



# U DANCE 2024

National Festival



## SPONSORSHIP OPPORTUNITIES






## U.DANCE NATIONAL FESTIVAL 2024

Each year in July, the U.Dance National Festival takes place in a new host city. The National Festival has previously been held at the **Southbank Centre** in **London**, **Dance City** in **Newcastle** and **DanceEast** in **Ipswich**.

This **2-day festival** celebrates the vibrancy and talent of youth dance from across the four nations. With activities ranging from national dance showcases to careers talks, dance workshops, as well as choreographic activity and performances.

In August each year, we also host a special **U.Dance on Screen** showcase featuring incredible youth dance films from around the UK. Previously, we have hosted U.Dance on Screen at the **BFI Southbank, London**.



*“Watching so many other groups perform informed me about so many different dance forms. I’ve never danced with such a wide range of people before.”*

U.Dance National Festival Participant



# U.DANCE: LOCAL, REGIONAL & NATIONAL

Across the year One Dance UK works with partners to deliver the UK's largest youth dance platform, *U.Dance*. This national programme of events offers high quality dance opportunities to young people at local, regional and national level.

## U.DANCE Regional

Each spring, regional platforms are hosted by a network of partner organisations, showcasing the talents of the region's young dancers. These platforms offer exciting performance and workshop opportunities to thousands of young dancers. Successful groups are selected to take part in the National Festival.

## U.DANCE National Festival

Every summer, One Dance UK presents the *U.Dance National Festival*, a 3-day celebration of youth dance. Young dancers from across the region perform on the biggest stages, take part in workshops with leading dance professionals and are offered inspiring dance careers information.

**The U.Dance National Festival is held in a new host city every summer, spotlighting dance happening in the region whilst also celebrating youth talent from all areas of the UK.**

14% of educators in higher educational settings offer 7 or more hours of extra-curricular dance.\* Access to dance education remains a 'postcode lottery', depending on where a young person lives and which school they go to.

53% of educators surveyed in our recent HE Report felt that the negative perception of the value of the arts and associated career paths in the media and from the Government has contributed to the decline of dance in HE, influencing parents and carers to guide students into choosing a 'more valuable' degree.\*\*

The *U.Dance* platform empowers young people to express their artistic talent and make informed choices about their own career trajectories. The National Festival provides talks with HE providers, dance workshops, career sessions and aspirational talks with leading industry professionals from across the sector.

\**Everything We Loved About Dance Was Taken. One Dance UK, 2021*

\*\**Taking it Higher: Dance in HE. One Dance UK, 2023*



# JOIN US

- Engage with an audience of aspiring dance professionals, their families and teachers
- Be a part of a high quality, established programme that attracts diverse young dancers from across the UK
- Share your message across our social media platforms to an audience of over **140,000**
- Promote your organisation through our digital and print platforms
- **86%** of U.Dance National Festival 2022 participants wanted to pursue a career in dance after taking part

## U.DANCE NATIONAL FESTIVAL 2023

### REACH AND ENGAGEMENT

**5** Showcases

**15** Advertisers and sponsors

**29** Workshops and talks

**59** Groups showcased

**500** Young people engaged

**1300+** Audience

***“An inspiring and wonderful experience. It encouraged me to want a career in dance even more!”***

U.Dance National Festival Participant





# SPONSORSHIP

Amplify your support, maximise your reach and champion youth dance by becoming a sponsor of the U.Dance National Festival.

Benefits can include **speaker opportunities, complimentary tickets, bespoke promotion** and a **targeted social media campaign**.

Sponsorship supports a range of areas including performance and event focused activity, as well as food, travel and accommodation costs for young people.

## U.Dance National Festival 2023 Sponsorship:

<b>Bronze</b> .....	<b>£2,500</b>
<b>Silver</b> .....	<b>£5,000</b>
<b>Gold</b> .....	<b>£10,000</b>
<b>Platinum</b> .....	<b>Upwards of £10,000</b>
<b>Access</b> .....	<b>£3,000 or £6,000</b>

Sponsorship is subject to VAT.

## YOUR SPONSORSHIP MEANS:

- Celebrating youth dance in the UK locally, regionally and nationally
- Supporting a pipeline of emerging creative talent from across the UK
- Encouraging aspiring dancers and dance creators to make informed decisions about their future career trajectories
- Helping to facilitate costs needed for U.Dance participants to access life-changing opportunities throughout the National Festival weekend
- Elevating underrepresented voices and building confidence in a safe, encouraging and vibrant space
- Promoting your message to an audience of young people, their families and teachers as well as dance organisations and industry professionals



