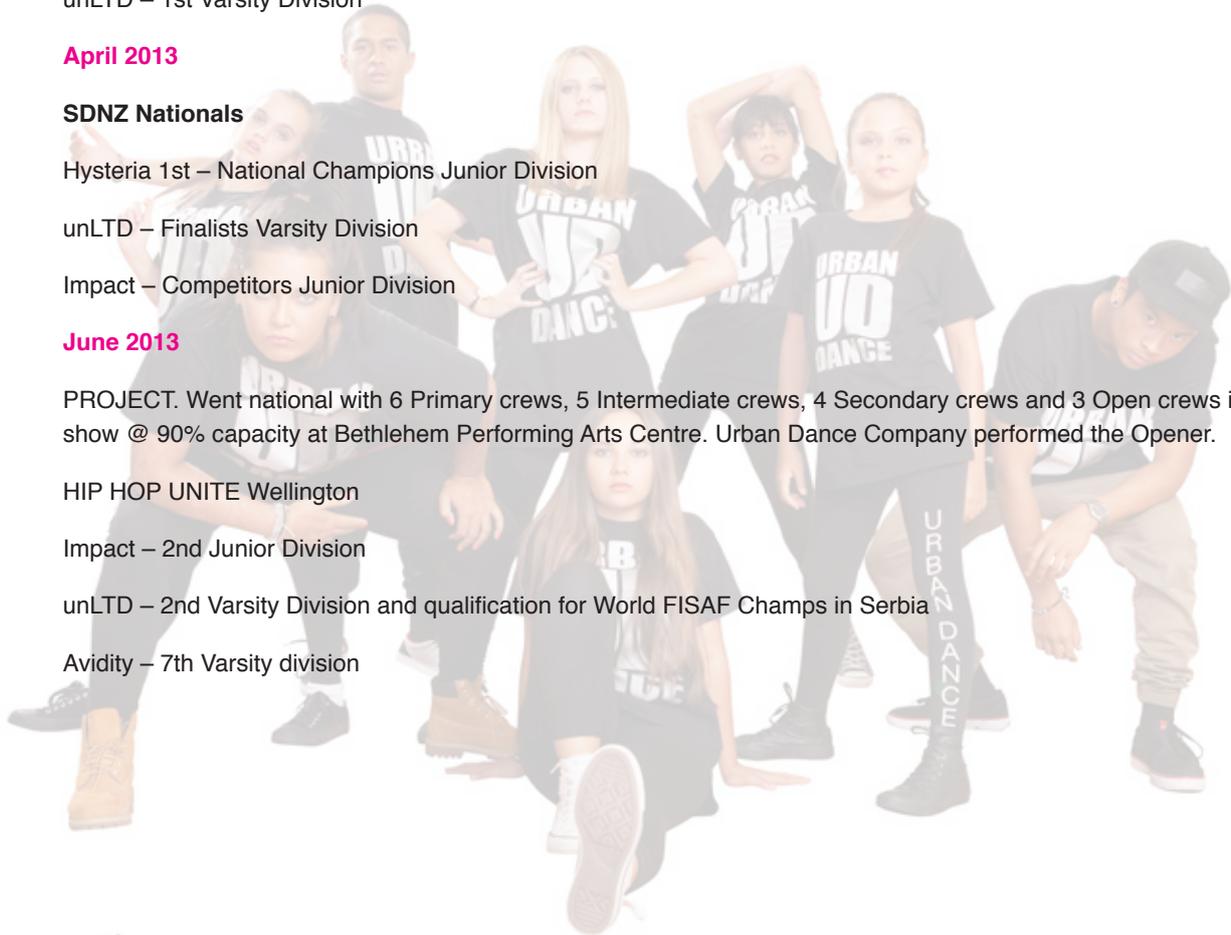
PROJECT. Went national with 6 Primary crews, 5 Intermediate crews, 4 Secondary crews and 3 Open crews in 1 show @ 90% capacity at Bethlehem Performing Arts Centre. Urban Dance Company performed the Opener.

HIP HOP UNITE Wellington

Impact – 2nd Junior Division

unLTD – 2nd Varsity Division and qualification for World FISAF Champs in Serbia

Avidity – 7th Varsity division



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Timeline... cont.

