



**19<sup>th</sup> USA West Square Dance Convention**  
**“Dance on the Wild Side”**  
**August 17-20, 2022**  
**San Diego CA**  
[California.usawest.net](http://California.usawest.net)



The 19<sup>th</sup> USA West Square Dance Convention will be held in San Diego, CA on August 17-20, 2022. USA West Conventions are a way to offer a quality square dance event in the west when National Conventions are scheduled in mid-west or eastern locations. Square dancing is our national folk dance, part of our national heritage and a great activity that provides wonderful exercise, mental stimulation, social interaction, and entertainment for people of all ages in a smoke and alcohol-free environment. USA West is a 501(c)(3) charitable organization, EIN will be provided upon request.

At the Convention, we are expecting approximately 500 dancers from throughout the thirteen Western United States. We will be producing a program booklet for dancers that will include the convention schedule along with advertisements from various organizations and businesses. Ads may be for callers, cuers, other dances and festivals, personal businesses, commercial businesses or notes and announcements. We are also encouraging local businesses to advertise their services and possibly offer discounts to draw the dancers to their businesses during the convention and afterwards.

The cost per ad will be:

Back Cover printed in color (6 3/8 inches high by 3 1/2 inches wide) .....	\$100
Inside Front or Back Cover printed in color (6 3/8 inches high by 3 1/2 inches wide).....	\$75
Full Page printed black and white (6 3/8 inches high by 3 1/2 inches wide).....	\$60
2/3 Page printed black and white (4 1/4 inches high by 3 1/2 inches wide) .....	\$40
1/3 Page printed black and white (2 inches high by 3 1/2 inches wide) .....	\$25

The deadline to submit ads is July 10, 2022.

Other opportunities to support the 2022 USA West Convention including Sponsorship, Silent Auction donations and/or Vendor possibilities. If you are interested in further information on these opportunities, please contact us or indicate on the attached form.

Thank you in advance from the 2022 USA West Committee. Generous sponsors like you are the key to our success and help to make the Convention possible.

Sincerely,

*Dennis and Sheri*

Dennis and Sheri Cummings, Publicity Chairman



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To reserve your spot in the program book, complete and return the order form with your payment.

Business Name \_\_\_\_\_  
 Contact Person \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Phone (daytime) \_\_\_\_\_ (evening) \_\_\_\_\_  
 E-mail \_\_\_\_\_ Website \_\_\_\_\_

Product or Service offered \_\_\_\_\_

Size of ad desired:    \_\_\_\_\_ Full Page \$60                      \_\_\_\_\_ 2/3 Page \$40  
                                  \_\_\_\_\_ 1/3 Page \$25                      \_\_\_\_\_ Back Cover \$100  
                                  \_\_\_\_\_ Inside Front Cover \$75                      \_\_\_\_\_ Inside Back Cover \$75

\_\_\_\_\_ Ad supplied via Electronic file (PDF is preferred)  
 \_\_\_\_\_ Camera ready copy (black and white)

A check for \$ \_\_\_\_\_ is enclosed made out to 19<sup>th</sup> USAWest Square Dance Convention

\_\_\_\_\_ I would like information about renting vendor space at the Convention  
 \_\_\_\_\_ I would like to donate an item for the Silent Auction  
 \_\_\_\_\_ I would like more information on Sponsorship opportunities

Signed \_\_\_\_\_ Date \_\_\_\_\_

Send PDFs or other electronic copy to [dennisandsheri@sbcglobal.net](mailto:dennisandsheri@sbcglobal.net)

Mail payment and camera-ready hardcopy to:  
 Dennis and Sheri Cummings, Publicity Chairman  
 1601 Clevenger Dr, Modesto CA 95356

For more information please contact us at:  
 Sheri Cummings, [dennisandsheri@sbcglobal.net](mailto:dennisandsheri@sbcglobal.net), 209-996-0844

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