

Sponsorship Program



2020
2027

About Dance Victoria

Dance Victoria is a non-profit charitable society with the mission to cultivate a connection to dance by presenting and supporting diverse local, national, and international artists, and inspiring all communities through the magic of dance. **Our vision is that everyone in Greater Victoria can experience the transformative power of world-class dance.**

Dance Victoria is

- Creative, curious, and future-facing
- Collaborative and engaged in our community
- Inclusive and welcoming

Dance at the Royal Series

- Four internationally-renowned companies perform annually at the 1,400-seat Royal Theatre (two nights each)
- Over 1,200 subscribers, plus an average of 1,000 single ticket buyers at each show
- Pre-show chats featuring company artistic directors and choreographers
- Post-show receptions for Dance Victoria's major donors, sponsors and company artists

Dance Victoria Studios

Dance Victoria leases a 12,000 square foot facility over two levels in the heart of Quadra Village's cultural corridor. The studios can transform into a fully-equipped black box performance space with up to 100 seats.

Our mandate is to rent the studios to local dancers and dance professionals, to support creation by B.C. dance artists through an annual Residency program, and to provide free and subsidized studio access to local artists.

Our Audience

- **Over 23,000 people** engage in Dance Victoria performances and programs annually.
- 65% live in **Oak Bay, Fairfield, James Bay, Gordon Head** and **Saanich**.
- **65% are ages 45+**. In general, this audience segment has higher than average disposable income, is worldly and curious, and enjoys the arts, travel, design, and culinary experiences.
- **Over 10% are ages 30–45**, attending through our *Night Moves* program.
- **Over 300 discounted tickets** are sold annually through the *Pay Your Age* program.



Sponsorship Benefits

Dance Victoria's sponsorship program gives businesses, foundations, and individuals the unique opportunity to support the *World's Best Dance* right here in Victoria and provide meaningful contributions towards our most visible and significant activities. Sponsorship opportunities are available for performances in the *Dance at the Royal* Series, special presentations, post-show receptions, dance creation, and more! Benefits can include:

- Full-colour ad in season house program
- Complimentary tickets
- Verbal recognition from the stage
- Opportunities to meet and mingle with visiting company artists
- Premium logo placement on show-related marketing collateral
- Premium logo placement on season collateral, website, and advertisements
- Customized social media marketing

Where We Advertise

Primary Advertising

- *Times Colonist* (4–6 weeks per presentation)
- *YAM Magazine* outside back cover (5 issues)
- *Monday Magazine*
- Performance programs
- BC Transit ads, digital billboards, and more (program dependent)

Digital Advertising

- eCommunications (*YAM Magazine*, Capital Daily, LampPost, ChatterBlock, Stir)
- Targeted Facebook, Instagram, Google Display and YouTube pre-roll campaigns
- eNewsletters to 1,600+ subscribers

Season Marketing

- Presentation posters and postcards
- *Pay Your Age* and *Night Moves* marketing materials
- Over 4,950 Facebook followers
- Over 2,800 Instagram followers

Promotions & Editorial

Dance Victoria benefits from regular previews in the *Times Colonist*, *YAM Magazine*, *Monday Magazine*, *Victoria News*, and *CBC/Radio-Canada*.



What we hear from our community

Sponsorship

"We have been subscribers for seven years, and when we opened RITUAL Nordic Spa in 2022 we knew we wanted to support dancers and athletes in their pursuit of excellence AND help Dance Victoria continue to bring great dance to town. Now as a sponsor we're proud to do both." – **MARCI & RUSS HOTSENPILLER, Owners of RITUAL NORDIC SPA**

"Luxe Home Interiors has been a Dance Victoria sponsor for the past 10 years. Benefits of being a sponsor include being showcased in Dance Victoria marketing initiatives, on social media, and in performance programs — and it's an added bonus to work with their fun and dedicated team. We maintain this valued relationship because we believe in supporting a vibrant arts community and we love working with Dance Victoria!" – **ELAINE BALKWILL, Co-Owner, LUXE HOME INTERIORS**

Performances

"I just felt compelled to send you a very grateful message for last night's [Compañía Rafaela Carrasco] performance. Absolutely amazing. I will never forget it and appreciate so very much the opportunity to witness such excellence and professionalism." – **JOANNE DEANES, Subscriber 10yrs+**

Masterclasses

"The [Hung Dance] workshop expanded my dance practice by allowing me to learn directly from artists who inspire me. Working with dancers I look up to challenged, motivated, and inspired me."
– **REBECCA ACOB, Dancer**

