

**DanceHouse**  
2010 Sponsorship  
Package

# About DanceHouse

DanceHouse has quickly established itself as the premiere presenter of large-scale contemporary dance in the Lower Mainland. Under the visionary leadership of respected Vancouver dance producers Barb Clausen and Jim Smith since 2007, the DanceHouse series delivers internationally acclaimed dance productions to an eager Vancouver audience. Historically, large-scale contemporary dance artists and companies that tour other cities in Canada and abroad have had no home in Vancouver. DanceHouse has stepped into this gap. The DanceHouse series ensures that the Lower Mainland experiences the finest in the dance world has to offer each year.

The DanceHouse vibe is hip, edgy, and relevant but distinguished as professional, consistent and accessible. DanceHouse maintains a highly efficient infrastructure and enjoys status as a resident company at the Vancouver Playhouse. DanceHouse has a growing list of Corporate Sponsors, Individual Donors and is supported by all three levels of government.

Building on the DanceHouse series success to date, the Producers envision a bright future for large-scale, contemporary dance in Vancouver. DanceHouse is working towards presenting a 5 show season in two premiere Vancouver dance venues; commissioning work and expanding its co-producing activity; and building the series subscriber base. When it comes to dance in Vancouver, DanceHouse is emerging as the formidable brand.

Over the coming year, the DanceHouse team is taking important steps to position the series for this future success.

DanceHouse is inviting select businesses to partner with this important series. DanceHouse is offering these partners sponsorship opportunities to align their brand with an arts organization that attracts a mobile, discerning and resourced audience interested in discovering new ways to express their lifestyle choices.

DanceHouse has developed meaningful sponsorship recognition and benefits for funding partners. Sponsorship is an opportunity to be associated with one of Vancouver's most exciting and freshest brands while helping to ensure accessible, large-scale contemporary dance has a permanent and prominent place in the culture of our city.

## Corporate Sponsorship Levels:

|                    |                    |
|--------------------|--------------------|
| Season Sponsor     | \$10,000+          |
| Production Sponsor | \$5,000 to \$9,999 |
| Exclusive Partner  | \$2,500 to \$4,999 |
| Corporate Partner  | \$1,000 to \$2,499 |
| Corporate Friend   | Up to \$999        |

Please contact Barb Clausen ([barb@dancehouse.ca](mailto:barb@dancehouse.ca)) to find out more on the latest Sponsorship opportunities or to learn about various recognition and benefits available at each sponsorship level.

# Why Now?

As we launch our third season of nationally and internationally acclaimed dance production in Vancouver, we are positioning DanceHouse to become the premier presenter of large-scale contemporary dance in the Lower Mainland. We are convinced more than ever that the DanceHouse series has filled a significant gap in the local arts community. With five sold out performances last season, Vancouver audiences are telling us they want more. And more we will give them.

But we still have work to do. We are a young series and it will take the commitment of many to ensure we remain a viable entity as we seize the opportunity to become a premier presenter in the city. This will only happen with the support of corporate sponsors like you.

Currently DanceHouse is beholden to increasingly volatile funding sources. We are convinced that there is an opportunity at this time for corporate donors to step forward and secure our future. In fact, we believe that an 7% increase in our individual donor gifts (which last season represented 8% of our total revenues) will allow DanceHouse to take another significant step towards long term viability by further removing our series from dependence on diminishing funding sources.

## Financial Blueprint

| DanceHouse Revenues (percentages) | 2009/2010 | 2010/2011 (projected) |
|-----------------------------------|-----------|-----------------------|
| Ticket Sales                      | 38%       | 45%                   |
| Government - Federal              | 19%       | 18%                   |
| <b>Individual Donations</b>       | <b>8%</b> | <b>15%</b>            |
| <b>Corporate Donations</b>        | <b>8%</b> | <b>10%</b>            |
| Co-Productions                    | 13%       | 0%                    |
| Government - Municipal            | 6%        | 8%                    |
| Foundations                       | 6%        | 2%                    |
| Government - Provincial           | 2%        | 2%                    |

# Our Audience, Your Market

- Audience Demographic: Urban, affluent, educated with the majority residing in Vancouver (Downtown and Westside), West Vancouver and North Vancouver.
- Average Ticket Price: \$68
- Number of patrons attending each show: 1266 (96% of capacity)
- Total number of Season Subscribers: 505
- 2010/2011 Productions:

**Sankai Juku**  
(Japan/France)  
Tobari  
**November 5 & 6, 2010**

**Doug Elkins & Friends**  
(USA)  
Fraulein Maria  
**February 3, 4 & 5, 2011**

**Wen Wei Dance & Beijing Modern Dance Company**  
(Canada/China)  
Under the Skin  
**March 11 & 12, 2011**

**O Vertigo**  
(Canada)  
La Chambre Blanche  
**May 6 & 7, 2011**

plus, an optional bonus for subscribers:

Ballet BC presents  
**Alvin Ailey American Dance Theater**  
(USA)  
**March 18 & 19, 2011**  
Queen Elizabeth Theatre

