

**Blackbird School of Irish Dance**

Budapest 1089 Elnök utca 1.

<http://www.blackbirddance.hu>



# **Budapest Feis 2011**

## **International Irish Dance Championship**



**Organized by the Blackbird School of Irish Dance  
and the Emerald Shoe Cultural Foundation**

**28-30 January 2011  
Lőrinci Sports Hall, Budapest**

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Dear Sir / Madam,

I hereby would like to request your help regarding an event organized by our cultural foundation.

The Emerald Shoe Cultural Foundation and the Blackbird School of Irish Dance - which is a member school of the Irish Dancing Commission (CLRG) based in Dublin – will organize for the second time the „Budapest Feis” international Irish dancing championship in Hungary.

The „Budapest Feis 2010” was the very first Irish dance tournament organized in Hungary, attended by more than 240 competitors from Mainland Europe. In January 2010 Budapest at last took her place among the feis-organizing cities of Mainland Europe next to Berlin, Prague, Vienna, Milan, Moscow, St. Petersburg etc. The reception of the Budapest Feis was very positive both in Hungary and in other countries all over Europe, and so the event – organized at first only by a handful of volunteers and funded almost exclusively by our cultural NGO – has the opportunity to become one of the most prestigious cultural event for Irish dance in Central Europe in the years to come.

The tournament will take place again at the Lőrinci Sports Hall, the feis has already been registered by the Irish Dancing Commission.

To make the event a success again, we need financial supporters and advertisers. In these times of economic recession it is very hard for an NGO to provide the necessary funds and means for an international cultural event of such high standards.

By supporting the tournament and our cultural foundation you directly support Irish and Hungarian dance sport. In the past 10 years Hungarian dancers achieved levels of professionalism in Irish dance in dance shows and in competitions that we previously never dreamed of. Still, dozens of very talented young Hungarian dancers have no opportunity to take part in international dance tournaments solely because of financial reasons. A tournament organised in Budapest will give these dancers the opportunity to match their skills against competitors from Mainland Europe and even from Ireland and the UK without having to travel to distant countries; this is particularly true for transborder Hungarian minorities resident in Slovakia and Romania. The feis can also be considered a multi-cultural festival, e.g. one of the highlights of the previous feis was a Hungarian folk dance ensemble performing at the feis venue during an intermission amidst ovation from all the foreign and Hungarian competitors and spectators.

Through this cooperation we hope we can also offer possibilities for your company to advertise and to promote. We have outlined some sponsorship ideas but of course other ideas are welcome to help in achieving our common goal. We welcome not only financial support / direct sponsorship your company can offer, but also goods and services necessary for the event, promotion, media, etc.

I am looking forward to hearing from you

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### GENERAL INFORMATION

The date: **28-30 January 2011**  
The event: international, open, dance (sport) tournament  
Venue: Lőrinci Sportsarnok  
Address: 1183 Budapest, Thököly utca 5.  
Organizers: Blackbird School of Irish Dance, Emerald Shoe Cultural Foundation

Attendance: - 300 competitors, 35 dance schools from Mainland Europe and Ireland, Scotland, England  
- also attending: teachers, relatives, spectators: 500-600



### Target audience (estimate):

- Regional: Hungary, Austria, Slovakia, Romania, Ukraine, Serbia, Slovenia, Spain, Germany, France, Belgium, The Netherlands, Denmark, Russia, Czech Republic, Italy, Poland, Belarus, United Kingdom, Ireland
  - 85% female
  - 15% male
- Age groups: 5-55 years (65% between 15 and 20)

### "BUDAPEST FEIS 2010", THE FIRST INTERNATIONAL IRISH DANCE COMPETITION ORGANIZED IN HUNGARY



The organizers - the Emerald Shoe Foundation and the Blackbird School of Irish Dance - have opened a new chapter in the history of competitive Irish dance in Hungary and in Mainland Europe. The first tournament in Budapest was attended by 240 competitors. In 2011 due to the increasing popularity of Irish dance and the professional level of the „Budapest Feis 2010” we are expecting more participants and spectators from all over Europe. During the weekend

approximately 220 different dance competitions will take place, in several different age groups and on different levels from complete beginner to the most advanced levels. The most spectacular competition – the Budapest Open Championship – will be organized on Saturday afternoon. The opening gala of the tournament, a live music Irish dance show will be a separate event, organized on Friday night with the help of our partners, Hungarian dancers, musicians etc.



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### **PARTNERS**

#### **An Coimisiun le Rinci Gaelacha (CLRG), Irish Dancing Commission**

International dance sport organization, dedicated to the preservation and promotion of traditional Irish dance  
Homepage: [www.clrg.ie](http://www.clrg.ie)

#### **Registered Teachers Mainland Europe (RTME)**

Regional council of the Irish Dancing Commission  
Homepage: [www.europeanirishdancing.com](http://www.europeanirishdancing.com)

- Comhaltas Ceoltóirí Éireann
- Irish Embassy, Budapest
- Budapest XVIIIth district local government
- Seventh Day Cultural Foundation
- Diddly.com magazine and Irish dancing community website (Chicago)
- Irish Dancing Magazine (Bristol)
- Coincidance ensemble, contemporary Irish dance
- Feiswear (Irish dancewear, UK)
- Hungarian bands playing Irish music e.g. Firkin, Éirí
- Budapest Highlanders Pipe Band
- Budapest Scottish Dance Club
- Tébláb Hungarian Folk Dance Ensemble

#### **In return for your support we can**

- Offer VIP-tickets for the Dance Competition and for the Opening Gala (live Irish music and dance show)
- Place adverts in the official feis brochure
- Place larger adverts, backdrops in the venue
- Place adverts, banners, links at the websites [www.budapestfeis.hu](http://www.budapestfeis.hu) and [www.blackbirddance.hu](http://www.blackbirddance.hu) as supporters, advertisers
- Performance: Irish dance and Irish music at corporate events
- Give the opportunity to advertise during the event, place adverts, stands, sell products
- In case of long-term cooperation: banner and link exchange after the tournament, placing banner/advert on the Dance School's website [www.blackbirddance.hu](http://www.blackbirddance.hu)

