

2024



# Business Sponsors Packet **SPONSORSHIP**



**STREET LEGENDS & JR. LEGENDS** are Representing:  
Colorado Springs, Olympic City USA  
State of Colorado & USA



# WORLD OF DANCE SUMMIT

2024 USA CHAMPIONS, COLORADO TEAMS

## Street Legends



OLYMPIC CITY USA  
COLORADO SPRINGS  
USA **STREET LEGENDS**  
DANCE CREW 2024

GOLDEN TICKET WINNERS!!!

WE MADE IT! 2024 GOLDEN TICKET WINNERS

GOLDEN TICKET WINNERS!!!

## Jr. Legends



USA **JR. LEGENDS**  
DANCE CREW 2024



### The World Finals Competition

Qualifying teams from hundreds of global events are invited to compete in the annual World of Dance Finals, held every summer in California, USA. The World of Dance Finals takes place during our summit week, a 5-day international dance festival featuring the highest level of global competition.

Your experience includes: Competition, Summit Games, and Master Classes

TO SUPPORT:  
[WWW.JANDJHIPHOPDANCE.COM](http://WWW.JANDJHIPHOPDANCE.COM)



# About Us

**J & J Hip Hop Dance and Performing Arts Company** was established in August 2013, stemming from a blend of passion, positive community endorsement, and a profound love for dance, and the arts. Over ten years of operation, the studio has seen remarkable growth, now boasting a student body of nearly 400 students in 2024 and showing continuous expansion. Despite the challenges posed by the COVID-19 pandemic and the closure of numerous local studios, J & J has persevered, leaving an indelible mark on both Olympic City USA, and Colorado!

**Noteworthy is its recognition as a four-time winner** in the Gazette Best of Springs awards. The students currently enrolled at J&J find solace in the studio, viewing it as a sanctuary where they are embraced, valued, and shielded. Honorably represented by the inspirational competition teams, Street Legends and Jr. Legends, J&J extends its performances beyond its walls to communities across Colorado, imparting messages of hope, fortitude, and resilience to disadvantaged and vulnerable youth.

**Through dance and inspirational performances, these endeavors aim to inspire young individuals to seize control of their lives and embark on a more promising trajectory.**

Pro Team Street Legends, and newly added Jr. Legends have graced the stage at numerous prominent venues annually, to include credited engagements with the Denver Nuggets, Harlem Globetrotters, Colorado Springs Switchbacks, and Colorado Springs Vibes, among many others. Their appearances have garnered attention from various media outlets, such as Gazette Newspaper, FOX21 morning shows, as well as amassed a substantial following on social media platforms like YouTube, Facebook, Instagram, and TikTok. The teams have featured videos on World of Dance multi-million followers socials as representatives of Colorado.



"Inspiring a diverse and multicultural community through dance."

## Street Legends & Jr Legends Teams

In its official third season, the distinguished pro team "Street Legends" has secured a spot in the 2024 World of Dance USA & World Championships through the coveted GOLDEN TICKET earned at the WOD Auditions. "Jr. Legends" also claimed a Golden Ticket this season and are joining the USA Jr. Championship competition for the first time! Historically, this competition stood as the premier televised dance contest in the United States, previously broadcasted on NBC. In 2023, Street Legends proudly represented Colorado, Colorado Springs, and the USA at the WOD2023 Championships, clinching the 11th position nationwide. Merely .67 points shy of reaching top 10 USA Teams and World Championships. However, they brought home medals for "Best Theme" among all USA Teams with their performance sharing awareness concerning suicide.

Street Legends & Jr. Legends are resolute in elevating their performance to ascend to the pinnacle for Colorado, and the USA. These crews are determined to get to WOD 2024 and take their teams to the top for Colorado and USA. Only with the help of local and statewide business sponsors is this dream possible. Let's bring home a WIN for Colorado! We need your help to get there!



Colorado's Pro Dance Teams





Lu Cantu, center; Elijah Lockette, right; and the rest of the Street Legends Dance Crew warm up this month during practice at the J&J Hip Hop Dance & Performing Arts Company in Colorado Springs.

