

2024/25 Dance Victoria Sponsorship Overview

All sponsors receive these benefits:

- Full-colour advertisement in Dance Victoria's House Program, distributed throughout the season in print and digitally. (Value dependent on size)
- Your logo and wordmark in Dance Victoria's House Program. (Value: \$350)
- Your logo on pop-up banner sponsor signage in the lobby displayed at all performances throughout the season. (Value: \$350)
- Your logo, short company description, and website link on Dance Victoria's website. (Value: \$500)
- Social media engagement including acknowledgements on Dance Victoria's social media platforms: Facebook and Instagram posts and stories. (Value: \$450)

VALUE: \$1,650

Royal Presentation Sponsorships

10 Co-Sponsorships available

Fee range: \$4,000-\$6,000

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- Your logo on all in-house marketing collaterals and key advertising related to your sponsored presentation. (Value: \$1,000)
- On performance evenings:
 - Verbal thank you from the stage to an audience of typically 2,200-2,600 people. (Value: Priceless!)
 - Visual acknowledgement in theatre lobbies on signage and TV monitors. (Value: \$500)
- Your logo and wordmark displayed on front cover of printed and digital program inserts. (Value: \$450)
- Your logo included in e-communications relating to the presentation including *studio2stage* (1,500+ contacts), pre-show *Concierge* email, and all reception communications. (Value: \$500)
- Two complimentary subscriptions to *Dance at the Royal* Series. (Value: \$640)
- Complimentary ticket package to sponsored performance. (14-20 tickets. Value: \$1,393-\$1,990)

ADDITIONAL VALUE: \$5,333-\$5,930

McPherson Presentation Sponsorships

4 Co-Sponsorships available

Fee range: \$2,500-\$3,500

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- Your logo on all in-house marketing collaterals and advertising related to your sponsored presentation. (Value: \$500)
- On performance evenings:
 - Verbal thank you from the stage to an audience of 600+ people (Value: Priceless!)
 - Visual acknowledgement in theatre lobbies on signage. (Value: \$150)
- Your logo and wordmark displayed on front cover of printed and digital program inserts. (Value: \$300)
- Your logo included in e-communications relating to the presentation including *studio2stage* (1,500+ contacts), pre-show *Concierge* email, and all reception communications. (Value: \$500)
- Two complimentary subscriptions to *Dance at the Royal* Series. (Value: \$640)
- Complimentary ticket package to sponsored presentation. (6-10 tickets. Value: \$354-\$590)

ADDITIONAL VALUE: \$3,294-\$3,530

Reception Sponsorships

1 Lead Sponsorship available

14 Co-Sponsorships available

Fee range: \$1,500-\$4,000

Benefits:

- **Lead Sponsor:** Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- **Co-Sponsor:** Quarter-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$550)
- Your logo on key marketing collaterals related to your sponsored presentation. (Value: \$500)
- On performance evenings:
 - Opportunity to join Executive Director Gillian Jones in a toast to reception guests. (Value: Priceless!)
 - Opportunity to display promotional materials and signage in the lobby. (Value: \$500)
- Your logo and wordmark displayed in printed and digital program inserts. (Value: \$300)
- Complimentary ticket package to sponsored presentation. (4-10 tickets. Value: \$398-\$995)
- Optional: Two complimentary subscriptions to *Dance at the Royal* Series. (Value: \$640)

ADDITIONAL VALUE: \$2,248-\$3,785

Special Programs

16+ Sponsorships available*

Fee Range: \$2,000-\$10,000

Opportunities:

- Ticket access programs: *Night Moves*, *Pay Your Age*, *Nutcracker Kids*, and *Dance Is For Everyone*
- Studio Creation, Artist Residencies, and Commissions
- *Dance Days*
- *Nutcracker* Children's Ensemble
- *Nutcracker* Sugar Plum Party
- Pre-show chats
- Donor events
- Symphony collaborations
- In-kind sponsorships

*** Please note: Current special program sponsors have first right of refusal.**

Benefits may include:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- Your logo on key marketing collaterals related to your sponsored program. (Value: \$1,000)
- Your logo and acknowledgement on the webpage for your sponsored program. (Value: \$800)
- Signage displayed at events related to your sponsored program, with opportunity to provide your own collaterals for display, including pop-up banner. (Value: \$1,000)
- Two complimentary subscriptions to *Dance at the Royal* Series. (Value: \$640)
- Optional: Complimentary ticket package. (4-10 tickets. Value: \$398-\$995)

NEW: Underwriting opportunities for individuals

Fee: Starting at \$1,000

Underwriting a performance can be a meaningful way to express your support for an artist or program that you're especially passionate about! These gifts make a significant and direct impact to Dance Victoria's ability to take artistic risks, and to continue elevating the work we do.

Please contact Development & Operations Manager Shireen McNeilage (shireen@dancevictoria.com) or Executive Director Gillian Jones (gillian@dancevictoria.com) to discuss your interest in becoming an underwriter or sponsor.