



Business Proposal: Strategic Partnership Initiative

Presented by: **ART THRU MUVMNT**

**MUVMNT DANCE DAY
AUGUST 8, 2026**

**PHIL
WRIGHT '26**

**Contact:
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info@atmdanceva.com
www.atmdanceva.com**

MOVVAVANT DANCE DAY

Phil Wright

HEADLINER

World-renowned dancer and choreographer, Phil Wright, is executive producer and choreographer of Disney Fam Jam. In 2013, Wright moved to Los Angeles from his hometown of Miami, to pursue more opportunities in the dance community as well as broaden his choreography and producing career. Having worked with some of the biggest names in music, Phil has choreographed music videos and stage performances for chart-topping

recording artists:

Lil Nas X

Will Smith

MC Hammer

TLC

G-Eazy ft. Cardi B.



Phil Wright is executive producer and choreographer of "Disney Fam Jam," the NEW family dance competition show on The Disney Channel based off of his viral sensation "The Parent Jam™." Wright founded "The Parent Jam™" in 2017 when he was inspired to bring kids and their families together through dance. Streamed online, his high energy dance classes are designed to encourage positivity, love and understanding within families around the world.

Understanding the Challenge

1

Scaled event to a 2-part day. Workshop during the day with a MUVMNT SHOWCASE at night.

2

Rising operational costs.

3

Sponsorship funding to keep attendance fees cost efficient.

Our Solution

With our Sponsorship packages, together we can provide brand awareness and visibility to local and nationwide audiences passionate about performing arts and dance.

Brand Alignment and Recognition

Unique Engagement Opportunities

CommUNITY Impact With Exceptional Exposure





Who We Are

FOUNDED IN 2013, ART THRU MUVMNT WAS CREATED BY ONE DANCER FOR ALL DANCERS.

Art Thru Muvmnt strives for UNITY within the commUNITY by offering opportUNITY with dance workshops, masterclasses, and events.

Every dancer is an ARTist in their own way and they display their Art Thru Muvmnt!



CREATIVE PORTFOLIO

@arthrumvmnt

atmdanceva.com

Northern Star Credit Union
--PRESENTS--
MUVMNT WEEKEND

SATURDAY 7/26 9 AM-5 PM

Northern Star Credit Union
--PRESENTS--
MUVMNT WEEKEND

SUNDAY 7/27 9 AM-5 PM

AUG 17-18th
9:30am-5:30pm
BRAIN BANGIN INTENSIVE
PRESENTED BY ART THRU MUVMNT

Dance Workshops with Chachi and Moon from ABC's **DANCESPORT** 3721 Amherst Dr. Va Beach

For the first time in Virginia Beach, Art Thru Muvmnt welcomes Olivia "Chachi" Gonzalez and Di "Moon" Zhang from MTV's "America's Best Dance Crew" Season 6 winners, laMINE Crew! Chachi and Moon will be teaching 2 DANCE WORKSHOPS EACH! Email arthrumvmnt@gmail.com for more info.

PRESENTED BY ART THRU MUVMNT
BRAIN BANGIN SPRING INTENSIVE
3pm to 9pm

SUNDAY JUNE 8TH
THE WESTIN VIRGINIA BEACH TOWN CENTER
4535 Commerce St. Virginia Beach VA 23462

PRESENTED BY ART THRU MUVMNT
BRAIN BANGIN INTENSIVE MASTERCLASS

featuring **MATT STEFFANINA & DANA ALEXA**

ART THRU MUVMNT
FALL INTENSIVE MASTERCLASS

ART THRU MUVMNT
SUMMER Intensive '15

FEATURING: BLAKE MCGRATH
PROFESSIONAL DANCER, FOP SINGER AND CHOREOGRAPHER

SCHEDULE OF EVENTS:
REGISTRATION STARTS AT 9:00 AM
FIRST CLASS AT 10:00AM
SECOND CLASS AT 11:45AM
LUNCH AT 1:15PM
THIRD CLASS AT 2:00PM
FOURTH CLASS AT 3:45PM

