

**Corporate Opportunity for
(Corporate – include their logo)
to Sponsor
(Arts Organisation - include logo)**

This package is a proposed partnership between **ARTS ORGANISATION** and **CORPORATE**.

CORPORATE provides a trusted, excellent service for its clients. As one of the largest financial services groups in Europe, it offers exclusive, high quality experiences as part of its programme of benefits for its clients. **ARTS ORGANISATION** delivers excellence through its programme to develop high quality new work and provide opportunities for young talent.

ARTS ORGANISATION's focus is on new works, and providing opportunities for talented artists at the start of their careers. Since forming, **ARTS ORGANISATION** has performed successful seasons in London to three and four star reviews. Our education outreach activities have helped us to nurture and reach new audiences across the UK and abroad.

Celebrating our 6th anniversary, **ARTS ORGANISATION** is at an exciting stage in its development. We have received critical acclaim from audiences and critics and have worked nationally to commission and produce 21 original new ballets, showcasing the talent of 13 choreographers, 47 musicians and 15 designers and furthering the career of 71 young dancers.

The enthusiasm **ARTS ORGANISATION** has received from dancers, audiences and private funders to date indicates that we attract substantial support from individuals, trusts and foundations to develop the careers of emerging choreographers and young professional dancers. Since our inception, we have raised over £1.4 million pounds from private donors and grants, including corporate grants.

"Arts Organisation offers a unique platform for emerging dancers and choreographers to hone their craft and mature as performers in a professional setting....I am sold on the vision and impressed with the breadth of creative opportunities that artistic director is giving her young artists. It is a project that looks set to go strength to strength." Londondance.com

Our Audiences

ARTS ORGANISATION's audiences are AB1's, high net worth individuals with a love of high quality culture and a discerning taste in how they spend their money. Our audience reach of over 7,500 people represented an increase of 81% since last year. Our online audience of over 560,000 signifies an increase of over 110%. **ARTS ORGANISATION** is attracting this growing attention because it continues to produce performance seasons of exceptional quality.

ARTS ORGANISATION is offering **CORPORATE** a chance to partner together to produce a new season of commissioned work of the highest quality on a company of outstanding young professional dancers. Partnering together **ARTS ORGANISATION** and **CORPORATE** can produce the ballet masterpieces of the future, nurture the next generation of exceptionally talented artists, and reach a new and wider audiences, many of whom are your target clients, across the UK and globally.

Sponsorship Project Description

Proposed partnership between **ARTS ORGANISATION** and **CORPORATE** (*include their logo*)

After a stunning opening performance at London's prestigious Theatre, **ARTS ORGANISATION** commences its (DATE) season with a touring programme of modern ballets. Commandeering the unique talents of choreographer Z and **ARTS ORGANISATION's** company of ballet dancers, the season will display the talent and dynamism of direction for which the company is well-recognised.

Kicking off with a performance of *Various Works* at the Theatre on (DATES), the tour will continue at Theatre in (PLACE) on (DATE), and return to the long standing and eminently popular *Summer Festival* on (DATE). **ARTS ORGANISATION** is firmly committed to promoting a wider understanding, enjoyment and access to the art form and will offer free outdoor performances for the public as part of the *Open Square Festival*.

In (DATE), **ARTS ORGANISATION** will embark on one of its largest productions to date: a performance that (*description about the project – choreographer, music, sets, costumes, etc*).

ARTS ORGANISATION also plans to tour this work to other major venues across the UK and internationally, and produce elements from the programme in a variety of settings – from outdoor festivals, to hospital foyers, to schools. **ARTS ORGANISATION** will also enhance its reach to new audiences by filming the dances so they may be accessed digitally via social media channels and is discussion with the BBC about filming and documenting the project.

To raise funds for the continuation of commissioning ambitious projects, **ARTS ORGANISATION** will be holding an exclusive Gala Dinner Event to launch (*commission*) in London on (DATE) for up to 250 people at a prestigious, central London venue. Venues under consideration include: xxx.

ARTS ORGANISATION is inviting CORPORATE to partner together to profile CORPORATE'S brand to your target market.

