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PRESENTED BY  
**LIVE IT UP STUDIO**

LIVEITUPSTUDIO.COM  
605-209-3770

The BOX - The Box Elder Events Center  
631 Watiki Way, Box Elder, SD 57719

# ABOUT THE EVENT

Black Hills Aerial Cup is a Premier Aerial Arts Competition bringing together circus artists all over the Midwest. From amateurs to professionals; youth to adults.

Black Hills Aerial Cup is held annually in the heart of the Black Hills, Rapid City, SD. The first Black Hills Aerial Cup was produced by Live It Up Studio and held in 2021. Competitors came from all over South Dakota, Wyoming, Nebraska, Minnesota and Colorado.

The Black Hills Aerial Cup 2025 stands out as a milestone event celebrating its 5th anniversary, making it a special occasion to honor its journey and achievements in the aerial arts community.



## EVENT TIMELINE

**Friday, April 11th** - Checking, Stage Testing, Competition

**Saturday, April 12th** - Checking, Stage Testing, Competition, Showcase

**Sunday, April 13th** - Workshops and Seminars, Stage Testing, Competition, Showcase, Awards Ceremony

# COMPETITION EVENT DETAILS

The Black Hills Aerial Cup welcomes participants aged 5 and up, embracing all skill levels - from beginners taking their first flight to elite performers pushing the boundaries of what's possible.



## WHY THIS EVENT IS IMPORTANT?



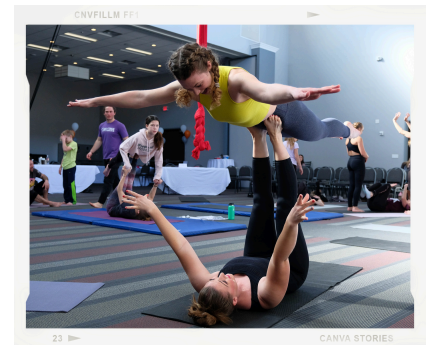
### PERFORMANCE

We believe that every young individual deserves the opportunity to explore their passions and find their calling. By introducing them to the world of aerial sports, we open doors to new horizons and pathways creating for learning and growing they might never have imagined.



### FRIENDSHIP

The Black Hills Aerial Cup is a celebration of unity and friendship, where athletes, families, and supporters come together to share their passion for aerial sports. We believe that through shared experiences, we can strengthen the bonds that tie our community together.



### LEADERSHIP

Through mentorship, collaboration, and the pursuit of excellence, we aim to mold our youth into not only skilled athletes but also confident leaders who can navigate the complexities of the world.



# EVOLUTION OF BHAC



**2021**

The 1st Black Hills Aerial Cup bringing together Black hills aerial community totaling at 50 competitors.



**2022**

2 days of amazing performances, shared experiences, learning and inspiration with over 70 participants from 4 states.



**2023**

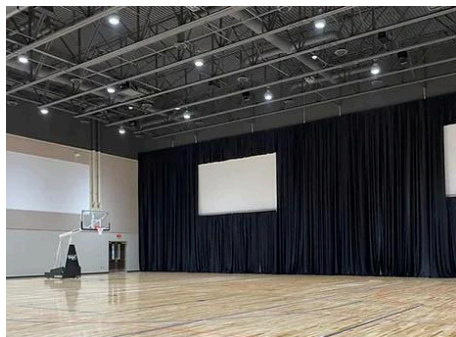
Black Hills Aerial Cup is Premier Aerial Arts Competition bringing together for 3 days representatives from 6 states and 9 schools, over 100 competitors and with over 200 guests.

**2024**

**Black Hills Aerial Cup 2024:**

- More talent and higher level of skill
- New venue and improved customer experience
- New connections, new partnerships and more growth

Black Hills Aerial Cup 2024 was held at THE BOX. The Box Elder Events Center - is the Midwest's newest state-of-the-art facility that hosts a wide array of sporting events.



# SPONSORSHIP



We are thrilled to extend to you an exclusive invitation to become a key partner in the upcoming Black Hills Aerial Cup 2025. As a valued business leader, your support can make a profound impact on the success of this event and contribute to its significance within our community.

The Black Hills Aerial Cup 2025 promises to be a mesmerizing showcase of talent, skill, and daring acts by aerial athletes from across the Midwest.