EVENT PRICING
INDIVIDUAL MASTERCLASSES - \$35
ALL 4 MASTERCLASSES - \$125

SAT JULY 11TH
WESTIN TOWNCENTER
4535 COMMERCE STREET VA BEACH, VA

REGISTRATION: WWW.ATMDANCEVA.COM

Z104 PRESENTS
SHAGG Fest

ART THRU MUVMNT

BRIAN PUSPOS
#THEPUSPOSEXPERIENCE

ART THRU MUVMNT
REGISTRATION: WWW.ATMDANCE.COM

NOV 21ST
NOV 22ND

THE GREAT
back 2 SCHOOL
celebration

TEACHING 2 MASTERCLASSES

ART THRU MUVMNT WELCOMES LEIDA THE GEMMA DO YOU THINK YOU CAN DANCE, NEXT GAME NATION

NATIONAL DANCE DAY CELEBRATION
JULY 28, 2018 @ WESTIN TOWN CENTER VB

RESERVE YOUR SPOT TODAY AT
ATMDANCEVA.COM

ART THRU MUVMNT PRESENTS
BACK TO SCHOOL WITH DANA ALEXA
SEPTEMBER 15, 2018

2 CLASS SESSIONS:
6 PM-7:30 PM / 7:45 PM-9:15 PM

\$25 FOR SESSION A OR B
\$40 FOR SESSION A & B

EARLY REGISTRATION AT
WWW.ATMDANCEVA.COM

NATIONAL DANCE DAY
Celebration

SATURDAY JULY 27TH
WESTIN TOWN CENTER VB

DOORS OPEN 8:30 AM
ALL DAY ACCESS-\$30 ONLINE/\$40 AT THE DOOR

FOR MORE DETAILS PLEASE VISIT WWW.ATMDANCEVA.COM

ART THRU MUVMNT
NATIONAL DANCE DAY MIKEY DELLAVELLA

S-RANK CO-CHOREOGRAPHER / WOD SEASON 2 FINALIST

WWW.ATMDANCEVA.COM | JULY 27, 2018 | WESTIN TOWN CENTER VIRGINIA BEACH

MUVMNT DANCE DAY
WWW.ATMDANCEVA.COM AUGUST 22, 2020

MAROUISE 9 AM	MAMA D 10 AM	JULIKA 11 AM	BRUCE 1 PM	KELLI 2 PM
SHAWN 3 PM	BRNX 4:30 PM	MAMA D 5:30 PM	TRAVIS 6:30 PM	TRAVIS 7:30 PM

JOIN US LIVE AT THE WESTIN TOWN CENTER VB
JOIN US HEADLINE AT WWW.ATMDANCEVA.COM

DOORS OPEN AT 8:30 AM / LIVE AT 8:55 AM / LUNCH 12 PM - 1 PM / BREAK FROM 4 PM - 4:30 PM

www.atmdanceva.com
JULY 31, 2021 9 AM - TIL WESTIN TOWN CENTER VB

MUVMNT Dance Day

CALAN
JENNIFER

ROBERT HOFFMAN

Thank You To Our Sponsors
Northern Star Credit Union

LE LINEAR TITLE & ESCRROW

MUVMNT DANCE DAY
WWW.ATMDANCEVA.COM
904 OAK GROVE RD CHESAPEAKE VA

Diana Williams / Sherwood / Thea / Afro / Dancehall 9 AM - 10 AM	Laura Payne / Contemporary 10:10 AM - 11:10 AM	Melissa Moore / Commercial Jazz 11:20 AM - 12:20 PM
Jolynn Cavale / Hip Hop 1:20 PM - 2:20 PM	Jessica Trimble / Musical Theater 2:30 PM - 3:30 PM	Michelle Espinoza / Contemporary 4 PM - 6 PM

HEADLINER

Northern Star Credit Union

Northern Star Credit Union
Exclusive Head Sponsor
PRESENTS
MUVMNT DAY
JULY 29, 2023 @ WESTIN TOWN CENTER VB

5:30am-7:30am	10:15am-11:15am	11:30am-12:30pm	1:30pm-2:30pm
2:45pm-3:45pm	4pm-5:00pm	6pm-7:30pm	

Register Today
WWW.ATMDANCEVA.COM

Northern Star Credit Union
Presents
THE HEADLINERS FOR MUVMNT Dance Day

Why Support The MUVVMNT?

WORLD-RENOWNED HEADLINER

World-renowned headliner brings his own fanbase and social media following. Their involvement can generate significant buzz and media attention, amplifying your company's exposure.

GENERATE POSITIVE PR

Align your brand with a feel-good event that celebrates youth achievement and artistic talent, creating positive associations and goodwill.

