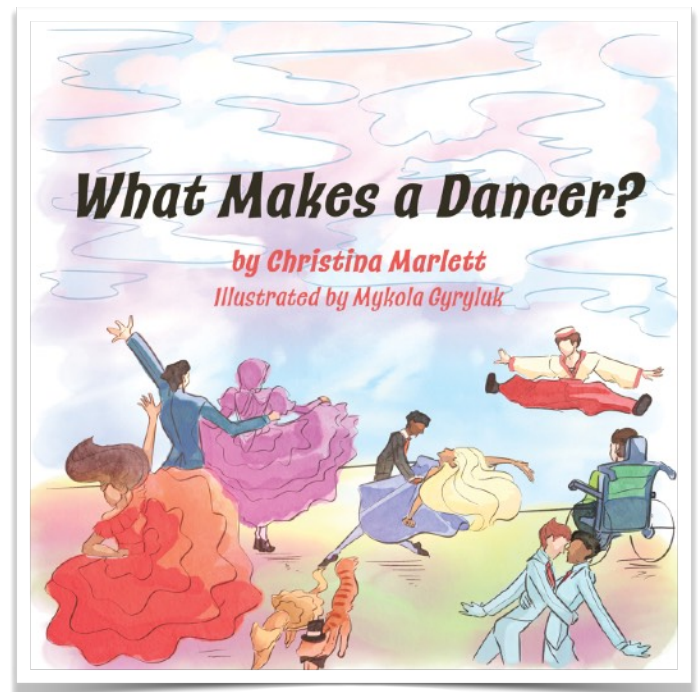


December 22, 2022

Dear Dance Educator,

In celebration of her newly published book, ***What Makes a Dancer***, local author Christina Marlett is offering a unique fundraising opportunity for dance studios in Calgary! She would love to help you and your students meet any fundraising goals you may have for 2023.

As a former Physical Education and Dance teacher with the CBE, getting kids moving and engaging through the arts is one of Christina Marlett's greatest joys. She loves to create win-win situations and is hoping to partner with your studio in one of three ways.



Option 1

- ★ 10-100 copies of ***What Makes a Dancer*** delivered to your studio at a discounted price of \$11.99/book.
- ★ You pay a deposit of \$5.99/book upfront.
- ★ Permission to sell the books at \$14.99/book or more, and you keep the proceeds.
- ★ You make a minimum of \$3/book for each sold copy.
- ★ You pay the remaining \$5.99/book for any sold or damaged books after 4 weeks, and we collect any unsold copies.
- ★ A complimentary curated playlist of music provided by the author that is meant to accompany the dance styles in the book.



Option 2

- ★ 101-200 copies of ***What Makes a Dancer*** delivered to your studio at a discounted price of \$9.99/book.
- ★ You pay a deposit of \$5.99/book upfront.
- ★ Permission to sell the books at \$14.99/book or more, and you keep the proceeds.
- ★ You make a minimum of \$5/book for each sold copy.

- ★ You pay the remaining \$4/book for any sold or damaged books after 8 weeks, and we collect any unsold copies.
- ★ A complimentary curated playlist of music provided by the author that is meant to accompany the dance styles in the book.

Option 3

- ★ 201+ copies of ***What Makes a Dancer*** delivered to your studio at a discounted price of \$7.99/book.
- ★ You pay for the books upfront.
- ★ Permission to sell the books at \$14.99/book or more, and you keep the proceeds.
- ★ You make a minimum of \$7/book for each sold copy.
- ★ You own the books and can sell them or give them away on your timeline.



- ★ A complimentary curated playlist of music provided by the author that is meant to accompany the dance styles in the book.
- ★ An opportunity for an author reading and signing at your studio.

We hope you will consider one of the above options. Beyond the excitement and unique opportunity for your students and staff to connect with a published, local author, as well as the potential financial benefits to your studio, there are many important lessons to be learned from this book.

Important Lessons from What Makes a Dancer



- ★ Believing in yourself
- ★ Experiencing the joy of movement
- ★ You don't need to be a trained dancer to enjoy the benefits of dancing
- ★ Dance is a global experience that connects us with each other
- ★ The power of inclusion

We encourage you to contact info@artispress.ca with any questions you may have and to order your books.

We look forward to hearing from you soon.

Sincerely yours,

A handwritten signature in black ink that reads "Elaine M. Hileman". The script is fluid and cursive, with a large, stylized 'E' and 'H'.

Elaine Hileman, Editor

Artis
PRESS