

**THE 5TH ANNUAL  
NEW YORK HUSTLE CONGRESS  
Presents...**



## **Hustle For The Hounds**

### **A Charity Event**

**Proposed by**

**Lori Brizzi**

Event Director

NY Hustle Congress

126 West 74<sup>th</sup> Street, Suite B

New York, NY 10023

(212) 496-2427 Direct

(516) 728-6101 Mobile

LoriBrizzi@aol.com

[www.nyhustlecongress.com](http://www.nyhustlecongress.com)

July 1, 2009

## TABLE OF CONTENTS

<b>I.</b>	<b>STATEMENT OF INTENT .....</b>	<b>4</b>
	a. Mission Statement	
	b. Objectives/Goals	
<b>II.</b>	<b>EVENT DESCRIPTION .....</b>	<b>5</b>
	a. Potential Media Partners	
<b>III.</b>	<b>EVENT STAFF .....</b>	<b>6</b>
	a. Event Coordinator/Support Staff	
<b>IV.</b>	<b>VENUE .....</b>	<b>7</b>
<b>V.</b>	<b>FUNDING OPPORTUNITIES .....</b>	<b>8</b>
<b>VI.</b>	<b>POTENTIAL BENEFICIARIES/ PARTNERS ....</b>	<b>8</b>
<b>VII.</b>	<b>APPENDICES</b>	
	a. Fast Facts ... ..	9
	b. Media Sponsorship Benefits .....	10
	c. Media/Vendor Commitment Form .....	11
	d. Sponsorship Levels .....	12
	e. Press Release .....	13

## I. STATEMENT OF INTENT

### A. Mission Statement

To enhance the financial support, awareness, and visibility of Hustle for the Hounds support of the “no-kill” movement, growing initiative to halt the euthanasia of sheltered animals as a result of overcrowding.

### B. Objectives/Goals

To raise \$50,000 through registration sales and sponsorships in order to increase animal shelter and rescue services such as education, veterinary care, spaying, neutering, and pet identification



## II. EVENT DESCRIPTION

The New York Hustle Congress takes place in the heart of New York City, the capital of the world and birthplace of the “hustle” this September 3<sup>rd</sup> to September 6<sup>th</sup>, 2009. It features a weekend of competitions, featuring 8 different kinds of dance from salsa, west coast swing, and hustle, workshops with some of the nation’s top instructors, and dancing all night long.

This year marks the 5<sup>th</sup> year of the New York Hustle Congress, which runs simultaneously with the New York Salsa Congress, which is now in its 9<sup>th</sup> year. Held annually in the New York Hilton Hotel’s fabulous Trianon and Petit Ballrooms, this year’s Congress promises more dancing than ever. Last year, over 2,000 room nights were sold for participants from all over the country. This year, we anticipate an increased number of registration from visitors and local participants from the Tri-State area.

The weekend begins with a kick-off party Thursday night at Iguana’s Restaurant and Nightclub. The Saturday evening competition will stage world champion dance acts from around the globe, and host the charity event “Hustle for the Hounds” to benefit local animal rescue centers.

### Potential Media Partners



Abbe Raven  
President, CEO



David Zaslav  
President, CEO



Glenn A. Britt  
Chairman, CEO

**A&E Television Networks**  
235 East 45<sup>th</sup> Street  
New York, NY 10017

**Discovery Communications, Inc.**  
850 Third Avenue  
New York, NY 10022

**Time Warner Cable**  
One Time Warner Center  
New York, NY 10019

### III. EVENT STAFF

#### **Lori Brizzi, Event Director**

Acclaimed dancer and instructor, Lori has won numerous dance championships that include international Latin, theater arts and cabaret, and is a two time winner of the Zachary's Dance Contest, Sabado Gigante and the Daily News Mambo contest. Lori has also performed with several prestigious dance companies such as American Ballroom Theatre, and Swing Dance America, and has been the floor show at many New York City dance events. Lori has also performed at Lincoln Center, the Rainbow Room, the Copacabana, and the Latin Quarter.

Lori began teaching when she became hooked on the hustle and social dancing. She then branched off to all different styles of partner dance. Lori has taught and performed all over the world: in Germany, for *Club Med*, on *Norwegian*, *Carnival*, and *Holland America* cruise lines. At the end of the last millennium, a renewed love of hustle inspired her to start her monthly New York City Millennium Hustle parties, featuring a mix of contemporary and classic hustle, salsa, cha cha and west coast swing. Because of its popularity, it has blossomed into New York City's Premier Hustle Party. Lori and Millennium Hustle were recently featured on the History Channel series: "Our Generation, The Disco Years".

#### **Bonnie Herbert-Diaz, Animal Charity Event Coordinator**

A native of Boston, Bonnie has been dancing since age three. With over thirty years of dance competitions and teaching experience she combines her knowledge of theatre, ballet, jazz, tap, ballroom, Latin dance as well as Pilates, yoga and fitness to improve mind-body connection and perfect placement for the ultimate goal of having fun. Bonnie's "Ballroom Burn"<sup>TM</sup> and yoga has been featured on television's New York 1, The Apprentice, Martha Stewart, and has her own weekly cable show on MNN's channel 56.

