



# Thursday, September 6, 2018

Val Air Ballroom – 301 Ashworth Road – West Des Moines  
 Your Hosts: Mollie and Kevin Cooney

The Val Air began in 1939 as an open-air dance venue. A contest with over 2,000 entries chose the name Val Air – a combination of Valley Junction and open air. Guests would pay a dime to dance under the stars to the likes of Glenn Miller, Guy Lombardo, Lawrence Welk and The Andrews Sisters. A 1954 renovation added a roof over 31,000 square feet of party space.

The Big Band BASH began in 2014 as a 25<sup>th</sup> Anniversary party for IRIS – the Iowa Radio Reading Information Service. The BASH has grown into a wonderful annual celebration that is as unique to Central Iowa as it is perfect for our listeners' generation.

Moving the BASH to the Val Air Ballroom is another perfect fit! We cannot wait to fill the Val Air with the very Big Band sounds for which she was built so many years ago.

Bob Weast and his Swinging Big Band are back! This 17-piece Central Iowa staple PLUS the fabulous vocals of Gina Gedler will be serving up all the greats like Count Basie, Benny Goodman and Duke Ellington.

## SCHEDULE:

- 6:00: Dinner Buffet, Cash Bar and Wine Pull Open  
 Free Dance Lessons and Open Dance from 6pm to 7pm.
- 7:00: Short Program and Presentation of the Dorothy B. Kirsner Award  
 Open Dance "Competition": Categories: Waltz, Cha Cha and Swing  
 This is a friendly contest! Guests will vote for their favorites with their dollars. A trophy will be awarded for most money raised. Dancers can raise \$ prior to the BASH to increase their chances!

## ATTIRE:

Business to Ballroom! Vintage Dress Encouraged; 1940's, Military, Civilian, Zoot Suits.  
 (Trophies will be awarded for Best Costume: Individual and Best Costume: Couple)



# Big Band BASH 2018 Sponsor Opportunities

## THE GLENN MILLER - \$3,000

- Two reserved tables (16 tickets) with signage.
- Large “Presented by” signage on stage and video screen.
- Full-page advertisement in the Big Band BASH event program.
- Display of sponsor literature and/or promotional items at the event.
- Logo on the IRIS website with a link to sponsor’s website.
- Exclusive 60-second sponsor recognition spot on the IRIS radio network.
- Live recognition announcement at the beginning, middle and end of the daily reading of the Des Moines Register (or regional newspaper) each day for one year.
- Recognition during the live program and video at the Big Band BASH.
- 6 Unique mentions on IRIS social media outlets.
- 6 Full-Day sponsorships on the IRIS network from October 2018 – September 2019.

## THE ANDREWS SISTERS - \$1,500

- One reserved table (8 tickets) with signage.
- Half-page advertisement in the Big Band BASH event program.
- Display of sponsor literature and/or promotional items at the event.
- Logo on the IRIS website with a link to sponsor’s website.
- Inclusion in a 60-second sponsor recognition spot on the IRIS radio network.
- Recognition during the live program and video at the Big Band BASH.
- 3 Unique mentions on IRIS social media outlets.
- 3 Full-Day sponsorships on the IRIS network from October 2018 – September 2019.

## THE BENNY GOODMAN - \$600

- One reserved table (8 tickets) with signage.
- Recognition during the live program and video at the Big Band BASH.
- 2 Unique mentions on IRIS social media outlets.

## INDIVIDUAL BIG BAND BASH TICKET - \$75

### TICKET PURCHASES:

- Complete and mail the following form
- Complete your purchase online at [IowaRadioReading.org](http://IowaRadioReading.org)

**There are no physical tickets – we will check you in at the door the night of the BASH!**

### SPECIAL NOTE:

We understand that from time to time, sponsors cannot fill all the seats included in their sponsorship. To ensure equal access to the BASH, unused sponsor tickets are distributed to IRIS Listeners, Volunteers and Disabled Veterans. If you choose to “donate” your sponsored tickets, please indicate that intention.

### Questions?

IRIS Executive Director Maryfrances Evans 515-243-6833 [Maryfrances@iowaradioreading.org](mailto:Maryfrances@iowaradioreading.org)

*IRIS delivers equal access to information for lowans who cannot hold print material or see the words on the page because of blindness, visual or physical impairment or learning difference.*

**IRIS Big Band BASH 2018**  
**Thursday, September 6 - Val Air Ballroom - West Des Moines, Iowa**

Organization Name: \_\_\_\_\_ Date: \_\_\_\_\_  
Contact Name and Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

**Sponsorships and Tickets**

- \_\_\_\_\_ The Glenn Miller \$3,000
- \_\_\_\_\_ The Andrews Sisters \$1,500
- \_\_\_\_\_ The Benny Goodman \$ 600
- \_\_\_\_\_ Individual Ticket \_\_\_\_\_ x \$75.00

**Payment**

\_\_\_\_\_ Check: Enclosed is my check made payable to "IRIS"  
\_\_\_\_\_ Credit Card:    \_\_\_ Visa        \_\_\_ MasterCard    \_\_\_ Other \_\_\_\_\_  
Card #: \_\_\_\_\_ Exp: \_\_\_\_\_ CSV: \_\_\_\_\_  
Name on card: \_\_\_\_\_ Cardholder Signature: \_\_\_\_\_

**We're Coming to the BASH!**

1. Name: _____	Email: _____
2. Name: _____	Email: _____
3. Name: _____	Email: _____
4. Name: _____	Email: _____
5. Name: _____	Email: _____
6. Name: _____	Email: _____
7. Name: _____	Email: _____
8. Name: _____	Email: _____

**Dang It - We Cannot Attend!**

We would like to donate \_\_\_\_\_ of our tickets to IRIS Listeners, Volunteers or Disabled Veterans.

Please return to: IRIS - 100 E. Euclid Ave., Suite 117 - Des Moines, IA - 50313  
(office) 515-243-6833 (mobile) 515-423-8828

**THANK YOU for supporting IRIS - Iowa's FIRST and ONLY Radio Reading Service!**