SHOWCASE COMMUNITY SUPPORT

Help bring world-renowned and local choreographers together, offering valuable learning and performance opportunities for local aspiring dancers and dance enthusiasts.

Art Thru Muvmnt is committed to exceeding your expectations and driving mutual success.



"OWN THE STAGE" Sponsorship

\$5,000 (1 Sponsor Max)



Become the heartbeat of MUVMT DANCE DAY. As our "Own The Stage" Partner, your brand isn't just a logo on a banner; it is integrated into the very energy of the stage. You will own the premier 'Presenting' title, giving you maximum exposure to our dancers, their families, and our massive digital audience. This is for the brand that wants to lead the culture and be recognized as the primary engine behind this world-class experience with Phil Wright.

Exclusive Recognition

- Naming rights of MUVMT DANCE DAY.
- Verbal recognition as the Premier Sponsor during opening and closing remarks of the event and the sponsored masterclass.
- Prominent logo placement as a "Premier Sponsor" on all event materials (website, social media, posters, banners, program).
- Branding recognition on all media interviews.
- Sponsor interview rights with Headliner.

Enhanced Visibility

- Dedicated Instagram event page showcasing the sponsor and their involvement.
- Professional Sponsor video
- Opportunity for a booth or display area at the event venue to engage with attendees.
- Inclusion of promotional materials (e.g., flyers, brochures, branded items) in attendee welcome bags.
- Logo placement on any event-related merchandise.
- Premiere logo placement on center and each 4 corners on backdrop banner.

VIP Access & Engagement

- 50 Complimentary registrations for the entire weekend event and any VIP events (meet-and-greets, showcase, etc).
- Opportunity for a representative to briefly address attendees during the HEADLINERS masterclass.
- Potential for a private meet-and-greet opportunity with the Headliner (subject to headliner availability).
- Photo with featured local choreographers and world-renowned headliner.

Post-Event Recognition

- "Thank You" feature with logo on the event website and social media after the event.
- Inclusion in any post-event press releases or newsletters.
- Full year of MUVMT commUNITY involvement and acknowledgement.

"Local Luminary" Sponsorship

\$3,500 (1 Sponsor Max)

Key Recognition

- Naming rights for local choreographers (e.g., "The [Sponsor Name] Local Choreographer Series").
- Logo placement as a "Key Sponsor" on prominent event materials (website, social media, posters, program).
- Verbal recognition as a Key Sponsor during opening remarks and before the local choreographer sessions.
- Local Choreographers verbal mention of sponsor on social media

Significant Visibility

- Dedicated social media posts showcasing the sponsor and their involvement.
- Opportunity for a booth or display area at the event venue to engage with attendees.
- Inclusion of promotional materials (e.g., flyers, brochures, branded items) in attendee welcome bags.
- Logo placement on any event-related merchandise.
- Sponsor representative as a member of the welcoming committee upon arrival of attendees.

Enthusiast Engagement

- 10 Complimentary registrations for the entire weekend event and any VIP events (meet-and-greets, showcase, etc).
- Opportunity for a representative to briefly address attendees during the local choreographers.
- Potential for a private meet-and-greet opportunity with the sponsored local choreographer.
- Photo with featured local choreographers and world-renowned headliners.

Post-Event Recognition

- Thank you feature with logo on the event website and social media after the event.
- Inclusion in any post-event press releases or newsletters.

KEY COMPARISONS

Exclusive Recognition

- Naming rights of **MUVMNT DANCE DAY**.
- Verbal recognition as the **Premier Sponsor** during opening and closing remarks of the event and the **HEADLINER** masterclass.
- Prominent logo placement as a **"Premier Sponsor"** on all event materials (website, social media, posters, banners, program).
- Branding recognition on all media interviews.
- Sponsor interview rights with **Headliner**.