# BRONZE

- *U.Dance National Festival* programme run through
- Branding including on in-house event screens, PR releases, print brochure and *U.Dance on Screen* feature
- **Half page advert** in the *U.Dance National Festival* print brochure
- Careers and Education Marketplace exhibitor stand
- **2 tickets** to attend each evening performance of the **National Festival Showcases**
- **2 tickets** to attend the **Young Creatives performance**
- **2 tickets** to attend the **U.Dance on Screen Showcase**
- Spotlight news feature
- Acknowledgement as the '**U.Dance National Festival Bronze Sponsor**' as part of the national showcases
- Print material included in participant and workshop leader goodie bags
- *U.Dance on Screen* 30 second video trailer to feature at the BFI Southbank, London
- Advert featured on the One Dance UK homepage for **2 months**

**£2,500 (+VAT)**

# SILVER

Bronze benefits plus:

- 2 additional tickets to attend the *U.Dance National Festival Showcases* **(4 in total)**
- 2 additional tickets to attend the *Young Creatives* performance **(4 in total)**
- 2 additional tickets to attend the *U.Dance on Screen Showcase* **(4 in total)**
- Focused digital campaign in the lead-up to the National Festival
- **Full page advert** in the *U.Dance National Festival* print brochure
- Up to 15 second video trailer rolling on in-house event screens
- *U.Dance on Screen* 1 minute video trailer to feature at the BFI Southbank, London
- Acknowledgement as the '**U.Dance National Festival Silver Sponsor**' as part of the national showcases
- 2 months additional advert features on the One Dance UK homepage **(4 in total)**

**£5,000 (+VAT)**

# GOLD

Bronze and silver benefits plus:

- Acknowledgement as the '**U.Dance National Festival Gold Sponsor**' as part of the national showcases
- Report of reach and engagement after the campaign completion
- **Two-page feature** in the *U.Dance National Festival* print brochure
- 2 video trailers up to 1 minute on in-house event screens
- *U.Dance on Screen* 2 minute video trailer to feature at the BFI Southbank, London
- 2 additional tickets to attend the *U.Dance National Festival* Showcases **(6 in total)**
- 2 additional tickets to attend the *Young Creatives* performance **(6 in total)**
- 2 additional tickets to attend the *U.Dance on Screen* Showcase **(6 in total)**
- Pay it forward for *U.Dance National Festival* group leaders to access 1 years' worth of One Dance UK Membership support
- 2 months additional advert features on the One Dance UK homepage **(6 in total)**
- Focused article feature on the One Dance UK website

**£10,000 (+VAT)**

# PLATINUM

All Headline Sponsorship includes Gold sponsor benefits.

By becoming a Platinum Sponsor you will:

- Deepen your engagement with our youth dance community
- Have access to bespoke benefits linking to your organisational priorities
- Expand your reach beyond the *U.Dance National Festival*

**Additional benefits are bespoke to the sponsor and can include:**

- Speaker opportunities
- Partnership events
- Development of resources
- Consultation
- Placements

Upwards of **£10,000 (+VAT)**

# ACCESS SPONSORSHIP

- Remove barriers such as finance and support aspiring young people to take part in an established, life-changing programme motivated to promote dance as a sustainable and valued career pathway
- Enable accessible and inclusive routes into dance
- Support costs that can present a barrier to participation including transport, accommodation, and food.

Sponsorship benefits offered are the same across both levels. Increased sponsorship deepens reach, impact and level of access support offered to young participants during *U.Dance National Festival*.

**£3,000 or £6,000 (+VAT)**

## OPTION 1 £3,000

- 1. BSL interpretation** for 3 full days of performances, sessions and showcases. £900 towards 1.5 days costs for BSL interpreter
- 2. Support Workers**  
£300 per support worker covering costs for travel and accommodation across 3 days
- 3. Group Travel Costs**  
£1800 bursaries for local and regional groups towards supporting young people from low-income backgrounds
- 4. 18 x £100 bursaries** to support travel, food, and accommodation costs during the National Festival weekend

## OPTION 2 £6,000

- 1. BSL interpretation** for 3 full days of performances, sessions and showcases. £1800 towards 3-day provision of BSL interpreters
- 2. Support Workers**  
£300 per support worker covering costs for travel and accommodation across 3 days. £600 towards 2 support workers
- 3. Group Travel Costs**  
£3600 bursaries for local and regional groups towards supporting young people from low-income backgrounds
- 4. 36 x £100 bursaries** supporting travel, food, and accommodation costs during the National Festival weekend.





**“U.Dance is an incredible opportunity for young people to get together [...] and dance to their hearts’ content!”**

Carrie-Anne Ingrouille  
Choreographer, *SIX The Musical* and guest workshop leader,  
U.Dance National Festival 2020



## GET IN TOUCH

We'd love to talk to you about the benefits of sponsoring the U.Dance National Festival 2024.

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*Images: U.Dance National Festival 2022 by One Dance UK, Dani Bower*

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