August 2013

HIP HOP INTERNATIONAL WORLD HIP HOP CHAMPS, LAS VEGAS.

Hysteria – 8th Junior Division Prelims & Semi-Finalists

October 2013

Peter Pan production. Featured a cast of 110 dancers performing in 2 public shows at Baycourt Community & Arts Centre

December 2013

End of Year Showcase and Awards Ceremony

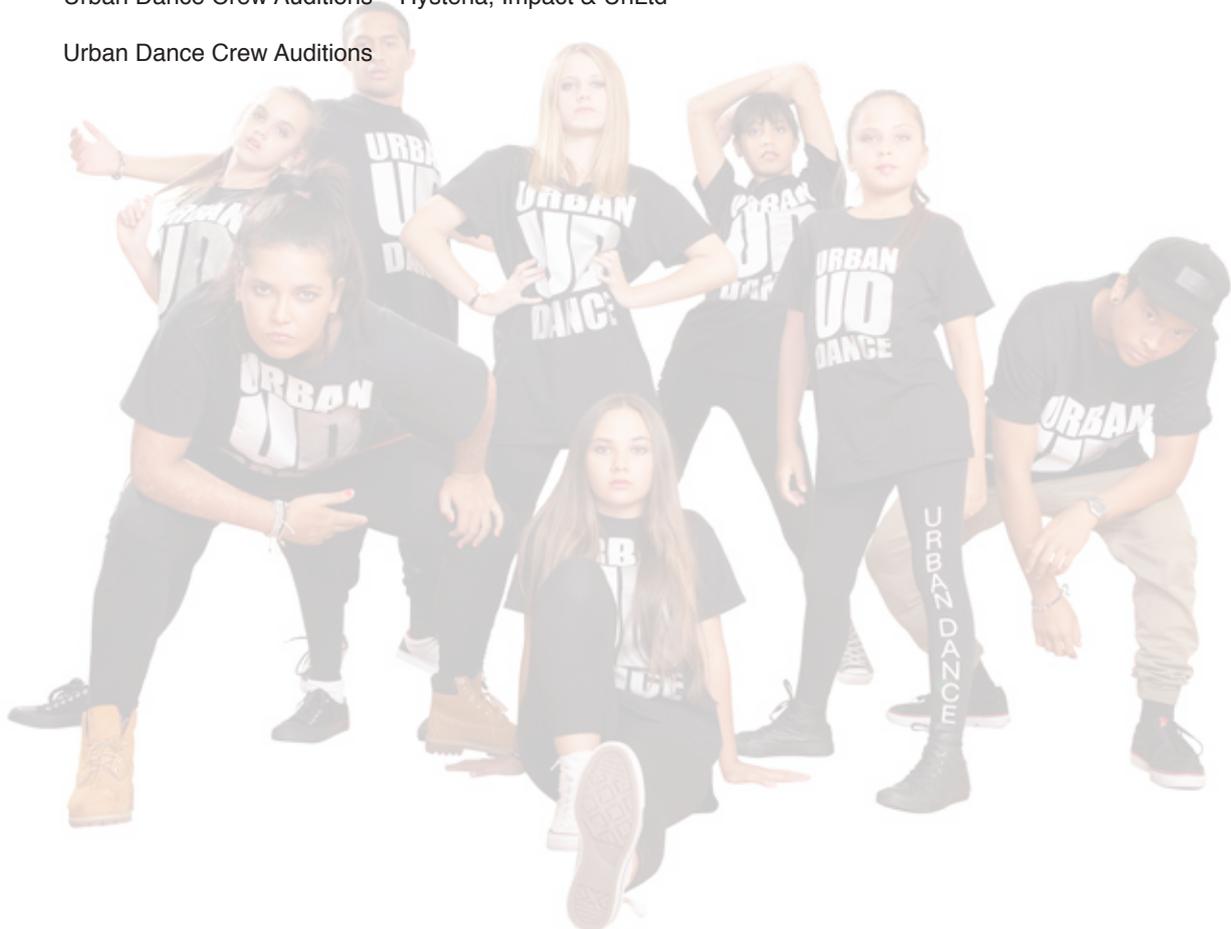
January 2014

Summer School. 60 students registered –9 choreographers

February 2014

Urban Dance Crew Auditions – Hysteria, Impact & UnLtd

Urban Dance Crew Auditions



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