



Dear future Summer in L.A. Dancer:

As **Summer in L.A. is a priceless opportunity of a lifetime** and a definite investment, we hope that these principles will help you to be one of the 2011 Summer in L.A. Dancers. We also believe that these principles will help both you and your family achieve all your goals, regardless of what industry you are in or want to get into.

Books like **The Secret** and **Think and Grow Rich** teach us principles on **The Law of Attraction** and making our dreams come true effortlessly. The Secret is also on DVD and can be rented at your local video store. The link for Think and Grow Rich is a free pdf book for you.

**If you think it, believe it, feel it and see it, you can join us this summer!**

Many past Summer in L.A. dancers have attended Summer in L.A. with the money that they collected through fundraising and sponsorships. It worked for them and it will work for you. We also believe that if energetically you are to do this program, you will be there this summer.

**Here are some steps that dancers have taken to attend  
Summer in L.A. that may help you.**

- **Get creative!** If you have success with an idea not listed here, please share them with us so that we can share with others.
- The internet and local libraries are amazing resources. **Do a search** for fundraising and sponsorship ideas
- Use **savings** for educational experiences
- Get a low interest **loan** at a financial institution
- Apply for **grants** and government funding (may have deadlines)
- **Involve everyone.** Make a list of everyone you can contact: family, friends, neighbours, dance studio, school (phys ed., theatre, dance & arts departments), employers, family employers, church, community groups and organizations, and anyone else you can think of
- Ask for the **gift of dance** in advance for birthdays and special occasions
- **Set deadlines** with those you contact to let you know if they can help. Remember, Summer in LA sells out annually.
- **Be Persistent and follow up**, this will show your passion and seriousness
- Have a **Talent Show, Fashion Show, Dance-A-Thon, Bake Sale, Garage Sale** and **Car Wash**. Add your own ideas here
- **Design a t-shirt** to wear at special events and during Summer in L.A. featuring sponsor logos, as a thank you for their support. Offer to do something in exchange for being sponsored. Volunteering is a great option. If you are up for this, be sure to add this to your letter when you are customizing it
- Have an **auction** and/or **raffle** with items donated from sponsors
- Create a **Face Book page** to generate support and awareness

- **Service clubs** may have foundations and national organizations which may sponsor you. Check your local newspaper to see what clubs are active in your area or do an online search. Here are a few to give you some: Lions Club International (the world's largest service organization), Rotary, Shriners, Legion, Kiwanis and Toastmasters, to just name a few
- Add **your own ideas** to this list

**Below is a letter to customize to start sending out** via email and snail mail. Hand deliver it, if this is convenient for you and for the recipient. Edit it to suit your needs and the needs of those you are contacting. Remove some of the wording that we include to guide you in your letter writing (i.e. Name, Date, etc.)

**1<sup>st</sup> template is for scholarship recipients and the 2<sup>nd</sup> template is for non scholarship dancers.**

Sponsors payments should not be accepted in the form of Cash. If you receive cash from your friends and family, put this in your bank account and send a cheque or purchase a money order/draft with it. Cheques and money orders/drafts are payable to Be Discovered Inc.

Credit card payments are also accepted via Paypal at [www.paypal.com](http://www.paypal.com) payable to [bediscovered@bediscovered.net](mailto:bediscovered@bediscovered.net)

**Mail in your payments immediately as you collect them to Be Discovered, to guarantee your spot.** If you are unable to attend after sponsor payments have been submitted, don't worry, your fees will be carried over to the 2012 program as fees are non refundable and non transferable.

Be sure to follow our registration process even if you are seeking sponsors and using sponsor and fundraising to fund your experience. Be sure to visit the Summer in L.A. [FAQ](#) page for all details on signing up.

**Last but not least, make this fun!** Focus on the end result and not the process. See yourself partaking in Summer in LA and being a part of this experience of a lifetime. Using that energy to fuel this goal will make it worth your effort.

**Read our [Testimonials](#)** including one by one of the 2009 Summer in L.A. Dancers.

All the best,

Be Discovered Inc.

20 Bay Street Suite 1205 Toronto, Ontario M5J 2N8  
416-657-4202 [www.bediscovered.net](http://www.bediscovered.net) [info@bediscovered.net](mailto:info@bediscovered.net)

Your Name and last name  
Your street number and name  
City, prov/state  
Postal/zip code

Your telephone number including area code  
Your email address

Date:

To Whom It May Concern: (If contact name is known, use Dear .....)

My name is \_\_\_\_\_ and I have been awarded a \$1000 US scholarship to attend a dance training intensive “Summer in L.A.”, taking place July 25 – August 1, 2011.

This is a dream come true as dance is my life, it is my passion and this opportunity of a lifetime is something that will positively change my life. With your financial assistance, I will be able to be a part of this educational experience as the funds will help me pay for the rest of the trip which is \$3995 US. Plus flight.

Previous Summer in L.A. dancers have received \$50 US - \$5000 US from a sponsor. I am committed and serious about this program and any amount you can sponsor me with will truly go along way. Registration is on a first come, first serve basis.

I will be working with the industry’s top instructors, professionals and leaders. I will learn to be a professional and will see if I have what it takes to make it as a dancer. Dancers are athletes and just like Olympians we need sponsors to be able to keep training and to take opportunities to travel to be able to work with the best in the world. In addition, my self esteem and confidence level will increase with my participation.

Please read Testimonials of the program: <http://www.summerinla.com/testimonials.html>

To thank you for your support, your name and company information will be featured on the program website, blog and newsletter at [www.bediscovered.net](http://www.bediscovered.net) and [www.summerinla.com](http://www.summerinla.com) (enter here anything else that you can offer in exchange of sponsorship if any).

To learn more about the program or confirm any of the information, feel free to contact Talent Director Diana Uribe at [diana@bediscovered.net](mailto:diana@bediscovered.net) or toll free at 888-657-4202. If you would like to contact me (dancers under 18 add, or my legal guardian), my telephone number and email address have been provided.

The program sells out annually so your immediate attention to this matter is required. Payment in the form of a cheque or money order/draft is payable to: Be Discovered Inc. and can be mailed to my attention and address, provided above. Credit card payments can be made via Paypal’s secure server at <http://www.paypal.com> to [bediscovered@bediscovered.net](mailto:bediscovered@bediscovered.net)

Please be sure to note my name on the payment. Thank you in advance for your assistance.

Your Name (be sure to sign your name between the last line above and your name)

Your Name and last name  
Your street number and name  
City, prov/state  
Postal/zip code

Your telephone number including area code  
Your email address

Date:

To Whom It May Concern: (If contact name is known, use Dear .....

My name is \_\_\_\_\_ and I have been invited to attend a dance training intensive "Summer in L.A.", taking place July 25 – August 1, 2011.

This is a dream come true as dance is my life, it is my passion and this opportunity of a lifetime is something that will positively change my life. With your financial assistance, I will be able to be a part of this educational experience as the funds will help me pay for the rest of the trip which is \$4995 US. Plus flight.

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I will be working with the industry's top instructors, professionals and leaders. I will learn to be a professional and will see if I have what it takes to make it as a dancer. Dancers are athletes and just like Olympians we need sponsors to be able to keep training and to take opportunities to travel to be able to work with the best in the world. In addition, my self esteem and confidence level will increase with my participation.

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Your Name (be sure to sign your name between the last line above and your name)