Bonnie is an ACE Personal Fitness Trainer, and AFAA Group Fitness Instructor. She also has an Associate of Science degree in Recreational Therapy and is a former faculty member at New York University. She is also a former member of the American Ballroom Theatre, and is an international and national ballroom and Latin dance champion. Bonnie is a master teacher of ballroom dance, Latin coach and choreographer for Ballet Hispanico, and creator of the new workout "Latin Burn"<sup>TM</sup>

Bonnie is also an animal activist, having lobbied in Albany against the euthanization of sheltered animals. Living in New York City with five rescued animals, Bonnie remains and active volunteer at various animal shelters, and promotes fund raisers to foster their mission.

IV. VENUE



Travel should take you places®

1335 Avenue of the Americas  
New York, New York, United States 10019  
Tel: (212) 586-7000 Fax: (212) 315-1374



**Trianon Ballroom 5,280 sq. feet  
Maximum Capacity 600**

**Petit Trianon Ballroom 1,920 sq. feet  
Maximum Capacity 200**

## V. FUNDING OPPORTUNITIES



Philip L. Francis  
Chairman of the Board  
Chairman & CEO  
*PetSmart, Inc.*  
Barbara Fitzgerald  
Sr. Vice President, Special Projects  
*PetSmart, Inc.*  
19601 North 27th Avenue  
Phoenix, AZ 85027  
1-800-423-PETS



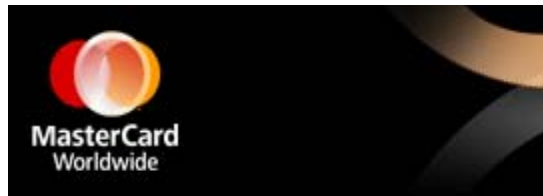
PETCO Animal Supplies, Inc.  
9125 Rehco Road  
San Diego, CA 92121  
Telephone Number:  
(858) 453-7845  
858 824 7257



Nestlé Purina PetCare Company  
Checkerboard Square  
St. Louis, Missouri 63164  
(314) 982-1000  
Keith Schopp, Public Relations  
Nestlé Purina PetCare  
Email: [kschopp@purina.com](mailto:kschopp@purina.com)  
Phone: 314-982-2577  
Fax: 314-982-2752



7250 Poe Avenue  
Dayton, Ohio 45414  
Phone: (800) 675-3849



## VI. POTENTIAL BENEFICIARIES AND/OR PARTNERS



Animal Care & Control  
of New York City





**FREQUENTLY ASKED QUESTIONS ABOUT THE NY HUSTLE CONGRESS  
and  
THE HUSTLE FOR THE HOUNDS CHARITY EVENT**

**What is the New York Hustle Congress?**

The New York Hustle Congress, now in its fifth year, is a national dance competition held every Labor Day Weekend at the Hilton Hotel in New York City along side the New York Salsa Congress. Over 10,000 people are expected to fill the ballrooms to take part in workshops, competitions, and multiple styles of dancing all weekend long.

**What is the Hustle for the Hounds Charity Event?**

The Hustle for the Hounds charity event will be held during the Saturday evening dance competition. The purpose of this event is to enhance the financial support, awareness, and visibility of the “no-kill” movement, the growing initiative to halt the euthanasia of sheltered animals as a result of overcrowding. Through registration sales and sponsorships, the New York Hustle Congress will provide valuable funding to increase animal shelter and rescue services such as education, veterinary care, spaying, neutering, and pet identification.

**Who receives funding and how is the money distributed?**

Selected animal rescue shelters in the New York City area that are part of the “no-kill” movement will receive funding.

**What else can you tell me?**

- Approximately 8-12 million companion animals enter shelters nationwide every year, and approximately 5-9 million of those animals are euthanized due to overcrowding. Because animal care and control agencies are not regulated, these numbers may be larger.
- Over half of the dogs in shelters are destroyed simply because there is no one there to adopt them, while only 25% are actually adopted.
- Too many animals, and not enough caring people to adopt or temporarily foster them, result in the killing of over 100 reasonably young, friendly and healthy pets each day.