Sponsorship plays a pivotal role in realizing the full potential of this event. By becoming a sponsor, your business can:

- 1. Enhance Brand Visibility:** Align your brand with an event that captures the attention of sports enthusiasts, families, and individuals passionate about health and fitness. Your company's logo will be prominently featured across our promotional materials, event signage, and online platforms, providing you exposure to a wide and diverse audience.
- 2. Community Engagement:** Showcase your commitment to the local community by supporting an event that brings people together and encourages physical activity, discipline, and dedication. Your involvement will be recognized as an investment in the growth and vitality of our community.
- 3. Networking Opportunities:** Gain exclusive access to a dynamic network of fellow sponsors, athletes, and attendees during the event, allowing you to forge valuable connections and explore potential collaborations.
- 4. Social Responsibility:** Demonstrate your dedication to social responsibility by contributing to an event that empowers individuals of all ages and backgrounds to achieve their personal best and promotes inclusivity within sports.

Enclosed with this package is a detailed sponsorship prospectus that outlines the various sponsorship tiers and associated benefits. We have crafted these packages to suit a range of budgets and objectives, ensuring that every business can find a sponsorship level that aligns with their goals.



## GOLD TIER

**\$1000**

- 8-foot In-Person Booth at the event
- Opportunity to present and introduce business at the event
- Ad in the program - ability to add a coupon or promotion
- Ad space in email to all competitors
- 4"x4" Logo print on the event shirts
- Opportunity to add an item in competitor and judge goody bags
- Sponsor social media post on Instagram and Facebook Pages
- Sponsor feature on website
- Sponsor banner feature at the event
- 5 competition passes for the full weekend
- 1 free PRIVATE group class for up to 8 people at Live It Up Studio

*If being a sponsor is unattainable for you this year, we also welcome monetary donations and/or swag, products, beverages for the competitors to have access to throughout the weekend.*

## SILVER TIER

**\$750**

- Opportunity to present and introduce business at the event
- Ad in the program - ability to add a coupon or promotion
- Ad space in email to all competitors
- 3"x3" Logo print on the event shirts
- Opportunity to add an item in competitor and judge goody bags
- Sponsor social media post on Instagram and Facebook Pages
- Sponsor feature on website
- Sponsor banner feature (provided by the business)
- 3 competition passes for the full weekend
- 3 free group classes at Live It Up Studio

## BRONZE TIER

**\$500**

- Ad in the program - ability to add a coupon or promotion
- Ad space in email to all competitors
- Opportunity to add an item in competitor and judge goody bags
- Sponsor social media post on Instagram and Facebook Pages
- Sponsor feature on website
- Sponsor banner feature at the event (provided by the business)
- 2 competition passes for the full weekend
- 1 free group class at Live It Up Studio

*If being a sponsor is unattainable for you this year, we also welcome monetary donations and/or swag, products, beverages for the competitors to have access to throughout the weekend.*

## STUDENT SPONSOR

**\$250**

We are excited to introduce you to a unique opportunity to support an exceptional athlete and contribute to the success of their journey in aerial arts. However, the journey to excellence comes with financial demands, particularly in terms of training, equipment, travel, and competition fees.

By becoming a sponsor, you will:

- Foster the growth of local talent and contribute to the aerial arts community.
- Enhance your brand's visibility among sports enthusiasts, supporters, and potential customers.
- Showcase your commitment to empowering individuals to reach their goals.
- Sponsor social media post on Instagram and Facebook Pages with the foster athlete
- Sponsor feature on website
- Sponsor banner feature at the event
- 1 competition pass for the full weekend

*If being a sponsor is unattainable for you this year, we also welcome monetary donations and/or swag, products, beverages for the competitors to have access to throughout the weekend.*



# A WORD FROM A FOUNDER

*"I'm so excited to share how much the Black Hills Aerial Cup has grown over the past few years! What started as a passion project has become a space for inspiration, connection, and growth for our community.*

*At its core, our mission is simple: to empower young people through the incredible world of aerial sports. Yes—sports! The BHAC gives these amazing athletes a chance to showcase their skills while also helping them build confidence, discipline, and a sense of purpose. It's all about celebrating their hard work and reminding us all that with dedication, anything is possible.*

*By supporting the BHAC—whether as a sponsor, participant, or by coming to watch—you're helping to uplift these young dreamers. You're letting them know their goals matter, their voices are valued, and their potential truly has no limits."*



**Anna Starenkova**

Co-founder of Black Hills Aerial Cup, Ukrainian aerialist, cirque performer, coach and educator.

Recognizing the importance of passing on her expertise, she has dedicated herself to training the next generation of aerialists.

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# THANK YOU

## BLACK HILLS AERIAL CUP



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