

The logo features the word "PRAIRIE" in a large, white, distressed serif font, arched over the word "Skies" in a gold, cursive script. Below "Skies" is a gold illustration of a windmill on a grassy hill. The words "COUNTRY DANCE" are in a white, distressed serif font, and "FESTIVAL" is in a gold, distressed serif font, both flanked by horizontal lines. The entire design is set against a dark background with gold stars and horizontal lines.

PRAIRIE
Skies
COUNTRY DANCE
— FESTIVAL —

PRESENTED TO
Pile o'Bones

PRESENTED BY
Nikki McCall

About the Festival

Prairie Skies Country Dance Festival is dedicated to celebrating and growing the country dance community across Saskatchewan.

Our mission is to create an inclusive, welcoming space where dancers of all experience levels can learn, connect, and share their passion for dance. Whether someone is taking their first lesson or has years of experience, everyone belongs on the dance floor.

The festival brings together talented Canadian instructors for a full day of workshops in a variety of country dance styles, followed by an evening performance and social dance where participants can celebrate, connect, and enjoy everything they've learned.

Together, we're helping strengthen the country dance community by fostering connection, encouraging growth, and creating memorable experiences both on and off the dance floor.



Festival Instructor Lineup

Esteemed Instructors and Visionaries in Country Dance

Nikki McCall

Founder & Festival Director

Nikki McCall is the owner of Dance with Nikki and founder of Prairie Skies Country Dance Festival. With over 15 years of dance experience, she is passionate about growing the country dance community through welcoming, high-quality instruction. Nikki teaches at Collective Studios Regina, leads The Country Collective, and regularly hosts classes, workshops, and social dances throughout Saskatchewan. Her mission is to create an inclusive environment where dancers of all levels can learn, connect, and have fun.



Bryan Senn

Calgary, Alberta

Bryan Senn brings over 30 years of dance experience and is highly respected within the Canadian country dance community. Based in Calgary, he is a Canadian Dancesport Federation member and a UCWDC Certified Judge, with extensive experience as an instructor, competitor, and adjudicator. Bryan is known for his technical expertise, approachable teaching style, and passion for helping dancers build strong fundamentals.



Festival Instructor Lineup

Esteemed Instructors and Visionaries in Country Dance

Outlaw dance

Calgary, Alberta

Outlaw Dance is Calgary's premier destination for country swing dancing. Their instructors have taught at numerous country dance events across Western Canada and are recognized for their engaging instruction and strong emphasis on technique and connection. They have also been featured in The Hunter Brothers' music video, showcasing their passion for country dance on a national stage.



Operation Swing

Regina, Saskatchewan

John and Sheila are the instructors behind Operation Swing, Regina's home for West Coast Swing. As the city's primary West Coast Swing instructors, they regularly travel to workshops, conventions, and dance events to continue developing their skills and bring current techniques back to the local community. Their welcoming teaching style and dedication have helped grow West Coast Swing in Regina.



Festival Instructor Lineup

Esteemed Instructors and Visionaries in Country Dance

Hannah Polk

Regina, Saskatchewan

Hannah Polk is a Regina-based dance instructor who leads line dance classes at Collective Studios Regina. As a member of The Country Collective, she has performed and instructed at numerous community and country dance events throughout Saskatchewan. Hannah is known for creating a fun, encouraging atmosphere that helps dancers build confidence both on and off the dance floor.



Audience Profile

Connecting with Saskatchewan's Enthusiasts



AGE RANGE

Primarily 20-65+ years old, with diverse experience levels.



LOCATION

50-80 attendees expected from Saskatchewan, Manitoba and Alberta regions.



PASSIONS

Enthusiasts of country music, dance, and local arts events.

The Prairie Skies Country Dance Festival celebrates a vibrant **community of dancers** and music lovers. Our audience typically ranges from young adults to those more seasoned in dance, creating an inclusive and engaging atmosphere.

