



THE POWER OF TOGETHER

Advertising Opportunities



@yorksdancefest
#yorksdancefest

ABOUT

CONTACT

Yorkshire Schools
Dance Festival
production team:

[hello@yorkshireschools
dancefestival.co.uk](mailto:hello@yorkshireschools
dancefestival.co.uk)

[www.yorkshireschools
dancefestival.co.uk](http://www.yorkshireschools
dancefestival.co.uk)

0770 281 3767

ADVERTISING OPPORTUNITIES

- Website advertising
- Email advertising
- Programme advertising

The 2021 Festival will take place across the weekends of the 13th/14th & 20th/21st November at Central Hall, University of York.

Our 2021 theme is ‘The Power of Together’.

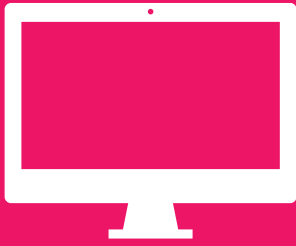
The event is non-competitive and is the largest event of its kind in the UK. We annually engage with around 1200 children and young people from 56 schools, colleges and wider community groups serving diverse communities across Yorkshire.

Approximately 2400 people attend the event each year. Our audience is made up of families, education professionals and arts professionals.

We have a social media reach in excess of 5000 in the weeks and months leading up to the event.

We provide relevant monthly digital news and updates to our mailing list of over 400 arts and education professionals - teachers and professionals working in schools, College/FE settings, dance organisations, choreographers, performers, dance scientists, researchers and more.

ADVERTISING OPPORTUNITIES



WEBSITE

Our website is the first point of contact across the year for teachers, dance leaders and dance professionals who engage with our news items and wider events and activities.

In the 3 month run-up to the event, traffic increases significantly reaching an average of more than 1.49K unique visitors per month as families book tickets and seek further information about the event.

EMAIL

We reach into over 400 primary schools, secondary schools, FE providers and community youth dance companies through a series of regular e-news and e-bulletins to our mailing list subscribers.

The monthly e-news includes an update about our programmes and events and regional and national news and initiatives from our partners. The e-bulletins are targeted to specific interest areas and member groups.



FESTIVAL PROGRAMME/AV DISPLAYS

We produce a printed Festival programme for each weekend of the event. The majority of families purchase a copy as a keepsake/memento - all performer names are listed.

Each participating school/group receives a complementary print and digital version.

All advertisers benefit from the inclusion of their advertisements on all auditorium, foyer and external campus AV displays.





WEBSITE

EMAIL

PROGRAMME

HOMEPAGE MPU

£50 per month

Adverts click through to your website

Artwork specification:

jpeg or gif 300w x 250h (*can be animated, unit is pixels)

MONTHLY E-NEWS

£50

Adverts click through to your website

Artwork specification:

800w x 200h: jpeg (*unit is pixels)

FULL PAGE

£200

HALF PAGE

£125

QUARTER PAGE

£75

Advertisement is also incorporated into all auditorium, foyer and external campus AV displays.

Contact us

If you would like to take advantage of any of these advertising opportunities, please contact hello@yorkshireschoolsdancefestival.co.uk or call 07714 576 198

Bespoke packages may be available across a number of different media type and discounts available for series booking; please get in touch to find out more.