



# CAN YOU DANCE?



*Sponsorship Proposal 2017*





# ABOUT CAN YOU DANCE?

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**Can You Dance?** is run by professional dancers & choreographers Tom Shilcock & Matt Flint. We began with just 3 conventions and now tour 7 conventions across the UK and see over 12,000 attendees from the age of 8 upwards.

**Can You Dance?** is the largest touring dance convention in the UK. We pride ourselves on making sure our conventions are fun, positive and supportive. Our aim is to give an educational dance experience, where everyone walks away from the weekend feeling energised and inspired! We want to touch the hearts of dancers and give back our experiences to the dance community.

**The Can You Dance?** day consists of **MASTERCLASSES** with top industry professionals taking dancers over the latest choreography and techniques in all genres.

A performing arts **EXHIBITION** where dancers can find out about college opportunities, seek out career advice, gain scholarships & network with other teachers & dance organisations. There is also the chance to buy the latest dance wear & take part in dance demonstrations.

A professional **SHOWCASE** platform for **dance school** groups to perform in. Each school receives live feedback from the professional judges & a certificate. Other awards handed out include the opportunity to perform in London's West End, West End masterclasses, cash prizes, and trophies.



# THE DAY BREAKDOWN

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The **Can You Dance?** convention runs over one day across 7 cities for ages 8+.

The day itself starts at **8.30am** with registration which then goes into the welcome introduction in the main arena. At **9.30am** the first set of masterclasses begin and run throughout the day until **3.30pm**.

During free sessions **dance students/ teachers & parents** can make the most of the Can You Dance? **Exhibition**. We like to keep the exhibition fun and interactive so have created our own areas within the exhibition these include:



## The Rhythm Stage

This is an opportunity for dancers to bring their Tap Shoes & Jam with Tap Attack! Tap Attack are the UK's biggest tap company and represent England in the tap World Championships.



## Lights Camera Action

Where dancers have one minute to grab their outfit and perform in our interactive countdown game.



## The Technique Zone

Allowing dancers to learn all the current technique tips & conditioning ideas to help you maintain the perfect dancers body!



## The Dance Clinic

Where dancers can chat 1 on 1 with Industry professionals. Anything goes... you get to pick the questions.



# THE DAY CONTINUED...



At **12.50pm** the college showcase takes place which is there to inspire young dancers wanting to train professionally. Top performing arts colleges such as **Urdang, Laine Theatre Arts, Performers, Masters** and over 25 well established training centres join us. Combined they have over **200 years of experience training the next generation of performers**.

From **4.00pm until 6pm** we have the dance school showcase which allows **dance teachers** to enter a group routine of their choice. To finish the day we present dancers with various **awards** from the “most promising dancer” to the ‘one to watch’ award. Everything is filmed on the day and a promotional reel is created for everyone to share and look back on.







# MARKETING OF CAN YOU DANCE?

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We advertise the conventions through a clear marketing strategy with a hands on approach.

**With over 18 partnerships including:** Dance Proms, Harlequin Floors, RAD, ISTD, Le Mark Flooring, Danceaid, Mardi Gras, Dance Biz, Dance Teacher Hub, Mirrors For Training, IDS, Dance UK, ABD dance, Kids Casting Call Pro, Yorkshire dance, Dancers Inc, Dancers & Cove, this gives us a combined database reach of over 400,000 which has allowed us to interact with a massive client base on a regular basis giving us the perfect platform to build on.

We connect with over a **20,000 strong client base** on a daily basis running competitions, releasing concept/ promo videos and sharing all things dance related.

We promote the conventions in various theatre programmes, dance competitions, and in the press. Marketing material including posters, leaflets & brochures are both emailed and mailed out regularly.

Both Matt Flint & Tom Shilcock take a pro active approach by delivering masterclasses and lectures throughout the UK. Combined they visited over **250 dance schools/colleges** last year alone to promote Can You Dance?



# Can You Dance? Opportunities



**Can You Dance?** have partnered with various colleges to offer the **CYD? scholarship scheme**. This allows dancers to gain either full or half scholarships to various colleges across the uk. During the conventions colleges scout dancers which then get short listed to audition at their establishment. The scholarships must be awarded to CYD? attendees only. Last year we had over £200,000 in funding this year it's more than doubled at close to £500,000.



Last year I auditioned at four colleges, and had felt I wasn't ready for the commitments of a three year course. I attended the CYD? Kent event and found Evolution, I was offered an audition which I attended and I fell in love with the place. After my audition Miss Jacqui **awarded me the Can You Dance? Kent scholarship**, I was so surprised and excited to know I could continue to train within the performing arts!



**Can You Dance? is also investing in the stars of the future** by awarding 10 young dancers around the uk **The CYD? dance star award** which includes the following - £100 towards classes, free tickets to CYD? & a goody bag.



# The Future

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The UK dance convention scene is a long way behind the US with only **one** major event currently taking place in London (**Move It**). With this in mind we would like to propose that in 2017 we host “**Can You Dance?**” at the **UK’s biggest exhibition centre** the Birmingham NEC

**The NEC is the best connected venue in the UK with over 75% of the population within a 3 hour drive.** They have an **international airport** and **train station** within walking distance. Last year over **2.1 million people visited** the Birmingham NEC, it’s a well established venue with a proven record. Hosting a convention here adds credibility, it’s host to some of the most prestigious shows in the world.