Attendees are not just participants; they are **actively engaged** in the culture surrounding country music. With an estimated 50-80 individuals joining us from Saskatchewan, Manitoba and Alberta, this festival serves as a gathering point for those passionate about country music and dance.

By connecting with our audience, sponsors can tap into a **dedicated and enthusiastic** demographic that values community engagement, artistic expression, and the spirit of country living.



Why Sponsor

Partnership Opportunities for Lasting Impact



Brand Exposure

Align your brand with a **high-energy, positive event** that celebrates country music and dance. By partnering with the Prairie Skies Country Dance Festival, you will reach a targeted and enthusiastic audience eager to engage with sponsors who share their passions. Your brand will gain visibility through promotional materials, social media shout-outs, and presence at the event, creating meaningful connections with attendees that extend beyond the festival. This is an excellent opportunity to enhance your brand's reputation and loyalty within the community.

Supporting Local Arts

Demonstrate your corporate social responsibility by investing in Saskatchewan's vibrant arts and cultural scene. Partnering with the Prairie Skies Country Dance Festival not only supports local talent but also fosters community spirit and pride. Your sponsorship helps create a platform for artists and performers while contributing to the economic growth of the region. This collaboration underscores your commitment to nurturing the arts, allowing your brand to resonate positively with attendees who value community engagement and cultural enrichment.

Sponsorship Levels

Invest in Excellence and Maximize Your Impact

<u>BENEFITS</u>	<u>PRAIRIE</u>	<u>TRAILBLAZER</u>	<u>HEADLINER</u>
WEBSITE LOGO	✓	✓	✓
SOCIAL MEDIA MENTION	✓	✓	✓
DEDICATED SPONSOR POST		✓	✓
STAGE RECOGNITION	✓	✓	✓
PROMOTIONAL MATERIALS DISPLAYED AT REGISTRATION			✓
SOCIAL DANCE TICKET	1		
FESTIVAL PASS(ES)		1	2

By choosing to sponsor the Prairie Skies Country Dance Festival, you align your brand with a premier event that celebrates community and country culture.

Prairie Partner level for \$250, you gain visibility through logo placement on our website and a social media shout-out, along with a social dance ticket.

Trailblazer Sponsor level at \$500 includes enhanced logo visibility, a dedicated social media post, and one festival pass, creating greater engagement with attendees.

Headliner Sponsor level at \$1000 provides the most exposure, featuring premium logo placement, a social media campaign, two festival passes, and ensuring your brand stands out.



In-Kind Sponsorships

We gratefully accept **in-kind contributions** for services that are essential to the success of the Prairie Skies Country Dance Festival. Support can come in various forms such as event decor, sound systems, refreshments, and promotional materials. These contributions not only enhance the festival experience but also allow us to allocate resources more effectively. By participating as an in-kind sponsor, your business will play a key role in creating a high-energy atmosphere that celebrates country music and dance. Every contribution helps us bring this vision to life, ensuring that attendees enjoy a memorable event that unites our community and showcases local talent.

We're currently seeking in-kind sponsorship for:

- Sound systems
- Printing
- Door prizes
- Gift cards
- Water
- Snacks
- Coffee
- Volunteer meals
- Decorations



How Sponsorship Helps

Maximizing your impact through strategic partnerships

FESTIVAL
EXPERIENCE

GROWING THE
DANCE COMMUNITY

COMMUNITY
ENGAGEMENT

FUTURE
DEVELOPMENT

Enhanced
production
value

Support
talented artists

Broader
marketing
reach

Dance
workshops and
programs

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1. Enhanced production value for a memorable festival experience.
 2. Support for talented local and regional country dance artists.
 3. Increased marketing reach for broader community engagement.
 4. Development of future dance workshops and community programs.





Let's build something amazing together!

prairieskiescountrydance.com

306-501-2502

info@prairieskiescountrydance.com



@prairieskiescountrydance