



Corporate Partnership 2011-12



About DanceHouse

DanceHouse is Vancouver's premiere presenter of large-scale contemporary dance. Under the visionary leadership of respected dance producers Barb Clausen and Jim Smith, the DanceHouse series delivers internationally acclaimed dance productions to an eager Vancouver audience.

In its first three dynamic seasons DanceHouse has brought Vancouver a wealth of large-scale contemporary dance. The DanceHouse series ensures that Vancouver experiences the finest the dance world has to offer.

The DanceHouse experience is hip, edgy and relevant, presenting work that is distinguished as world-calibre, timeless, engaging and accessible. DanceHouse maintains a highly efficient infrastructure and enjoys status as a resident company at the newly renovated Vancouver Playhouse, a great venue for audiences, artists, patrons and sponsors.

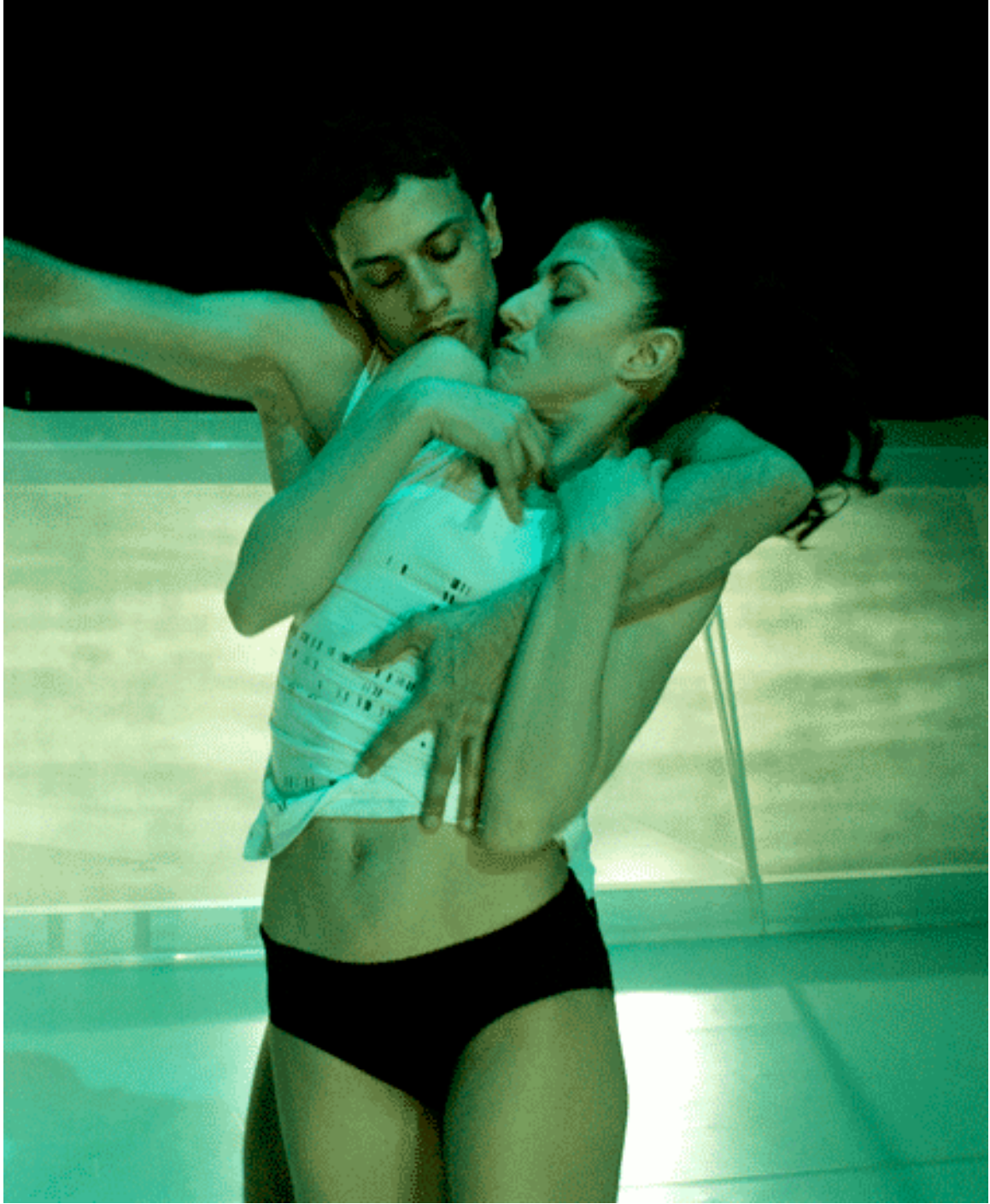
Building on the DanceHouse success to date, the Producers envision a bright future for large-scale, contemporary dance in Vancouver. DanceHouse presents a four show season, and has moved one of its productions in 2011/12 to The Centre in Vancouver, a larger venue required to respond to audience growth. When it comes to dance in Vancouver, DanceHouse is the formidable brand.

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 will work with you to develop a partnership that meets your goals. Partnering with DanceHouse is an opportunity to be associated with one of Vancouver's most exciting and freshest brands while helping to ensure that accessible, large-scale contemporary dance has a permanent and prominent place in the culture of our city.