Key Recognition

- Naming rights for local choreographers (e.g., "The [Sponsor Name] Local Choreographer Series").
- Logo placement as a "Key Sponsor" on prominent event materials (website, social media, posters, program).
- Verbal recognition as a Key Sponsor during opening remarks and before the local choreographer sessions.
- Local Choreographers verbal mention of sponsor on social media

Enhanced Visibility

- **Dedicated Instagram event post showcasing the sponsor and their involvement.**
- **Professional Sponsor video**
- Opportunity for a booth or display area at the event venue to engage with attendees.
- Inclusion of promotional materials (e.g., flyers, brochures, branded items) in attendee welcome bags.
- Logo placement on any event-related merchandise.
- **Premiere logo placement on center and each 4 corners on backdrop banner.**

Significant Visibility

- Dedicated social media posts showcasing the sponsor and their involvement.
- Opportunity for a booth or display area at the event venue to engage with attendees.
- Inclusion of promotional materials (e.g., flyers, brochures, branded items) in attendee welcome bags.
- Logo placement on any event-related merchandise.
- Sponsor representative as a member of the welcoming committee upon arrival of attendees.

VIP Access & Engagement

- **50 Complimentary registrations** for the entire weekend event and any VIP events (meet-and-greets, showcase, etc).
- Opportunity for a representative to briefly address attendees during the **HEADLINERS** masterclass.
- Potential for a private meet-and-greet opportunity with the **Headliner** (subject to headliner availability).
- Photo with featured local choreographers and world-renowned headliner.

Enthusiast Engagement

- 10 Complimentary registrations for the entire weekend event and any VIP events (meet-and-greets, showcase, etc).
- Opportunity for a representative to briefly address attendees during the local choreographers.
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- "Thank You" feature with logo on the event website and social media after the event.
- Inclusion in any post-event press releases or newsletters.
- **Full year of MUVMNT commUNITY involvement and acknowledgement.**

Post-Event Recognition

- Thank you feature with logo on the event website and social media after the event.
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A La Carte Options:

- **Photographer Sponsor (\$750):** Be recognized as the official event photographer, with their logo/name displayed on signage, the event website, program book, and social media posts featuring photos.
- **Social Corner Sponsor (\$750):** This area will serve as a key focal point and photo opportunity for attendees, performers, and Headliners.
- **Travel Sponsor (\$500):** Sponsor acknowledgement and shout out on social media, website, and in programs.
- **Welcome Bag Sponsor (\$350):** Exclusive logo placement on the event bags.
- **Registration Sponsor (\$250):** Sponsor the registration area/process, including online registration platform branding and signage at the registration desk.
- **Sponsor-A-Dancer (\$150):** Sponsor a scholarship for a deserving dancer to attend MUVMT DANCE WEEKEND.
- **Sponsor-A-Studio (\$1,500):** Sponsor acknowledged as an official partner allowing the entire studio admission to MUVMT DANCE WEEKEND. Studio to take a picture with sponsor and share on all social media posts.

PREVIOUS DANCE PARTNERS:

Trusted Partners That Have Supported Our MUVMT



Northern Star
Credit Union



(M) 757-955-1933 | (O) 866-825-7169
LauraCallesRealtor@gmail.com

780 Lynnhaven Parkway #400
Virginia Beach, VA 23452



T-MOBILE
FOR BUSINESS

VA
VA HOME SOLUTIONS

LINEAR
TITLE & ESCROW



1ST MORTGAGE



SUPPORTIVE STUDIO SPONSORSHIP

STUDIOS ONLY- \$2,500

We're excited to offer a significantly enhanced offering for our Supportive Studio Sponsorship! We believe in empowering dance educators and their students, and this sponsorship package reflects that commitment.

What's Included:

- **Exclusive, Private Meet Up:** Your studio will receive a private meetup for your students with world-renowned headliner, Phil Wright (subject to availability), providing a unique and personalized Q&A experience.
- **Weekend Passes for All Teachers:** All teachers from your studio will receive complimentary MUV MNT DANCE WEEKEND passes to the event, allowing them to observe, network, and participate fully.
- **MUV MNT Dance Day Passes for 30 Dancers:** Thirty (30) MUV MNT DANCE WEEKEND passes will be provided for your dancers, enabling them to attend all masterclasses providing an incredible opportunity for growth and inspiration.
- **Studio Recognition:** Your studio will be recognized as a Supportive Studio Sponsor on our website, social media, and in the event program, gaining visibility within the dance community. Logo placed on backdrop.

**WILL
YOU
JOIN
US?**

**MOVEMENT
DANCE DAY**

**BE A PART OF ONE OF
THE MOST ANTICIPATED
DANCE EVENTS OF THE
SUMMER!!**

For further discussions
or clarifications, please contact us at:

Email: info@atmdanceva.com

Phone: 757.842.0300

Website: www.atmdanceva.com