## From Our Sponsors

*"It has been a pleasure for the Rosedale on Robson Suite Hotel to work with DanceHouse since their inception...We are proud to be a sponsor of this professional dance organization that brings internationally acclaimed, innovative, diverse and quality dance companies to Vancouver for our community to enjoy.*

Jodi Sprackman - Director of Community Relations, Rosedale on Robson Suite Hotel

*"DanceHouse is one of those rare cultural gems in Vancouver...bringing large scale dance to the Vancouver Playhouse stage was a stroke of genius. **The diverse, culturally savvy audience that comes out to these shows** is exactly the kind of smart, urban artsgoer that our publication seeks to reach. DanceHouse has already built a strong reputation for exciting productions--whether bringing the best international artists here, or showcasing our city or country's world-class talent. **Only in New York would you see this level of dance.** How lucky are we to have DanceHouse right here in Vancouver and for our organization to be associated with such a success story in the arts scene!"*

Laura Moore - Arts Category Manager, Georgia Straight

# Season Sponsor

|                        |           |
|------------------------|-----------|
| Cash Contribution      | \$10,000+ |
| Gift-in-Kind           | \$15,000+ |
| Sponsorships Available | 3         |

## **Recognition:**

- Premiere logo placement with all production titles;
- Premiere logo placement on all marketing material (posters, print ads, etc);
- Premiere logo placement on the cover of production programs;
- Premiere logo placement on the sponsorship page of the season brochure;
- Logo with hyperlink on all pages of the DanceHouse website;
- Logo in the email signature of all DanceHouse emails;
- Premiere logo placement on all event signage;
- Verbal thank you during pre-show speech of all productions;
- Framed certificate of appreciation.

## **Ticket Benefits:**

- 4 Complimentary Season Ticket Subscriptions;
- 15% discount on all addition tickets purchased.

## **Other Benefits:**

- Invitation to Post Show Reception;
- Invitation to an exclusive "behind the scenes" event;
- Website advertising through [dancehouse.ca](http://dancehouse.ca) (Sponsorship Spotlight);
- Use of the DanceHouse logo on your corporate website;
- Use of the DanceHouse logo on corporate collateral;
- Free half page ad in each production program.

# Production Sponsor

|                        |                      |
|------------------------|----------------------|
| Cash Contribution      | \$5,000 to \$9,999   |
| Gift-in-Kind           | \$10,000 to \$14,999 |
| Sponsorships Available | 4 (1 per production) |

## **Recognition:**

- Logo placement on all marketing material (posters, print ads, etc);
- Premiere logo placement on the sponsorship page of production programs;
- Logo placement on the sponsorship page of the season brochure;
- Logo with hyperlink on all pages of the DanceHouse website;
- Logo placement on all event signage;
- Verbal thank you during pre-show speech of sponsored production;
- Framed certificate of appreciation.

## **Ticket Benefits:**

- 2 Complimentary Season Ticket Subscriptions;
- 15% discount on all additional tickets purchased.

## **Other Benefits:**

- Invitation to Post Show Reception;
- Invitation to an exclusive "behind the scenes" event;
- Use of the DanceHouse logo on your corporate website;
- Free ¼ ad in each production program.

# Exclusive Partner

|                   |                    |
|-------------------|--------------------|
| Cash Contribution | \$2,500 to \$4,999 |
| Gift-in-Kind      | \$5,000 to \$9,999 |

## **Recognition:**

- Logo placement on all marketing material (posters, print ads, etc);
- Logo placement on the sponsorship page of production programs;
- Logo placement on the sponsorship page of the season brochure;
- Logo with hyperlink on sponsorship page of the DanceHouse website;
- Logo placement on all event signage;
- Framed certificate of appreciation.

## **Ticket Benefits:**

- 2 Complimentary Season Ticket Subscriptions;
- 10% discount on all addition tickets purchased.

## **Other Benefits:**

- Use of the DanceHouse logo on your corporate website;
- Invitation to an exclusive “behind the scenes” event.

# Corporate Partner

|                   |                    |
|-------------------|--------------------|
| Cash Contribution | \$1,000 to \$2,499 |
| Gift-in-Kind      | \$2,000 to \$4,999 |

## **Recognition:**

- Logo placement on the sponsorship page of production programs;
- Logo placement on the sponsorship page of the season brochure;
- Logo on sponsor pages of the DanceHouse website;
- Line recognition on all event signage;
- Framed certificate of appreciation.

## **Ticket Benefits:**

- 10% discount on all additional tickets purchased.

# Corporate Friend

|                   |               |
|-------------------|---------------|
| Cash Contribution | up to \$999   |
| Gift-in-Kind      | up to \$1,999 |

**Recognition:**

- Line recognition on the sponsorship page of production programs;
- Line recognition on the sponsorship page of the season brochure;
- Logo on sponsor pages of the DanceHouse website;
- Line recognition on all event signage;
- Certificate of appreciation.