

# 2025/26 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.
- Your logo and wordmark in Dance Victoria's House Program. (Value: \$350)
- Your logo on 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)

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## Royal Presentation Sponsorships

10 Co-sponsorships available

Fee range: \$5,000–\$6,500

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$800)
- Your logo on all in-house marketing collaterals and key advertising related to your sponsored presentation. (Value: \$1,500)
- Your logo and wordmark included in a *Times Colonist* print advertising campaign in the weeks leading up to the presentation. (Value: \$1,500)
- Your logo included in e-communications relating to the presentation including *studio2stage* newsletter (1,900+ contacts), pre-show *Concierge* email, and all reception communications. (Value: \$500)
- 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)
- Two complimentary subscriptions to *Dance at the Royal* Series. (Value: \$670)
- Complimentary ticket package to sponsored performance, including reception invitations, with complimentary drink and hors d'oeuvres. (14–20 tickets. Value: \$1,568–\$2,240)

**TOTAL VALUE: \$9,138–\$9,810**

## McPherson Presentation Sponsorships

2 Co-sponsorships available

Fee range: \$2,500–\$3,000

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$800)
- Your logo on all in-house marketing collaterals and key advertising related to your sponsored presentation. (Value: \$1,000)
- Your logo and wordmark included in a *Times Colonist* print advertising campaign in the weeks leading up to the presentation. (Value: \$1,000)
- Your logo included in e-communications relating to the presentation including *studio2stage* newsletter (1,900+ contacts), pre-show *Concierge* email, and all reception communications. (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 and TV monitors. (Value: \$250)
- Your logo and wordmark displayed on front cover of printed and digital program inserts. (Value: \$150)
- Two complimentary subscriptions to *Dance at the Royal* Series. (Value: \$670)
- Complimentary ticket package to sponsored performance, including reception invitations, with complimentary drink and hors d'oeuvres. (6–10 tickets. Value: \$444–\$740)

**TOTAL VALUE: \$6,464–\$6,760**

\* Please note: Sponsors of recurring events or programs will have first right of refusal for their current sponsorship position.

## Reception Sponsorships

1 Lead Sponsorship available

5 Co-sponsorships available

Fee range: \$2,000–\$5,000

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$800)
- 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 performance, including reception invitations, with complimentary drink and hors d'oeuvres. (4–10 tickets. Value: \$448–\$1,120)
- Optional: Two complimentary subscriptions to *Dance at the Royal* Series. (Value: \$670)

**TOTAL VALUE: \$4,868–\$5,540**

## Special Programs

16+ Sponsorships available\*

Fee range: \$2,500–\$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

Benefits may include:

- **Half-page, full-colour advertisement** in Dance Victoria's House Program. (Value: \$800)
- 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: \$500)
- **Two complimentary subscriptions** to *Dance at the Royal* Series. (Value: \$670)
- Optional: **Complimentary ticket package** to sponsored performance, including reception invitations, with complimentary drink and hors d'oeuvres. (4–10 tickets. Value: \$448–\$1,120)

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## Underwriting opportunities for individuals

Starting at \$1,500

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

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

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