



sponsor, supporter and advertiser pack 2020



Yorkshire schools dance festival at a glance:

Over 1200 young dancers from 58 schools, colleges and community groups involved each year

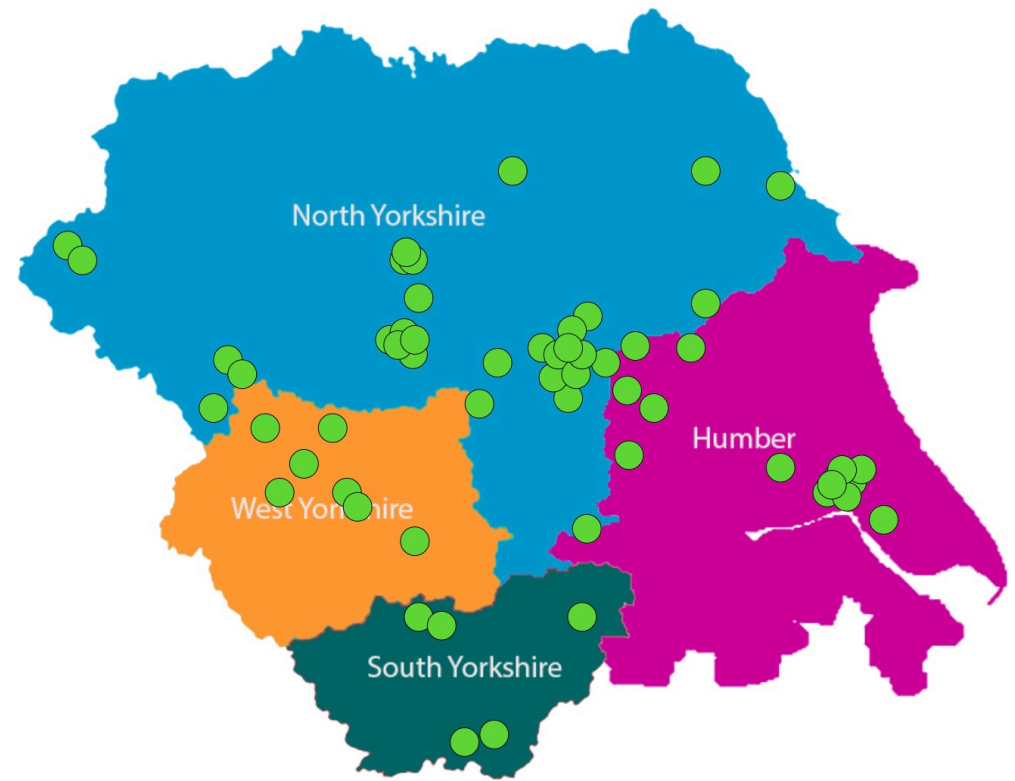
The largest event of its kind in the UK

Non-competitive

Staged annually in York
across two weekends

Open to all primary schools, secondary schools, colleges and community dance groups in the region

All dance styles, ages and abilities welcomed



Map showing regional spread 2012-2019

First staged in 2012

Over 5700 children and young people
have performed at the event

94 schools, colleges and groups have taken part

about us:

The Festival is delivered by a team with extensive experience in arts education and event management.

The event is not for profit. Any income is directed back into making the experience for participants the best it can be and/or widening involvement.



what we achieve:

- Support social, emotional and physical wellbeing
- Raise the profile of dance & arts provision in schools
- Celebrate creative achievement
- Inspire the next generation to find their love of dance
- Promote progression in dance
- Provide training and professional development opportunities for staff
- A voice for dance at regional and national level



what you support:

Our sponsors, advertisers and supporters ensure the continued delivery of the Festival. They add further value to the event as well as offering the potential to extend and develop an already successful model to engage even more schools and young people. With your support we are able to:

Sustain delivery of the Festival in 2020...
and beyond

Create opportunities for children and young people
to experience live professional dance
performances

To run media and film projects that involve
children as both dancers and digital makers

Further engage children and young people from
areas of deprivation and with additional needs

Offer opportunities for children and young people
to work alongside dance professionals

Make the event accessible for families on low
incomes



why support us:



- The opportunity to publicly demonstrate your commitment to providing creative opportunities for children & young people and promoting social, emotional and physical wellbeing
- The opportunity to give back to communities by helping to support dance opportunities for young people
- The opportunity to be a part of wider news coverage and 'good news' stories
- Exposure to over 5000 children, young people, families, education and arts professionals at the event
- Exposure to a weekly reach of over 5000 people via social media channels in the run up to the Festival
- Exposure to an annual reach of over 5000 unique visitors to the festival website

what we offer you:

Packages and prices are bespoke and tailored to the needs and nature of your business.

as lead sponsor:

Exclusive designation as the lead sponsor of the 2020 Yorkshire Schools Dance Festival. Your branding included on the Festival website, social media headers, digital communications, press releases, programme, auditorium screens and festival hoodies. Free tickets to the event.

as a festival supporter:

Your support for additional 'added value' projects (such as increasing accessibility or workshops in schools) acknowledged on the Festival website, newsletters, social media, programme and auditorium screens. Free tickets to the event.

as an advertiser

Your products/services advertised within the Festival programme, large auditorium screens and (optional) on the festival website.

Previous sponsors, supporters and advertisers



York & North Yorkshire
Dance Hub





would you like to find
out more?

[Click here to watch our short film](#)

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