

CENTRE STAGE

DANCE FESTIVAL



2024

SPONSORSHIP OPPORTUNITIES

ABOUT

CENTRE STAGE DANCE FESTIVAL



CENTRE STAGE DANCE FESTIVAL CIC

STANWELL SCHOOL, PENARTH

OCTOBER 26TH - 28TH 2024

Firstly, a huge thank you for taking the time to read about the sponsorship opportunities we are offering at the 2024 Centre Stage Dance Festival.

We are a vibrant new dance and performing arts festival based in South Wales, offering competitive performance opportunities to young performers in a wide range of dance genres.

Having over three decades combined dancing and teaching experience, our founders, Jane and Jessica, noticed a distinct lack of national level competitive and performance opportunities for young performers based in Wales, especially in comparison to that offered in England - something we have set out to change!

We are extremely passionate in cultivating and nurturing Welsh talent, giving all young dancers the platform to develop their artistry to the highest of standards. By being affiliated with The British and International Federation of Festivals we are able to give our competitors the opportunity to showcase their talents and hopefully progress to both regional and national levels.

Our festival promises to be a three-day celebration of talent, creativity and passion for dance, drawing participants and spectators from across South Wales.

As we endeavour to make Centre Stage Dance Festival a memorable and enriching experience for all involved, we are seeking support from both local and dance-specialist businesses, along with any individuals who have a passion for nurturing dance and performance talent. Your sponsorship would not only provide vital financial assistance, but would also demonstrate a commitment to fostering the arts and supporting the local community.

Sponsorship in any capacity would directly advertise your business to a captive audience of:

- ☆ Performers (from the age of 3 to 21)
- ☆ Dance Schools
- ☆ Families/Audience Members
- ☆ Followers on social platforms

We are hoping that the festival will not only draw participants and audience members from the immediate local areas, but also have a wider reach to Swansea and Bristol - in turn bringing business to the local area.

We offer several sponsorship packages tailored to meet your marketing objectives and budgetary considerations, and are always happy to discuss further or alternative opportunities.

In return for your sponsorship, we are delighted to offer a range of benefits, including brand exposure through our marketing channels, acknowledgement in press releases and media coverage, logo placement on our website and social media platforms, complimentary tickets to the festival and more.

WHY SPONSOR US?



SPONSORSHIP PACKAGES





CENTRE STAGE ELITE PERFORMER BURSARY

FROM £250.00 (sponsorship renews each year)

Centre Stage Dance Festival will offer dancers aged 13+ the chance to perform in the Centre Stage Elite Performer category. This will give the dancers the opportunity to compete one dance in any genre to have the opportunity to win a bursary to further their dancing education. The bursary could be put towards fees for classes and/or exams, specialist equipment and/or uniform,

costumes and expenses for travelling to auditions (although not limited to the listed items). All sponsorship money will go directly to the recipient of the bursary.

The sponsor will be announced when the bursary is presented, and the individual or business name and logo listed in the festival's official programme, along with being added to our main sponsors page. In addition the sponsor will receive a free quarter page advert in the programme.



AWARD SPONSORSHIP

Trophies and cups are awarded in an official awards ceremony that closes the festival each year. Trophies and cups are offered across a variety of dance styles and categories to outstanding and promising performers.

TIER 1 AWARDS - £60.00

(sponsorship renewed each year)

These are smaller awards that are kept by the recipient each year. The sponsor will be announced when the award is presented, and the individual or business name and logo listed in the festival's official programme next to the relevant award, along with being added to our main sponsors page. A variety of awards are available to sponsor at this level - please get in touch to choose your sponsored category,

TIER 2 AWARDS - £300.00

(one off payment for 15 year sponsorship)

These are the larger, more prestigious awards that are awarded each year in the following categories:

- ☆ Most Promising Dancer
- ☆ Highest Group (across all ages/genres)
- ☆ Most Decorated Dance School

Awards are kept by the recipient(s) for 1 year and then returned to the festival for re-presenting.

The sponsor name will be engraved on the trophy plaque and announced during the presentation of the award. The sponsor (or a representative) will also be given the opportunity to present the award. The sponsor's name and logo will be listed in the festival's official programme next to the relevant award, along with being added to our main sponsors page. In addition the sponsor will receive a free quarter page advert in the programme.



PROGRAMME ADVERTISING

Our programme is essential to the successful running of the festival - detailing the categories, dancers and timings of the whole event, it's a must have for anyone competing or attending, so it's a great way of getting your advert seen by a multitude of people. For businesses local to our venue, it could also be an excellent opportunity to run a promotional offer to those attending over the duration of the festival. The programme will

be available for digital distribution in advance of the festival, maximising the time and exposure of it's advertisements. Our programme advertising space is offered at very reasonable rates as listed in the graphics above. In order for our festival to be as sustainable as possible, we will be solely offering our programme in digital format.

VENUE SPONSORSHIP

Ensuring that our venue is a safe and accessible space for our dancers and audiences alike is a priority at Centre Stage Dance Festival. Sponsors can support the event by contributing to venue rental costs and expenses. We have two key spaces available for sponsorship:

- ☆ **Auditorium and performance stage - from £500.00**
- ☆ **Warm Up Dance Studio - from £200**

The sponsor name and logo will be prominently displayed at the entrance to the space on festival signage, along with the business name being adopted into the space for the duration of the festival. In addition the sponsor will receive a free quarter page advert in the programme and will be added to our main sponsor's page.



FESTIVAL SUPPORTERS

DONATIONS FROM £30.00

For smaller business budgets and individuals, we are also offering the opportunity to become a Centre Stage Dance Festival Supporter. This is a great way to show your support for emerging talent and the performing arts in South Wales without having the commitment of a larger sponsorship. Festival supporters will be named and thanked in our festival programme and website, and will have complimentary tickets to the festival.





OTHER WAYS TO HELP

If you are unable to fund sponsorship at this time, but would like to contribute in some way, we are always happy to accept in-kind sponsorship of goods or services essential to the smooth running of the festival. Examples of this could be, but not limited to:

- ☆ Volunteers to staff the festival
- ☆ Technical equipment
- ☆ Refreshments
- ☆ Programme printing
- ☆ Certificate printing
- ☆ Signage/banner printing
- ☆ Volunteer training (first aid/child protection etc.)

We are happy to discuss sponsorship benefits for any in-kind sponsorships donated.



GET IN TOUCH

We would be delighted to discuss our sponsorship packages in more detail and explore how we can tailor them to align with your business objectives.

Festival Organisers

- ☆ Jessica Elise Evans, 07860 876 134
- ☆ Jane Prentice-Jenkins, 07867 988 068
- ☆ centrestagedancefestival@gmail.com

(Email correspondence is preferred in the first instance as we are often teaching dance classes)

Thank you again for considering this opportunity to support the arts in South Wales. We are excited about the prospect of collaborating with local and dance-based businesses to make the first Centre Stage Dance Festival a resounding success!

Centre Stage Dance Festival CIC is a not-for-profit Community Interest Company limited by guarantee established in 2024, with the purpose of providing competitive performance opportunities to young dancers across South Wales.