There are three packages available for consideration in the following pages.

(insert nice visual here)

Package A – *Various Works* Tour Sponsor

Acknowledgement as *Various Works* Tour Sponsor for **ARTS ORGANISATION's** performances of *Various Works* during (DATE) season including performance dates:

- (DATES – listed below)

Benefits include:

- Branding on all promotional materials (print run: *identify quantity and type*)
- Branding and link on the **ARTS ORGANISATION** website - our website has over xxx page views
- Branding on our e-newsletters - we will publish news about **CORPORATE'S** support and provide links to your website (to our xxx recipients)
- Social Media - cross promotion using our social media reach to promote **CORPORATE** to our contacts:
 - Our Facebook page has over xxx likes
 - Our Instagram page has over xxx visits
 - Our @**ARTS ORGANISATION_X** tweets reach over xxx followers
- Invitations for (*amount*) **CORPORATE** clients and staff team at a VIP opening night reception (the cost to cater this event will be additional)
- On Stage recognition at all performances
- Exclusive behind the scenes opportunities to dress rehearsals and Company workshops

Package A - cost for partnering as *Various Works* Tour Sponsor for ARTS ORGANISATION's season and receiving the benefits above is £25,000 plus VAT



ARTS ORGANISATION performing at xxx Gala Feb 2024

Package B – *Various Works* Tour & Gala Event Sponsor

Acknowledgement as **Event Sponsor** for **ARTS ORGANISATION's** Gala Dinner Event to launch **ARTS ORGANISATION's** (commission) on (DATE) for up to 250 guests at a prestigious, central London venue. **xxx** is the event's Honorary Chair and will welcome guests to an evening that will include performances of excerpts from **ARTS ORGANISATION's** (*repertoire*).

Benefits as include all of those in Package A plus:

- Branding on all promotional materials for the Gala Dinner Event (print run: *identify quantity and type*)
- Full-page advert in the Gala Dinner Event Programme
- xx places (xx tables) for **CORPORATE** VIP guests at the event (value @ £350 per place)

- Opportunity for a representative from **CORPORATE** to make a speech at the Gala Dinner Event

Package B - cost for partnering as *Various Works* Tour & Gala Dinner Event Sponsor for ARTS ORGANISATION's and receiving the benefits above is £40,000 plus VAT



Excerpt from *Various Works* performed by

Package C – Major Sponsor - *Various Works* Tour, Gala Dinner Event, plus *Commission & Tour*

Acknowledgement as **Major Sponsor** for **ARTS ORGANISATION's *Various Works* Tour, Gala Dinner Event plus *Commission & tour*** during **ARTS ORGANISATION's (DATE)** season. This package provides a partnership during **ARTS ORGANISATION's (DATE)** tour season, profile at its Gala Dinner Event plus **ARTS ORGANISATION's** tour to major venues across the UK and internationally. **ARTS ORGANISATION's** planned London performance dates include:

- (DATES listed)
- International tour to (place) in October (up to three venues tbc)
- National tour to up to 10 dance venues (listed)

Benefits include all those listed in Package A and B plus:

- Branding on all promotional materials for *Commission* tour (print run: *identify quantity and type*)
- Branding on all community outreach activities in association with the *commission* tour
- Invitations for xx **CORPORATE** clients and staff team at a VIP opening night reception on (DATE) in London.
- Invitations for xx **CORPORATE** clients and staff team at a VIP opening night reception (the cost to cater this event will be additional)
- Opportunity for a **CORPORATE** representative to speak at opening night reception at the (London Theatre).
- On Stage recognition performances at all UK theatres
- Strategic PR campaign with a series of articles about *commission* in national press
- Branding on a documentary style BBC film about the Company's season (tbc)
- Exclusive behind the scenes opportunities to dress rehearsals and Company workshops

Package C - cost for partnering as Major Sponsor for *Various Works* Tour, Gala Dinner Event, plus ARTS ORGANISATION's *Commission & Tour* and receiving the benefits above is £100,000 plus VAT

These packages can be tailored for your requirements.
For further information please contact: Fern Potter
email: fern@ArtsOrganisation.co.uk