



THE POWER OF TOGETHER

Sponsorship & Partnership Opportunities



yorkshireschoolsdancefestival.co.uk

@yorksdancefest
#yorksdancefest

“

“My daughter loved the whole experience. The benefits have been massive. We’ve seen an improvement in confidence and self-esteem.”

PARENT

Dance & the arts are vital to a child’s development & education. At a time when they are being stripped from the curriculum, thank goodness opportunities like this still exist!

TEACHER

It’s a day I won’t forget for a long time.

PERFORMER

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ABOUT

The 2021 Yorkshire Schools Dance Festival will take place across the weekends of the 13th/14th & 20th/ 21st November. Our 2021 theme is ‘The Power of Together’.

The Festival is a not for profit annual event that contributes to the agenda for social, emotional and physical wellbeing as well as advocating for the vital role of the arts in education.

It’s the largest event of its kind in the UK and annually engages around 1200 children and young people from 56 schools, colleges and wider community groups serving diverse communities across Yorkshire. The Festival is non-competitive. All ages, experience and dance styles are welcomed. The dancers range from just 4 to 19 years of age.

We work with national and regional partners to provide a voice for the dance education sector. We provide relevant monthly new and updates to our database of 400 teaches and dance professionals. We host termly Dance Delivery Support Group meetings for teachers and dance leaders to support dance education excellence, advocating for its profile and supporting a more vibrant and more diverse dance education sector.

Yorkshire Schools Dance Festival

Why become a Sponsor or Partner?

An opportunity to get involved in this unique event to demonstrate your commitment to and support for dance and the arts in schools. Very few opportunities exist for companies to make a tangible difference to the dance education sector.

Sponsorship of The Yorkshire Schools Dance Festival will enable you to:

- **Gain direct access to a highly targeted audience**
- **Network with schools and leading figures in dance and the arts across the region**
- **Help raise the profile of dance**
- **Promote emotional, social and physical health**

2019 Stats	2896 audience	56 schools/ groups took part	5816 Unique website visitors
702 mailing list distribution	132 dance/ education sector attendees	1196 performers	5372 social media reach

Festival Sponsor £3,000

As the Yorkshire Schools Dance Festival **Sponsor** you can benefit from the following opportunities before, during and after the event.

Before the Event

- Announced as Festival sponsor
- Feature news article on Festival website and to all website & social media subscribers
- Click-through advertisement on Festival website homepage
- Company logo integrated into 2021 Yorkshire Schools Dance Festival logo
- Company logo integrated into Festival website header
- Company logo integrated into Festival social media platform headers
- Logo included on all standalone digital and printed promotional Festival materials

During the Event

- 10 'VIP' tickets to the event
- Discount for other tickets
- Full page advert in the Festival Programme
- Logo and advert on all AV presentations/AV materials at the event within the auditorium, foyer and campus screens
- Logo included on all signage at the event
- An opportunity for a representative from your organisation to go on stage to welcome audience and performers to the event
- Company name to appear as sponsor on certificates awarded to schools and participants
- Photograph opportunities with performance groups
- Logo incorporated into Festival merchandise

After the Event

- First refusal to sponsor as Headline Sponsor for Yorkshire Schools Dance Festival in 2022
- A selection of Event photography provided for your own use
- Summary of all press coverage of the Awards

Festival Partner £1,000

As a Yorkshire Schools Dance Festival **Partner** you can benefit from the following opportunities before, during and after the event.

Before the Event

- Announced as Festival Partner
- Company logo Integrated into 2021 Yorkshire Schools Dance Festival website header
- Logo included on all promotional Festival materials
- Half page advert in the Festival Programme
- Click-through advertisement on Festival website.

During the Event

- 5 'VIP' tickets to the event
- Discount for other tickets
- Logo and advert on all AV presentations/AV materials at the event within the auditorium, foyer and campus screens
- Logo included on all signage at the event
- Company name to as Festival Partner on certificates awarded to schools and participants
- Photograph opportunities with performance groups
- Logo incorporated into Festival merchandise

After the Event

- A selection of Event photography provided for your own uses
- Summary of all press coverage of the Festival

Contact us

If you would like to take advantage of a Sponsorship or Partnership opportunity, please contact hello@yorkshireschoolsdancefestival.co.uk or call 07714 576 198

Bespoke packages can be made available.