COVER OF "LIFE" SECTION IN GAZETTE SUNDAY NEWSPAPER

"Over the years, the dance company has been one of the city's go-to studios for professional performances. Their dance teams have performed during Harlem Globetrotters shows at The Broadmoor World Arena, during halftime at Denver Nuggets and Switchbacks games, and at events hosted by the Cultural Office of the Pikes Peak Region, Better Business Bureau of Southern Colorado and other organizations. What's most important to them, though, is being a safe haven for kids who need stability and a positive atmosphere."

- Jennifer Mulson, Cos Springs, Gazette

L4 | THE GAZETTE | SUNDAY, FEBRUARY 25, 2024



PHOTOS BY CHRISTIAN MURDOCK, THE GAZETTE

Elijah Lockette and the Street Legends Dance Crew work out at the start of their practice this month at the J&J Hip Hop Dance & Performing Arts Company in Colorado Springs.

Family Groove

Colorado Springs family-owned dance company provides training, safe space, community

their kids might be out causing a ruckus on a Saturday night. Not the kids in the Street Legends Dance Crew at J&J Hip Hop Dance & Performing Arts Company. They have better things to do and moves to make — moves that might earn them a third-place ticket to compete at this summer's World of Dance competition in California. The 20-person dance team of teens and 20-somethings sprawls across the studio floor on a Tuesday night, quietly listening to studio co-owner Joseph Cantu. Among them are the four Cantu kids, three sons and a daughter, ages 14 to 23, who teach at the studio. Cantu, whom many of the kids call Pastor J, talks about the World of Dance faith-based studio will host in April and ends with a prayer of encouragement and love. "Give these kids the strength to come here to their second home, a place to escape through movement, and where everyone loves them," he says. After earning a spot in the competition the last two years, Street Legends came in

Video online To view a video of Street Legends Dance Crew, go to gazette.com

SEE DANCE • PAGE 4

Colorado Springs family-owned dance company provides training, safe space, community



The Street Legends Dance Crew at J&J Hip Hop Dance & Performing Arts Company, led by studio co-owner Joseph Cantu, is preparing for the World of Dance competition in California after earning a spot for the third consecutive year. The 20-person dance team, comprised of teens and 20-somethings, not only focuses on dance but also serves as a faith-based community offering encouragement, inspiration, and a sense of family for its members, who come from diverse backgrounds and have found social and personal growth through hip-hop dance.

DANCE FROM PAGE 1

11th place in the U.S. last year. Romeo Cantu was dubbed World of Dance champion last summer. The big win earned him one golden sneaker award that now hangs in the lobby. For a kid, it's time to work on their 6-minute hip-hop piece. Joseph's son LJ makes over a 10-minute set to a black jacket, a red bandana and a gold chain. The crew's lead dancer, Monique, points out of the speakers as the dancers face the mirrors and start their motion perfectly paired to the heartbeat of the beat. They don't get far before the music stops and LJ has them work, chunk by chunk, through the choreography, creating crisp, strong, synchronized arm and leg movements that smolder with emotion. "This Street Legends team and our company is never going to be just about dance," said Joseph, who owns the studio with his wife, Stephanie Cantu. "It's about inspiring and building character and giving kids a home and a place to escape through great training and dance."

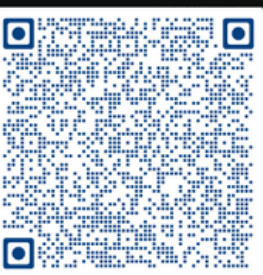
This dance team, general at the competition. Joseph said the trip over to the studio with his wife, Stephanie Cantu. "It's about inspiring and building character and giving kids a home and a place to escape through great training and dance."



Zion Moore adds a little makeup, while Elijah Lockette watches before the Street Legends Dance Crew practice this month.



Choreographer Romeo Cantu strikes a move during this month's practice for the Street Legends Dance Crew.



SCAN ME

BREAKING NEWS

Colorado Springs family-owned dance company provides training, safe space, community



SPRINGS LAW CENTER David Kelly

Please scan to access the complete article and view the video footage.



