

May 1, 2018

Greetings:

Friends of the Atascadero Library (FOAL) will present the 10<sup>th</sup> annual Dancing With Our Stars (DWOS) in March 2019 – March 21<sup>st</sup>, 22<sup>nd</sup>, and 23<sup>rd</sup> – at the Pavilion on the Lake in Atascadero. FOAL will partner at this event with 6 non-profit organizations that are currently active in Atascadero and the surrounding North County area. Please note the following important items:

- **The Event will be managed by the FOAL-affiliated DWOS Committee.**
- **The DWOS Committee will consist of FOAL members, the DWOS creative director, the contributing choreographers and dance instructors, and 1 representative from each participating non-profit.**
- **The 2018-2019 DWOS Important Dates list is attached as part of the Application.**
- **Participating non-profits sponsor a Community Star dancer – ideally a member of the non-profit organization.**
- **Funds are raised as votes for Community Star dancers, before and during the event, plus any additional fund raising activities the non-profit wishes to hold.**
- **The amount of funds raised by each non-profit depends entirely on its own fund raising efforts.**
- **Proceeds from the ticket sales, the silent auction, plus 10% of the gross funds raised by the participating non-profits will be used to cover the event expenses.**
- **Participating non-profits are required to provide 8 volunteers for the event (e.g. ticket sales, setup, performance support, and cleanup, etc). Training and support for volunteers will be provided by DWOS Volunteer Coordinators.**
- **The application for participation in DWOS 2019 is attached to this letter.**

**To be considered for the 2019 Event, non-profits must complete and submit the application to FOAL/DWOS by May 31<sup>st</sup> 2018. Organizations applying to join this event must be registered as a 501(c)3 with the federal Internal Revenue Service.**

Questions and completed applications should be addressed to [linda.folatascadero@yahoo.com](mailto:linda.folatascadero@yahoo.com)

Sincerely,

The Board of Friends of the Atascadero Library.

**Application to Participate in Atascadero's Dancing With Our Stars (DWOS) 2019**  
**Presented by the Friends of the Atascadero Library (FOAL)**  
**Event Dates : March 21<sup>st</sup>/March 22<sup>nd</sup>/March 23<sup>rd</sup>**

The opportunity to participate is only available to 501(c)3 Non-Profit Organizations in Atascadero and surrounding North County area. Organizations must complete this Application through the on-line application available May 1, 2018 on the Friends of the Atascadero Library DWOS website – [www.AtascaderoDWOS.org](http://www.AtascaderoDWOS.org). If your organization has participated in the past, it must wait one year before reapplying. Applications received after May 31<sup>st</sup>, 2018 will not be considered for this event.

Organization Name: \_\_\_\_\_

Are you 501(c)3: Yes\_\_\_\_\_/No\_\_\_\_\_ Federal Tax ID Number: \_\_\_\_\_

Organization Address, Phone, and Email address: \_\_\_\_\_

\_\_\_\_\_

Name and position of Non-Profit Board Member preparing this application, including contact information:

Name: \_\_\_\_\_ Board Position: \_\_\_\_\_

Phone No.: \_\_\_\_\_ Email Address: \_\_\_\_\_

Is your organization affiliated with any political or religious institution: Yes \_\_\_/No \_\_\_

Please provide the Mission Statement of your Organization:

How long has your Organization been active in Atascadero and the North County community?

What services does your Organization provide to Atascadero and the North County community?

**How many members does your Organization currently have? What is your volunteer base?**

**What is the specific use for the funds that you will raise through the DWOS 2019 event?**

**Will these funds be expended within one-to-two years after your participation in DWOS 2019?**

**Please provide information regarding any connection your Organization has with the Atascadero Public Library. How do you see it relating to the Library's mission "to provide materials and services to people of all ages seeking knowledge, lifelong learning, and recreation"? Will Library patrons have access to materials or services that result from your DWOS fundraising?**

**What support has your Organization previously provided to the Atascadero Public Library either directly or through the Friends of the Atascadero Library?**

**What support has your Organization provided in the past to DWOS events?**

**Each selected Non-Profit Organization will be required to send a representative to all planning meetings before the event. This representative will be the primary contact for your Organization.**

**Please provide the name and contact information of your Team Leader/Representative:**

**Name:** \_\_\_\_\_ **Phone Number:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

We also require that your Organization provide a minimum of 8 volunteers to help during the March event. It is also recommended that your Organization secure a separate Fundraising Captain and a Treasurer/Financial Manager for participation in the event.

Have you identified a dancer to represent your Organization? If yes, please provide the name and contact information:

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

If a dancer has not yet been secured, what are your plans to recruit a dancer?

