



**DANCE  
VICTORIA**  
THE WORLD'S BEST DANCE

*Immerse. Imagine. Ignite.*

Join us in bringing the *World's Best Dance* to Victoria

**Become a 2024/25 Sponsor**

Ballet BC in PASSING Photo: Luis Lucque



# Dance Victoria's Mandate

To enhance the appreciation of dance in the Capital Region by presenting and developing excellent professional dance, supporting emerging dance artists and choreographers, and engaging the community in the experience and celebration of dance.

## Dance Victoria is:

- Fresh, savvy and innovative
- Collaborative, generous and engaged
- Inclusive and welcoming

## Dance at the Royal Series

- **Four internationally-renowned companies** perform annually at the 1,400 seat Royal Theatre (two nights each)
- **Over 1,200 subscribers**, plus an average of 1,000 single ticket buyers at each show
- **Pre-show chats** featuring company artistic directors and choreographers
- **Post-show receptions** for Dance Victoria's major donors, sponsors and company artists

## Dance Victoria Studios

Dance Victoria leases a 12,000 square foot facility over two levels in the heart of Quadra Village's cultural corridor. Our mandate is to rent the facility to local dancers and dance professionals, to support our annual cohort of Residency Artists, and to provide free and subsidized studio access to local artists with financial barriers.

Recent upgrades to the Vernon Studio make it fully adaptable to use for intimate performances and showings (up to 100 seats) and the creation of dance films.

### SPONSOR TESTIMONIAL

*"We have been subscribers for five years, and when we opened RITUAL Nordic Spa in 2022 we knew we wanted to support dancers and athletes in their pursuit of excellence AND help Dance Victoria continue to bring great dance to town. Now as a sponsor we're proud to do both."* – MARCI & RUSS HOTSENPILLER, RITUAL NORDIC SPA

# Our Audience

- Over **23,000 people** engage in Dance Victoria performances and programs annually.
- 65% live in **Oak Bay, Fairfield, James Bay, Gordon Head and Saanich**.
- **65% are ages 45+**. In general, this audience segment has higher than average disposable income, are home owners, and enjoy the arts, travel, home decor and fashion.
- **20% are ages 30–45**, attending through our *Night Moves* young member program.
- **15% are ages 12–29** attending through the *Pay Your Age* program. This group is comprised primarily of dance students and are a dedicated and curious audience.



Some of over 200 recipients of *Nutcracker Kids* tickets at the Royal in 2023

## DANCE VICTORIA BUILDS COMMUNITY

Dance Victoria has an active and engaged presence in the community. We are committed to increasing access to live performance through our *Nutcracker Kids* and *Dance Is For Everyone* programs, inviting families with financial barriers, new Canadians, and survivors of gender-based violence to the theatre in collaboration with local service organizations.

For each visiting company, Dance Victoria provides a local workshop or masterclass to the community, free-of-charge. We are proud to bring together dance studios and artists from across the city for the annual Dance Days Festival, which each January engages over 3,000 people in 10 days of free programming.

# Benefits of Sponsorship

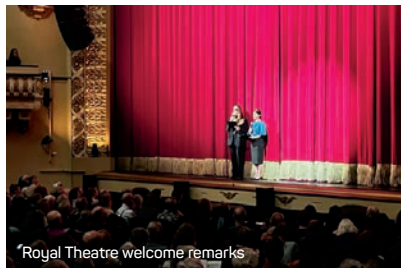
Dance Victoria's sponsorship program gives businesses, foundations, and individuals the unique opportunity to support the *World's Best Dance* right here in Victoria and provide meaningful contributions towards our most visible and significant activities. Sponsorship opportunities are available for performances in the *Dance at the Royal* Series, special presentations, post-show receptions, dance creation, and more! Benefits can include:

- Full colour ad in season house program
- Complimentary tickets to performances
- Verbal recognition from the stage
- Opportunities to meet and mingle with visiting company artists
- Premium logo placement on show-related marketing collateral
- Premium logo placement on season collateral, website, and advertisements
- Customized social media marketing

A sponsorship gift expresses your leadership in the arts community, while achieving your philanthropic, marketing, and community outreach goals.

## SPONSOR TESTIMONIAL

*"Luxe Home Interiors has been a Dance Victoria sponsor for the past eight years. Benefits of being a sponsor include being showcased in Dance Victoria marketing initiatives, on social media, and in performance programs – and it's an added bonus to work with their fun and dedicated team. We maintain this valued relationship because we believe in supporting a vibrant arts community and we love working with Dance Victoria!" – DARREN AUSMUS & SCOTT ELIAS, LUXE HOME INTERIORS*



## Where We Advertise

Annual Marketing Budget = Approx. \$275,000

### Primary Print Advertising

- *Times Colonist* (4–6 weeks per presentation)
- *YAM Magazine* outside back cover (5 issues)
- Performance programs (Opera, Symphony, Belfry)

### Digital Advertising

- eCommunications/Newsletters (*Capital Daily, Oak Bay Local, The Westshore, YAM Magazine*)
- Targeted Facebook, Instagram, Google Display and YouTube Pre-roll campaigns

### Season Marketing

- Presentation posters and postcards
- *Pay Your Age* and *Night Moves* marketing materials
- eNewsletters to subscribers, donors, and dance community
- Over 4,600 Facebook followers
- Over 1,600 Instagram followers

### Promotions & Editorial

Dance Victoria benefits from regular previews in the *Times Colonist*, *YAM Magazine*, and *Monday Magazine*.

We average **21,000 page views** per month and **6,300 first visits** and an average of **6,500 unique users** per month.

**2024/25 DANCE AT THE ROYAL SERIES**

**A.I.M BY KYLE ABRAHAM** NEW YORK

November 15 + 16, 2024

**LES BALLETS TROCKADERO DE MONTE CARLO** NEW YORK

February 7 + 8, 2025

**BALLET BC** VANCOUVER

March 14 + 15, 2025

**COMPañIA RAFAELA CARRASCO** SPAIN

April 11 + 12, 2025

**PLUS**

**ROYAL WINNIPEG BALLET** WINNIPEG

+ VICTORIA SYMPHONY

*Nutcracker*

November 30–December 2, 2024

**DANCERS OF DAMELAHAMID** SKW̱X̱WÚ7MESH (SQUAMISH) TERRITORIES

January 24, 2025

**SHAMEL PITTS | TRIBE** NEW YORK

February 20, 2025