The **Ticket Factory** is the official box office for Birmingham NEC. With over **100 years** of ticketing know how, they will allow us to reach new audiences, grow markets and help us sell out the convention. With a great network of partners their database can reach greater than **32m** to pull new customers in. **Your company** will be included in the ticketing white label design which will be fully responsive across all devices. E tickets for the convention will also include your logo.

In the first year we look to sell **10,000 tickets** for the **convention** which will run over two days during October 2017, this combined with the current touring conventions will see an estimated **20,000 attendees**. This will only keep on expanding over the coming years as we aim to become Europe’s biggest convention.







**Can You Dance?** is proud to support our official charity partner **Danceaid** & raise funding and awareness via our conventions. Danceaid's mission is to raise the UK & beyond to it's feet dancing to make a difference to orphaned, poor & disabled children across the UK, Africa & Asia.

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## Our official Charity Partner Danceaid





# WHY SPONSOR CAN YOU DANCE?

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Can You Dance? offers a young fresh approach to the dance convention industry. It's the only touring dance convention in the UK. Being a well respected company we are expanding at a rapid rate and aim to be the biggest dance convention within Europe in the next 5 years. Now is the perfect time to align your brand as we launch Can You Dance? Live.

## **Put Your Business in the Spotlight**

Having a presence at a Can You Dance? convention positions you and your business as an authority in your industry.

## **Get in front of your Target Market**

In the first year we estimate to reach over 20,000 dancers, dance teachers and their families. We spend the time and money marketing the event to your target audience, bringing these attendees directly to you.

## **Get Your Brand Noticed**

Being featured as a Can You Dance? sponsor is a great way to get brand recognition.

## **Market Your Business Inexpensively**

We all know how much advertising your business can cost. Spending that same amount or less as a sponsor at an event is a much wiser investment that will bring a greater return on investment.







# OUR SPONSORSHIP PACKAGES

	BRONZE	SILVER	GOLD	PLATINUM
Name the convention “ <b>Can You Dance? live in association with your company</b> ”				X
Launch the new website with <b>your brand</b> heavily featured throughout, include a webpage dedicated to <b>you</b> with links back to your website.				X
Include <b>your company</b> in our email signature, with a direct link to your website. All marketing material for the convention would include “ <b>in association with your company</b> ”.				X
Within the exhibition itself we would display “ <b>Can You dance? Live in association with your company</b> ” on all our banners throughout including the <b>main stage</b> and other <b>heavily featured areas</b> .				X
Offer 3 x dedicated exhibition spaces to to allow you to have the <b>biggest presence</b> .				X
Give access to the “ <b>Can You Dance? Live</b> ” database.				X
Feature <b>you as the main sponsor</b> to all the other <b>touring Can You Dance?</b> conventions.				X
Feature <b>Your company</b> logo on E-tickets			X	X
Feature <b>you as the secondary sponsor</b> to all the other <b>touring Can You Dance?</b> conventions.			X	
Offer 2 x dedicated exhibition spaces			X	
Promote <b>your company</b> daily, weekly and ongoing via <b>social media</b> alongside running various competitions			X	X
Feature <b>your company</b> in the main <b>promotional footage</b> .			X	X
Give <b>you</b> the opportunity to showcase products in the Trade/fashion show, alongside having your own dedicated catwalk.		X	X	X
Include <b>your company</b> in all press releases.		X	X	X

*Sponsorship packages can also be tailor made to meet your requirements*



# SPONSORSHIP



	BRONZE	SILVER	GOLD	PLATINUM
Your own page in the show brochure (distribution 20,000).		X	X	X
Give <b>you</b> access to <b>VIP areas</b> on the day and catering alongside any free tickets for family and friends.		X	X	X
Feature <b>Your company</b> logo on all CYD? T-Shirts		X	X	X
Your product placement in our promotional videos		X	X	X
Opportunity to run promotions on the customers ticketing journey			X	X
Dedicated website Homepage banner		X	X	X
Feature <b>Your company</b> logo on <b>Can You Dance?</b> Water Bottles	X	X	X	X
1/4 page advert in our event guide	X			
Feature <b>Your company</b> logo on our sponsor wall	X	X	X	X
Feature <b>Your company</b> logo on <b>Can You Dance?</b> carrier bags	X	X	X	X
Sponsor a dance studio, name a dance studio after <b>your company</b>	X	X	X	X
One dedicated exhibition space, in a featured area	X	X		
Promotion of <b>relevant sponsor leverage activities</b> through our social media activities, e-newsletter, and/or website	X	X	X	X
Promotion or contest on our social media, e-newsletter, and/or website	X	X	X	X
Opportunity to provide prizes for media or event promotions, and gifts in our gift bags	X	X	X	X
Opportunity to provide inserts in our mailings (one A5 leaflet)	X	X	X	X
	£15,000	£30,000	£45,000	£65,000

*Sponsorship packages can also be tailor made to meet your requirements*





# MISSION STATEMENT

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Our aim is to become **Europe's biggest dance convention** over the coming years and to have **you** seen as a featured sponsor. We hope you join us in this new exciting venture.