FOAL/DWOS reserves the right to charge a 10% participation fee based on the gross funds raised by your Organization. FOAL/DWOS requires Organizations to provide a minimum of 6-8 silent auction items. The participation fee and silent auction funds help offset Event expenses. Participating Organizations will reimburse FOAL/DWOS for each sponsor ticket. (Example: \$1,000 sponsor receives two \$85 event tickets. The Organization securing the sponsor will reimburse FOAL/DWOS \$170 for 2 seats secured for the event.)

Each participating Organization's dancer will be required to attend and participate in the events listed below:

- August 6: 5:30-6:30pm – Orientation meeting for Non-Profits and Star Dancers
- August 18: 5:00-6:30pm – "Dancing In The Streets", Atascadero City sponsored event where 2019 Community Star Dancers will be introduced to the public
- October 20: 9:00-11:30am – Walk/Participate in the annual Atascadero Colony Days Parade
- March 19 and 20: 7:00 pm – 2019 DWOS Dress Rehearsals
- March 21, 22, 23: 5:30 pm – 2019 DWOS Dinner Shows

By signing below you agree to all FOAL/DWOS terms as stated in this contract.

\_\_\_\_\_  
Signature /Printed Name of Preparer

\_\_\_\_\_  
Date

## FAQ – FREQUENTLY ASKED QUESTIONS

### Participation in 2019 Atascadero's Dancing With Our Stars

1. Will our application be judged on what services we provide to the public?

Not entirely – we hope to encourage non-profit organizations to be aware of services that are needed by, and can be provided to, the community at large.

2. Will our service area be taken into consideration with our application?

FOAL recognizes that there are numerous non-profits in Atascadero and the surrounding North County area. We hope eventually to be able to help everyone: at this time we are not accepting applications from other locations.

3. Why does the length of our activities in the community matter?

New non-profits are springing up all the time. We want to make sure that older established non-profits as well as new non-profits are accorded an equal opportunity to apply.

4. Why do you need to know how many members or volunteer base our organization has?

Since we are requiring volunteer help from the non-profits chosen, it is important that your Organization has a base from which you can draw the help needed.

5. Why do you need to know the specific use of funds raised at DWOS?

We would like to salute the chosen organizations and the projects that will benefit the community in all DWOS advertising, prior to the DWOS event, as well as during the event itself.

6. Why do you need to know if we will spend the DWOS funds within a one-to-two year period?

Some non-profits have a daily, weekly, monthly, and/or annual need for funds for the community members they serve. We have found that people in the community are more likely to support community projects that will be funded in a relatively short period of time.

7. Why do you need to know if our Organization has provided support to the Atascadero Public Library/FOAL in the past? What about previous support for DWOS?

If your Organization has supported the Atascadero Public Library or FOAL in the past, we would like to salute the Organization during the performances for that support.

The same statement applies if you have provided auction items, supported a DWOS dancer from your Organization, or worked as a volunteer in the past. We want to acknowledge this support.

8. How do we know if we are going to provide enough volunteer help for DWOS?

We are requiring one member at the Board level from your Organization to be available for the monthly DWOS committee meetings. This will enable that person to report back to your organization about important DWOS information.

Your Organization will also need to provide a Fundraising Captain to assist your dancer in obtaining sponsors and votes.

The Vote Documentation/Submission individual is another important role. This person will work with your Treasurer to collect and provide your Organization's votes to the DWOS Vote Recorder.

In addition, your Organization will need to provide two people each night of the event after the show ends. One person will be responsible for taking credit card votes. The second individual will be responsible for counting cash and check votes made during the performance.

We are also requiring that participating organizations provide at least 8 volunteers during the event in March. This assistance covers a wide range of activities from morning set up of tables with decorations, place settings, etc., plus evening activities such as check-in tables, distributing wine glasses, serving as section concierges to ensure that attendees have what they need to enjoy dinner. Break down and clean up each evening after the performance is also needed.

The volunteers do not have to work together on any one aspect of these activities – they do not have to work on all three days of the event. Volunteers will be given an opportunity to provide help where they are best suited.

9. Do we have to provide a dancer from our Organization?

Not everyone wants to dance in public – although if you ask previous participants they will tell you it has been a magical time of their lives. In fact, many of the prior dancers now provide cameo appearances throughout the evening, depending on the theme of the show.

Inform FOAL/DWOS if you need help securing a dancer for your Organization. We will reach out to community supporters of DWOS to help find someone to dance on your behalf. In the past we have found Community Stars who are active and high-profile members of the community in both non-profit and business communities.

Each dancer is paired with a professional choreographer – these choreographers will provide the best training possible for your selected dancer.