We offer partnerships in the following categories: Season Sponsor, Production Sponsor (Fou Glorieux, La La La Human Steps, Random Dance. Gallim), Exclusive Partner (Accommodation, Transportation, Media, Supplier), Corporate Partner, Corporate Friend.

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



Why Now?

We have accomplished much in our first three years as the premier presenter of large-scale national and international dance in Vancouver. We look forward to the next three years working in partnership with partners whose goals align with ours.

Currently DanceHouse depends on increasingly volatile government funding sources. We are convinced that there is an opportunity at this time for corporate partners to step forward and help secure our future. We believe that an increase in our total fundraising (which last season represented 30% 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.

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: 1000 (75% of capacity over first three seasons)

DanceHouse is dedicated to excellence in service in everything we do, and we will tailor sponsorship packages to meet your organization's goals.

We are interested in building a relationship over the next three years and supporting what you need to fully develop a meaningful partnership.

We are media savvy - get our marketing with your name on it:

Annual advertising campaign: value \$ 140,000

Full colour high quality house programs distributed at each performance (total 5,000 for the season)

Direct mail and unaddressed postcards and posters (circulation 7,000)

In-theatre lobby displays

Media promotions

2011-12 Season

November 4 & 5 2011

Louise Lecavalier/Fou Glorieux
Montreal, Canada
Children / A Few Minutes of Lock

January 21 & 22 2012

La La La Human Steps
Montreal, Canada
New Work by Edouard Lock

February 10 & 11 2012

Wayne McGregor | Random Dance
London, UK
ENTITY

March 23 & 24 2012

Gallim Dance
New York, USA
Blush

From Our Partners

“The success of the Vancouver 2010 Cultural Olympiad depended on partnerships with literally hundreds of arts and cultural organizations and among them a few stand out. Our relationship with DanceHouse is one.

DanceHouse principals Barbara Clausen and Jim Smith are experienced and accomplished professionals with a full understanding of their art form and market, as well as a respectful appreciation of the needs and objectives of partners and sponsors.

*Barb and Jim worked creatively with my team to identify the shared objectives and benefits of our partnership and then worked tirelessly to deliver what was agreed. The partnership grew over the three years of our association and concluded only because our project was complete. I give DanceHouse my highest recommendation: **I would work with them again anytime.**”*

Burke Taylor
VP VANOC Culture and Celebrations
Executive Producer Vancouver 2010 Cultural Olympiad

*“Doug Elkins & Friends’ Fraulein Maria was invited by DanceHouse to make our international debut in Vancouver. We could not have been more thrilled to cross the border and the continent to perform before a large and appreciative audience. **Barb and Jim have assembled a team that is welcoming and supremely competent:** the technical crew was most accommodating and the publicity effort yielded a number of advance articles with photographs. Moderated pre-show talks with the choreographer were helpful and well attended. Absolutely everything related to our experience with DanceHouse was warm and wonderful”.*

Doug Elkins, Artistic Director and Amy Cassello, General Manager
Doug Elkins & Friends, New York

*“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

*“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

Partnership categories

Title Sponsorship

DanceHouse would be delighted to discuss details of a title sponsorship keeping in mind the specific needs of the your organization.

All partnerships include opportunities to market your organization in the theatre lobby, and other special opportunities for activities to be created as part of a unique tailored package to meet your needs (on a cost recovery basis).

Season Sponsorship

Cash Contribution \$10,000+
Gift-in-Kind \$15,000+

Recognition:

- Premiere logo placement with all production titles;
- Premiere logo placement on all event signage;
- Premiere logo placement on all marketing material (posters, print ads, etc);
- Premiere logo placement on the cover of production programs;
- Logo with hyperlink on the DanceHouse website;
- Logo in the email signature of all DanceHouse emails;
- 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 for partner's guests

Other Benefits:

- Recognition at Post Show Reception with stars of the show;
- Invitation to an exclusive "behind the scenes" event;
- Website advertising through dancehouse.ca (Sponsorship Spotlight);
- Use of the DanceHouse logo on your corporate website;
- Use of the DanceHouse logo on corporate collateral;
- Half page ad in each production program.

Production Sponsorship

Cash Contribution \$5,000+
Gift-in-Kind \$10,000+
Sponsorships Available 4 (1 per production)

Recognition:

- Logo placement on all production marketing material (posters, print ads, etc);
- Premiere logo placement on the sponsorship page of the production program;
- Logo with hyperlink on the DanceHouse website;
- Logo placement on production 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 addition tickets purchased.

Other Benefits:

- Recognition at Post Show Reception with artists from the Production;
- Use of the DanceHouse logo on your corporate website;
- ¼ page ad in the production program.

Exclusive Partnership

Cash Contribution \$2,500+
Gift-in-Kind \$5,000+

Recognition:

- Logo placement on the sponsorship page of production programs;
- Logo with hyperlink on sponsorship page of the DanceHouse website;
- Framed certificate of appreciation.

Ticket Benefits:

- 2 Complimentary Season Ticket Subscriptions;

Other Benefits:

- Use of the DanceHouse logo on your corporate website

Corporate Friend

Cash Contribution \$1,000 +
Gift-in-Kind \$2,000 +

Recognition:

- Line recognition on the sponsorship page of production programs;
- Logo on sponsor pages of the DanceHouse website;
- Certificate of appreciation.