**SCAN**  
TO VIEW MANY OF OUR  
PERFORMANCES ON OUR  
WEBSITE

Cultural Office of The  
Pikes Peak Region

Elevated by Art Film

CBN 700 CLUB

Fox 21 News

SOCO CW

Pueblo Has Talent

Colorado State FAIR

Colorado Business for The  
Arts

Switchbacks

4th of July Fireworks Shows

World of Dance

Multi-Milion Followers Social Platforms

Gazette, Best Of Springs Magazine  
2021, 2022, 2023, 2024

BBB of Southern Colorado

Amazon, Denver &  
Amazon, Colo Sprgs

AAYLC  
African American Youth Leadership  
Conference

Gazette Newspaper

State Fair Parade

Denver Nuggets

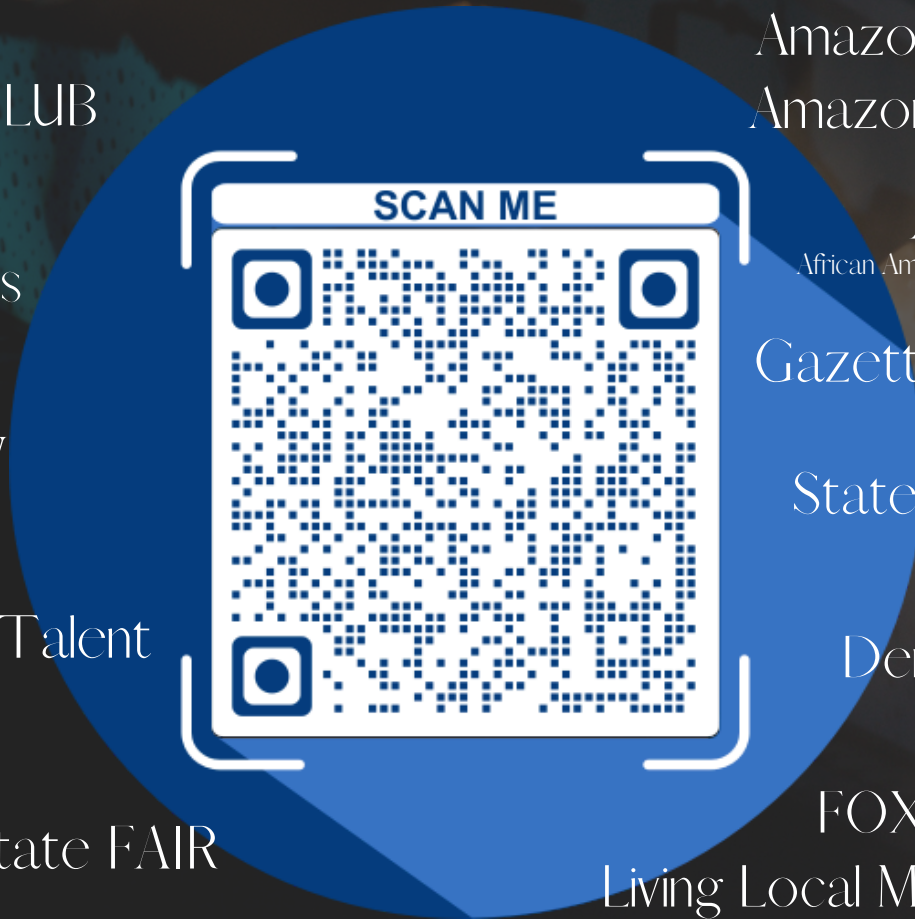
FOX21

Living Local Morning Show

Harlem Globetrotters Halftime

Broadmoor World Arena

WHAT IF Festival  
Shout Out Colorado  
Magazine





# Help

What can you help with?

## SPONSORSHIP TIERS

### 4 - 6



### TIER VI Legendary

\$10,000

- Logo Sponsorship status on all J & J printed and online promotions until Dec 2024
- 1 Event Studio Facility Use (Schedule with owners) (\*Event Rental Rules Apply)
- 1 Dance performance for Birthday, or personal family event
- Professional Social Media Dance Video AD promoting your business. \*Team specific
- Flyers and business cards displayed in lobby information area (You provide)
- Stand out Logo printed on Team Specific Practice T-Shirts (Street Legends or Jr. Legends)
- Verbal shout-out as *MAJOR* Sponsor at Showcase and Recital until Dec 2024
- Business exclusivity promise. No other competing business allowed as "Legendary" Sponsor
- +Tier V
- +Tier IV
- +Tier III
- +Tier II
- +Tier I

