

2026/27 Dance Victoria Sponsorship Overview

All sponsors* receive these benefits:

- Full-colour advertisement in Dance Victoria's House Program, distributed throughout the season in print and digitally.
- Your logo in Dance Victoria's House Program. (Value: \$350)
- Your logo on signage in the lobby, displayed at all performances throughout the season. (Value: \$350)
- Your logo and website link on Dance Victoria's website. (Value: \$500)
- Social media engagement including acknowledgements on Dance Victoria's social media platforms: Facebook and Instagram posts and stories. (Value: \$450)

Royal Presentation Sponsorships

10 Co-Sponsorships available

Fee range: \$5,000-\$6,500

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- Your logo on all in-house marketing collaterals and key advertising related to your sponsored presentation. (Value: \$1,500)
- Your logo included in a *Times Colonist* print advertising campaign in the weeks leading up to the presentation. (Value: \$1,500)
- Your logo included in e-communications relating to the presentation including *studio2stage* newsletter (1,900+ contacts), pre-show *Concierge* email, and all reception communications. (Value: \$500)
- On performance evenings:
 - Verbal thank you from the stage to an audience of typically 2,200-2,600 people. (Value: Priceless!)
 - Visual acknowledgement in theatre lobbies on signage and TV monitors. (Value: \$500)
- Your logo displayed on front cover of printed and digital program inserts. (Value: \$450)
- Complimentary ticket package to sponsored performance, including reception invitations, with complimentary drink and hors d'oeuvres. (8-12 tickets. Value: \$968-\$1,452)
- Two complimentary subscriptions to *Dance at the Royal Series*, including receptions. (Value: \$792)

TOTAL VALUE: \$8,710-\$9,194

McPherson Presentation Sponsorships

2 Co-Sponsorships available

Fee range: \$3,000-\$3,500

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- Your logo on all in-house marketing collaterals and key advertising related to your sponsored presentation. (Value: \$1,000)
- Your logo included in a *Times Colonist* print advertising campaign in the weeks leading up to the presentation. (Value: \$1,000)
- Your logo included in e-communications relating to the presentation including *studio2stage* newsletter (1,900+ contacts), pre-show *Concierge* email, and all reception communications. (Value: \$500)
- On performance evenings:
 - Verbal thank you from the stage to an audience of 600+ people. (Value: Priceless!)
 - Visual acknowledgement in theatre lobbies on signage and TV monitors. (Value: \$250)
- Your logo displayed on front cover of printed and digital program inserts. (Value: \$150)
- Complimentary ticket package to sponsored performance, including reception invitations, with complimentary drink and hors d'oeuvres. (4-6 tickets. Value: \$316-\$474)
- Two complimentary subscriptions to *Dance at the Royal Series*, including receptions. (Value: \$792)

TOTAL VALUE: \$6,508-\$6,666

Reception Sponsorships

10 Co-Sponsorships available

Fee range: \$2,500–\$3,000

Benefits:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- Your logo on key marketing collaterals related to your sponsored presentation. (Value: \$500)
- On performance evenings:
 - Opportunity to join Executive Director Gillian Jones in a toast to reception guests one evening, as possible. (Value: Priceless!)
 - Opportunity to display promotional materials and signage in the lobby. (Value: \$500)
- Your logo displayed in printed and digital program inserts. (Value: \$300)
- Complimentary ticket package to sponsored performance, including reception invitations, with complimentary drink and hors d'oeuvres. (4–6 tickets. Value: \$484–\$726)
- Two complimentary subscriptions to *Dance at the Royal Series*, including receptions. (Value: \$792)
- Opportunity to purchase additional tickets at subscriber discount.

TOTAL VALUE: \$5,076–\$5,318

Special Programs

16+ Sponsorships available*

Fee range: \$1,500–\$10,000

Opportunities:

- Ticket access programs: *Night Moves*, *Pay Your Age*, *Nutcracker Kids*, and *Dance Is For Everyone*
- Studio Creation, Artist Residencies, and Commissions
- Masterclasses
- *Dance Days*
- *Nutcracker* Children's Ensemble
- *Nutcracker* Sugar Plum Party
- Pre-show chats
- Donor events
- Symphony collaborations
- In-kind sponsorships

Benefits may include:

- Half-page, full-colour advertisement in Dance Victoria's House Program. (Value: \$850)
- Your logo on key marketing collaterals related to your sponsored program. (Value: \$1,000)
- Your logo and acknowledgement on the webpage for your sponsored program. (Value: \$800)
- Signage displayed at events related to your sponsored program, with opportunity to provide your own collaterals for display, including pop-up banner. (Value: \$500)
- Two complimentary subscriptions to *Dance at the Royal Series*, including receptions. (Value: \$792)
- Optional: Complimentary ticket package to sponsored performance, including reception invitations, with complimentary drink and hors d'oeuvres.

Underwriting opportunities for individuals

Starting at \$1,500

Underwriting a performance or program can be a meaningful way to express your support for an artist or initiative that you're especially passionate about! These gifts make a significant and direct impact to Dance Victoria's ability to take artistic risks, pursue world-renowned companies, and to continue elevating the work we do.

Please contact Development & Operations Manager Shireen McNeillage (shireen@dancevictoria.com) or Executive Director Gillian Jones (gillian@dancevictoria.com) to discuss your interest in becoming an underwriter or sponsor.