The 5<sup>th</sup> Annual New York Hustle Congress  
September 3<sup>rd</sup> through September 6<sup>th</sup>, 2009

The New York Hilton Hotel  
1335 Avenue of the Americas  
New York, NY 10019

## 2009 MEDIA SPONSORSHIP OPPORTUNITY

### Media Sponsor Benefits

- “The Hustle”, is a dance most popular with Baby Boomers, the generation with the greatest buying power in the history of this country. According to a recent study by the *Nielsen Corporation (Dec. 08)*, Baby Boomers spent over 230 billion dollars in consumer packaged goods and products. Moreover, Baby Boomers are a great target market for advertising, and spend more time watching television and on the internet than Millennials aged 18-44. By sponsoring our event, you have the opportunity to enhance the image of (newspaper/station) and increase visibility within this market.
- Recognition on signage boards, event banner, and promotional materials including flyers, website, news releases, advertisement
- Listed as a media sponsor/vendor on over 10,000 printed program booklets and registration forms.
- Sponsor Booth/Vendor Table with the opportunity to display company banner and products and/or materials
- Two VIP passes for the event, in addition to press passes for coverage of the event



5<sup>th</sup> Annual New York Hustle Congress  
Lori Brizzi, Event Director  
126 West 74<sup>th</sup> Street, Suite B  
New York, NY 10023  
(212) 496-2427  
(516) 728-6101  
LoriBrizzi@aol.com  
www.NYHustleCongress.com

## MEDIA/VENDOR SPONSORSHIP COMMITMENT FORM

Please fill out the information below. Completion of the sponsorship commitment is due no later than **July 31, 2009**.

Please check one.

**YES! We would like to sponsor the 5<sup>th</sup> Annual New York Hustle Congress.**

Our cash contribution will be \_\_\_\_\_

Please enclose check made payable to NY Hustle Congress

Our goodwill contribution will be \_\_\_\_\_ (approximate value)

Please list our company as follows:

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

Website: \_\_\_\_\_

**SORRY! We cannot sponsor you event this year, but please send us information for future events**



5<sup>th</sup> Annual New York Hustle Congress  
 Lori Brizzi, Event Director  
 126 West 74<sup>th</sup> Street, Suite B  
 New York, NY 10023  
 (212) 496-2427  
 (516) 728-6101  
 LoriBrizzi@aol.com  
 www.NYHustleCongress.com

## SPONSORSHIP LEVELS

Please fill out the information below. Completion of the sponsorship commitment is due no later than **July 31, 2009**.

### PLATINUM \$1,000

Includes 2 VIP passes to event  
 Vendor Table  
 Full Page Ad

### VENDOR TABLE \$750

Banner in the Ballroom  
 Full Page Ad

### LINK YOUR ORGANIZATION

On Our Website \$100  
 Program Booklet Directory \$100 Website/  
 PB Directory \$150  
 Website/ PB Directory \$150

### GOLD \$500

Includes one VIP Pass to the event  
 Vendor Table  
 Half Page Ad

### SILVER \$275

Full Page Ad

### BRONZE \$175

Half Page Ad



**YES! We would like to sponsor the 5<sup>th</sup> Annual New York Hustle Congress.**

Level (Please circle one)

Platinum      Sponsorship Banner      Gold      Silver      Bronze

Please make checks payable to NY Hustle Congress

Amount Enclosed      \$ \_\_\_\_\_



**SORRY! We cannot sponsor you event this year, but please send us information for future events**



**Lori Brizzi, Event Director  
New York Hustle Congress  
126 West 74<sup>th</sup> Street, Suite B  
New York, NY 10023**

## **PRESS RELEASE**

**Come Hustle for the Hounds at  
The 5<sup>th</sup> Annual New York Hustle Congress  
September 3<sup>rd</sup> through September 6<sup>th</sup>, 2009**

**The New York Hilton Hotel  
1335 Avenue of the Americas  
New York, NY 10019**

**July 1, 2009**—More than 10,000 participants are expected this Labor Day weekend at the 5<sup>th</sup> Annual New York Hustle Congress and the 9<sup>th</sup> Annual New York Salsa Congress for four days of non-stop dancing. This dance spectacular featuring various styles of dance, competitions, and workshops taught by world champion dancers, is being held at the Hilton Hotel in the heart of New York City.

The holiday weekend will begin with a kick-off party Thursday night at Iguana Restaurant and Dance Lounge (240 West 54<sup>th</sup> Street between 8<sup>th</sup> and Broadway). Workshops in Hustle, West Coast Swing, Salsa and more start Friday at the Hilton and run all weekend long. Competitions will be held afternoons and evenings, and there will be multiple floors of social dancing all night long. The Die Hard Closing Party, which is being held Sunday night, is an event you surely don't want to miss!

This year, the Saturday Night Dinner and Dance Show, "Hustle for the Hounds" will be a charitable event benefiting animal rights and rescue centers in the New York area that are part of the "no-kill" movement, the growing initiative to halt the euthanasia of animals in shelters as a result of overcrowding.

The 5<sup>th</sup> Annual New York Hustle Congress is presented by Disco Diva Lori Brizzi, the premier hustle promoter in the tri-state area. Lori hosts the most successful dance parties in New York City that attract hundreds every week.

For more information, call (516) 728-6101, click on [www.NYHustleCongress.com](http://www.NYHustleCongress.com), or email Lori at [LoriBrizzi@aol.com](mailto:LoriBrizzi@aol.com).

