

STOCKHOLM VISITORS BOARD	
Ink.	2011 -04- 18
Dnr.	Till
SVB 31-51/2011	MARI

Stockholm International Dance Events

Project 2011

European Professional Ballroom Championships

Application for Sponsorship

Submitted by Tony Irving AB

Background

In 2007 Tony Irving, together with Stockholms Globe Arenas ,started a project which became known as the "Stockholm International Dance week"

The goal of this project is to create an international dance event and festival in Stockholm which will become the major dance and dancesports festival in Northern Europe .

What makes Stockholms International dance project unique is that the goal is to unite all dance forms and all levels under one umbrella.

There are currently no similar events anywhere else in the world.

With this intention the first event was held in 2008. The event was a success in that it attracted dancers ,in all forms from around the world .However it did not attract the national audience that we had hoped for due to inadequate marketing.

After this event a 9 year strategy was created to develop the Festival.

Strategy

Year 1_ - An International Dancesports event with world ranking status .

Year 2 - A European or World championships event

Year 3 - The Northern European Championships and a world ranking event

Year 4 - A world Ranking event in Dance sport and a National event in Street dance and Freestyle

Year 5 - As year 4 with the addition of lectures and work shops

Year 6_- As year 5 with the addition of social dancing events

Years 7-9_- Develop the quality of the event and focus on attracting larger audiences .

The goal is to build the event systematically so that from year 7 it can be held in the Stockholm Globe Arenas

Goal

The aim is to have a dance event which is on the Stockholms events calendar which is the dance equivalent of the international horse show. Making Stockholm one of the most prestigious dance events in the world.

Status 2011-(Strategy Year 2)

On the 17th of September we will be holding the European Professional Ballroom championships in Stockholm .

Over 60 couples will arrive in Stockholm to compete for this event.

Venue

The event will be held at The Blå Hallen

Media Coverage

We are currently involved in discussions with 2 production companies to produce a 60 minute programme which will cover the event.

The goal is to then sell this not only to a national channel but also to other European networks .

Tony is also involved in a new tv documentary which will be following him and some of the dancers in their preparations for the event.

This production is with Nordic Film.

Organisers

The organisers are :

Tony Irving Ab
Petré events
Team One Dance Club

In co-operation with :

The World Dance Council
Sveriges Danspedagogers Riksförbund
Stockholms Globe Arenas.

The project managers are:

Tony Irving

Johan Petré

Partners

Stockholms Visitors Board
Stockholms Globe Arenas
Viking Line AB

Summary

We are now in the 2nd year of the project and have managed negotiate that the European professional standard championships should be held in Stockholm for the first time.

This years event is crucial in the development of the project.

The competitors and spectators at this years event are the top dancers ,coaches and trainers in dance sport.

Should this years event be succesfull then we are Guaranteed a higher attendance not only from competitors but also from an audience that travels to Stockholm to watch the event.

With this in mind we would like to apply to the Stockholm visitors board for a sponsorship of 150,000sek towards our marketing/ media/ PR expenses.

Ansökan inlämnats av

Tony Irving AB



Stockholm den 18 april 2011

Preliminary Budget

Expenses

<u>Competitors</u>		
Prize Money		150,000
Accomodation		70,000
Food		50,000
Transport expenses		30,000

<u>Adjudicators</u>		
Fees		60,000
accomodation		20,000
food		10,000
Transport		36,000

<u>Scrutineers</u>		
fees		15,000
accomodation		2000
Food		1000
Transport		1500

Chairman of adjudicators

		5000
	fees	
	Acomodation	1500
	Food	1000
	Transport	4000

Personell costs

		40,000
	Project staff	
	Administration staff	40,000
	Day Staff	20,000
	Event staff	20,000

Expenses for personell

		15,000
	Food	
	Clothing	3000
	Transport	5000

Venue		
	<u>Hall Rental</u>	90,000
	<u>Sound system</u>	65,00
	<u>Lighting</u>	45,000
	Scenografi	
	Tables and chairs	20,000
	Decoration	40,000

Entertainment		
	Orchestra	80,000
	Conferencier	20,000
	DJ	15,000
	Inauguration	10,000

Marketing/PR		
	<u>Web side</u>	20,000
	<u>Brochures</u>	25,000
	<u>Advertising</u>	250,000
	Banners	30,000

Incidentals		
	Office supplies	5,000
	Medicsal staff	10,000
	Sundry items	5,000

Total Expenses		
Competitors	300,000	
Adjudicators	126,000	
Scrutineers	19,500	
Chairman of adjudicators	11,500	
Personell costs	120,000	
Expenses for personell	23,000	
Venue	260,000	
entertainment	125,000	
Marketing/pr	325,000	
incidentals	20,000	
TOTAL	1 330 000	

PRELIMINARY INCOME

Ticket sales		
	Standing(300x250)	75,000
	Seated (150x300)	45,000
	Dinner (300x350)	105,000
	Programm 600x50	30,000
	Cloakroom	5000

Sponsorship		
Under negotiation	Viking Line	150,000
Under negotiation	Stockholms visitors board	150,000
	Sveriges danspedagogers riksförbund	100,000
	Tony Irving AB	100,000
Under negotiation	Wellness water	100,000
	HUVUD SPONSOR Packet	200,000
	6 advertising packets	50,0000

Partnership		
	Tony Irving AB	120,00
	Personell costs	
Under negotiation	Scandic hotels	46,000
	Hotel accomodation 50% Discount	

?	SL Transport expenses	20,000
Under discussion with 2 companies	Catering services	90,000
	Sponsored Banners	30,000
Under negotiation	Mecs web bureau	20,000

Total Income	
Ticket sales	250,000
Sponsorship	850,000
Partnership	326,000
TOTAL	1 426 000

PROJECTED ECONOMY

Total income	1 426 000
Total expenses	1 330 000