#### 10. How do we raise the funds for our dancer?

The best way to raise funds is to secure Sponsors for your Organization. In addition, funds are raised by voting for your dancer. For every \$10 donated, your dancer will receive one vote. High-profile community and business dance volunteers garner a lot of votes!

We encourage dancers to hold special fundraising events to showcase a portion of their performance. All dancers are provided with a “voting box” which they can place with a local business explaining what the money will be used for. This enables everyone in the community to help your dancer.

An evening of music at someone’s home with wine and hors d’oeuvres with an admission charge to attendees is another example for fund raising.

Perhaps your Organization could hold a themed drawing or auction of one or more items, with proceeds going specifically to your DWOS dancer. The sky’s the limit – be creative!

Organizations are provided with a binder that details all these fund raising ideas.

All monies raised by your organization will be deposited directly into your organization's bank account. FOAL does not take any voting funds into its bank account.

However, your Organization will reimburse FOAL/DWOS for any sponsor seats and 10% of Gross proceeds less sponsor seat reimbursements and credit card processing fees (Pay Pal, Square, etc.) to help defray Event costs.

#### 11. When will we know if we have been selected to participate?

**The deadline for Applications to be received is May 31<sup>st</sup>.** During the first part of June the FOAL Board will vote on the applications. The successful organizations should be advised by the middle of June. A meeting with all the successful organizations and FOAL/DWOS committee members will occur in early August.

## 2018-2019 DWOS Important Dates

<b>2018</b>		
June 4	4:30-5:30 pm	Planning Meeting, Library Community Room
July 2	4:30-5:30 pm	Planning Meeting, Library Community Room
August 6	5:30-6:30 pm	Orientation for 2019 DWOS, Atascadero Library Community Room-Voting begins for community stars!
August 18	5:00-6:30 pm	"Dancing in the Streets!" Introduction of 2019 Community Stars, Choreographers and Artistic Director. Martin Paris Band stage @ Entrada and El Camino Real
September 3	5:00 pm	Publicity photos-2019 Community Stars/Choreographers @ Pavilion Gazebo
September 10	4:30-5:30 pm	Planning Meeting, Library Community Room
October 1		Publicity questionnaires due from stars and choreographers
October 1	4:30-5:30 pm	Planning Meeting, Library Community Room
October 6	9:00-11:30 am	Walk as 2019 Community Stars in Colony Days Parade-Details to follow
November 26	4:30-5:30 pm	Planning Meeting, Library Community Room
December 1		Goal deadline to secure sponsors. Forward list of sponsors to Sponsor Chairperson- Jeannie Malik
		No planning meeting in December- Happy Holidays!
<b>2019</b>		
January 7	4:30-5:30 pm	Planning Meeting, Library Community Room
January 11	7 am-11 pm	Online ticket sales for dancers/choreographers/organizations ONLY
January 14	7 am	Online ticket sales begin for PUBLIC
January 21	4:30-5:30 pm	Planning Meeting, Library Community Room
February 4	4:30-5:30 pm	Planning Meeting, Library Community Room
February 25	4:30-5:30 pm	Planning Meeting, Library Community Room
March 11	4:30-5:30 pm	Planning Meeting, Library Community Room
		Reimbursements for sponsor seats due to FOAL today (\$85 per seat)
March 18	9:00 am	Raised stage & wood flooring arrives and assembled by Kiwanis @ Pavilion
March 19	7:00 pm	All \$10 votes due. Now through March 23rd, dancer votes cost \$20 each
	7:00 pm	1 <sup>st</sup> Dress Rehearsal @ Pavilion
March 20	7:00 pm	2 <sup>nd</sup> Dress Rehearsal @ Pavilion
March 21	10:00 am	Set the tables for dinner and decorate venue
	4:00 pm	Volunteers arrive
	5:30 pm	DWOS guests arrive!
	6:30 pm	Dinner is served
	7:45-9:00 pm	SHOW TIME! (followed by open dancing) People's Choice Awarded
March 22	10:00 am	Set the tables for dinner and decorate venue
	4:00 pm	Volunteers arrive
	5:30 pm	DWOS guests arrive!
	6:30 pm	Dinner is served
	7:45-9:00 pm	SHOW TIME! (followed by open dancing) People's Choice Awarded
March 23	10:00 am	Set the tables for dinner and decorate venue
	4:00 pm	Volunteers arrive
	5:30 pm	DWOS guests arrive
	6:30 pm	Dinner is served
	7:45-9:00 pm	SHOW TIME! (followed by open dancing)
	10:00 pm	People's Choice & GRAND CHAMPION ANNOUNCED!