

NHSDA Preferred Vendor Program

A pilot program for the 2017-2018 school year

The National Honor Society for Dance Arts (NHSDA) is comprised of over 800 chapters throughout the nation. Over 4,000 members were inducted into the society during the 2016-2017 school year, and thousands of others have already begun working towards induction. The NHSDA Preferred Vendor Program was created to provide additional benefits to our inducted students who are maintaining excellence in Artistic Merit, Leadership, and Academic Achievement, while providing outstanding vendors a chance to increase awareness of their products and services.

If you are interested in becoming an NHSDA Preferred Vendor for the 2017-2018 school year, please complete the [Preferred Vendor Application](#).

NHSDA Preferred Vendor Benefits

1. **Webpage Listing.** Your company logo along with a brief statement (500 characters or less) and link to your website will be posted on our Preferred Vendor page of the NHSDA website. ***Preferred Vendor Web Page Coming September 2017***
2. **Dance Arts Now! Newsletter Listing.** You will be listed in each quarterly issue of Dance Arts Now! As an NHSDA Preferred Vendor.
3. **Dance Arts Now! ½ Page Ad.** ***Limited to first 10 vendors*** As a Preferred Vendor, you will be eligible for a semi-annual 1/2 page feature in the NHSDA newsletter: [Dance Arts Now!](#). A link to each quarterly newsletter is emailed out to all NHSDA Chapter Sponsors, Inductees, and Online Applicants.
4. **Featured Preferred Vendor Social Media Post Package.** ***Limited to first 10 vendors*** Preferred Vendors are eligible for two “Featured Preferred Vendor” posts on our NHSDA and NDEO social media platforms (Official NHSDA Facebook, Twitter, and Instagram accounts, and official NDEO Facebook, Twitter, and LinkedIn pages) between October 2017 and July 2018. Your Featured Preferred Vendor Social Media Post Package can include:
 - Up to 10 images or 1 one-minute video accompanied by a caption (limit 700 characters) - to be shared on Facebook, Instagram, and LinkedIn
 - 1 photo or one-minute video accompanied by a 140 character caption - to be shared on Twitter (Please note that a URL of any length will be altered to 23 characters. Your character count will reflect this.)

Note: Specific dates for “Featured Preferred Vendor posts on social media may be requested, however NDEO does not guarantee that all date requests will be accommodated. If no date is requested, NDEO will select and notify you of your date.

- **Optional Scholarship Sponsorship.** ***Additional Donation*** Students who have been inducted into the National Honor Society for Dance Arts (NHSDA) Secondary Program and are current juniors and seniors in High School are eligible for the **NDEO Artistic Merit, Leadership and Academic Achievement Award**, the highest student dance award in the nation. In addition to our standard Preferred Vendor Package, all NHSDA Preferred Vendors have the option to make a \$500 donation to the National Honor Society for Dance Arts Scholarship Fund as a sponsor of the *NDEO Artistic Merit, Leadership, and Academic Achievement Award*. To learn more about the award, and to view past recipients, please visit nhsda-ndeo.org/NHSDAAward. All sponsors will receive the following benefits:
 1. **Scholarship Webpage Listing.** Sponsors will be listed on our scholarship webpage.
 2. **Email Listing.** Sponsors will be listed in at least two emails announcing the scholarship to all Secondary Chapter Sponsors and Inductees
 3. **Social Media Sponsorship Listing.** Scholarship Sponsors will be listed in a thank you post on our social media platforms (Official NHSDA Facebook, Twitter, and Instagram accounts, and official NDEO Facebook, Twitter, and LinkedIn pages).
 4. **NDEO Conference Table Exhibit Discount.** Scholarship contributors will be given a \$100 discount on an exhibit table at the 2017 NDEO National Conference (if available)

NHSDA Preferred Vendor Requirements

- **Preferred Vendor Fee.** Participation in the NHSDA Preferred Vendor Program will require an annual fee of \$800. This has been discounted to a pilot program price of \$500 for the 2017-2018 school year.
- **Preferred Vendor approval through the NDEO Staff.** Organizations who would like to partner with NHSDA through the Preferred Vendor Program should be well established, and should reflect the values of the National Dance Education Organization and the National Honor Society for Dance Arts. The approval process begins with the [NHSDA Preferred Vendor Application](#), and may include follow up emails, phone calls, or a site visit.
NDEO reserves the right to refuse vendor applications for any reason
- **NHSDA Special Offer.** Preferred Vendors must provide a significant special offer for NHSDA chapters or inductees. Generally this will appear in the form of a discount, though additional special offers and adaptations for NHSDA chapters or students may be considered. All Preferred Vendor NHSDA special offers must be approved by the NDEO staff.

NDEO reserves the right to refuse vendor applications for any reason

Please contact Tiana Chambers at tchambers@ndeo.org with questions about the NHSDA Preferred Vendor Pilot Program.

The NHSDA is an official Program of the National Dance Education Organization (NDEO)