- FULL PAGE/ Back Cover Ad in our 2024 Recital (Nearly 1K in attendance)
- 1 team specific performance for your business event
- Full Social Media sponsorship status representation
- Verbal shout-out at 2024 Recital / Showcase (Nearly 1K in attendance)
- Business Vendor full table at 2024 Winter Recital
- +Tier IV
- +Tier III
- +Tier II
- +Tier I

### TIER V Cultivator

\$7,000

### TIER IV Foundations

\$5,000

- Business Logo/Marketing Banner at ALL team specific performances in until Dec 2024 (Street Legends or Jr. Legends)
- Business Marketing promo ad reel broadcast in lobby until Dec 2024
- Full page ad in 2024 Winter Recital/Showcase Program (\*Nearly 1K attendees)
- +Tier III
- +Tier II
- +Tier I + 2x J & J Be Legendary Hoodies





# SPONSORSHIP TIERS

## LEVEL 1 - 3

### TIER III

Top Rock

\$3,000

- Business Logo/Marketing Banner at (3) performances until December 2024\*  
\*(Performances often include Switchbacks, Nuggets, Globetrotters, Fox21 Morning News, World of Dance, Locals Schools, and much more...)
- Logo placement on specific teams Practice Shirts / To be worn to World of Dance (Street Legends or Jr. Legends)
- +Plus Tier II - \*Sponsor logo on J & J Website to include a short paragraph w/ marketing information.
- +Plus Tier I \*4 Tickets to Dec 2024 Showcase

- Business Logo/Marketing Banner or Poster hung in Studio until Dec 2024 (Nearly 400 families traffic weekly)
- J & J Website Sponsor Logo placement until Dec 2024
- Business Vendor shared table space at our 2024 Winter Recital (Nearly 1K attendees)
- PLUS ALL TIER I

### TIER II

Rock Steady

\$1,000

- Business Logo/Marketing Banner promoted on our nearly 4k followers Socials as a Season 2024 supporter through Sept 2024
- Business Logo broadcast in lobby through Sept 2024
- Marketing sponsorship email BLAST sent to 400+ J&J families and students with your business information.
- 2 FREE Tickets to J & J 2024 December Showcase
- Signed Street Legends or Jr. Legends Season 2024 Poster
- 2x J & J "Be Legendary" T-Shirts

### TIER I

The Groove

\$500

ANY Donations \$100 up receive ONE FREE J & J Be Legendary T-Shirt & Signed Poster of the supported team.

\*Out of Colorado Springs sponsors only pay shipping cost to receive your gift. Call for details...

Any sponsors considered should align with J & J's mission, morals, and standards. Ask for details.





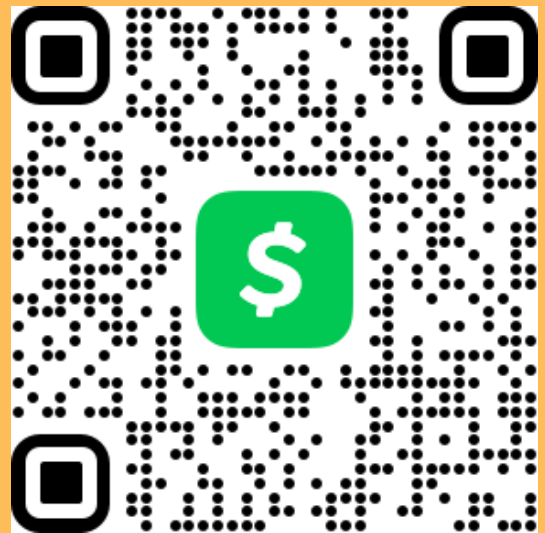
# WAYS TO DONATE



## PAYPAL



## CASH APP



## VENMO



## CHECK/CASH

Checks can be  
made payable  
to:

J & J Hip Hop Dance, LLC  
1352 N Academy Blvd  
Colorado Springs, CO 80909





To Become a Sponsor Today  
Call Our Office:  
719.418.5974

Email

[Info@JandJHipHopDance.com](mailto:Info@JandJHipHopDance.com)

J & J Hip Hop Dance & Performing Arts Co.  
Owners: Joseph & Stephanie Cantu  
on behalf of:

World of Dance  
Street Legends Dance Team  
& Jr. Legends Dance Team

1352 N Academy Blvd  
Colorado Springs, CO 80909  
[www.JandJHipHopDance.com](http://www.JandJHipHopDance.com)