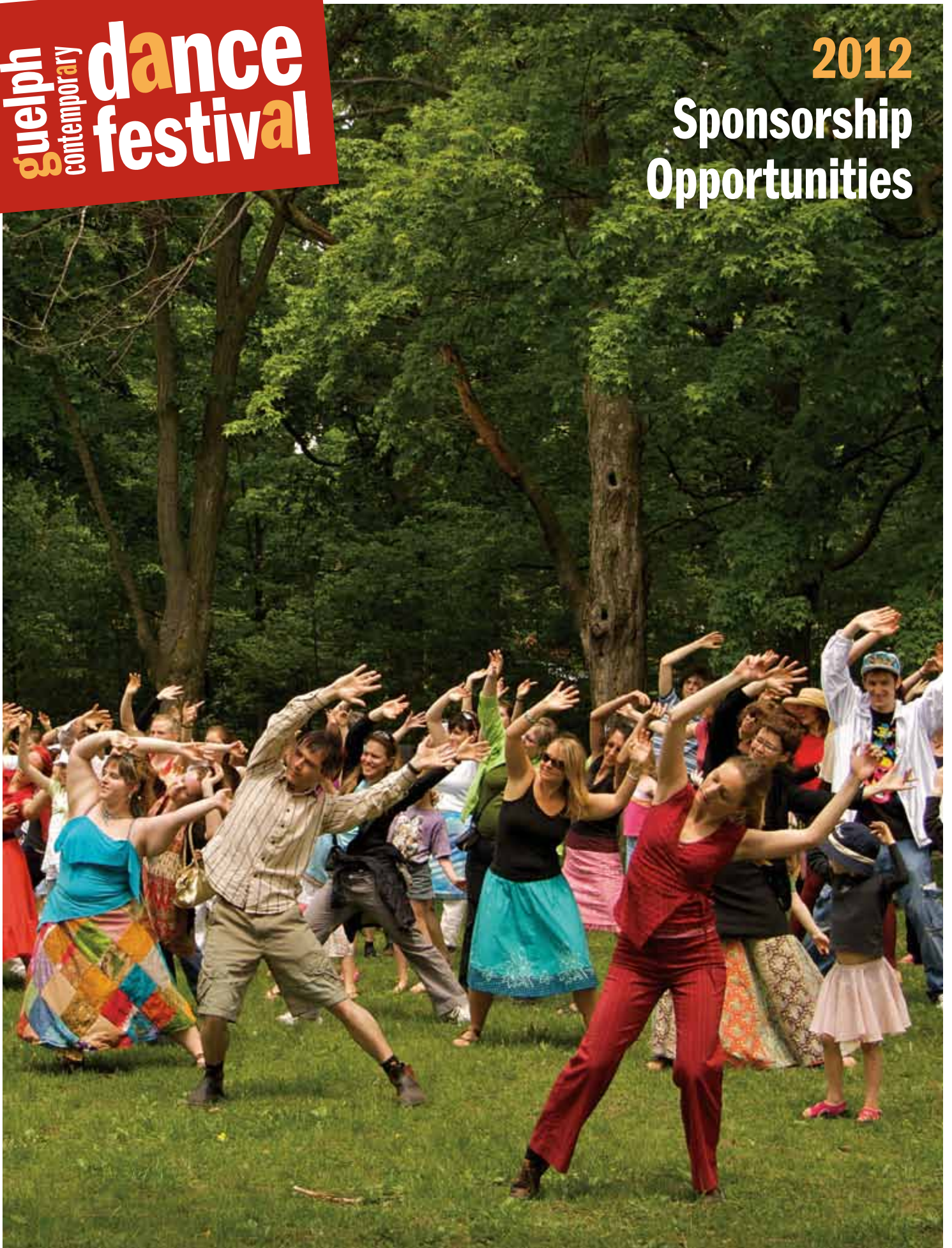


guelph
contemporary **dance**
festival

2012

**Sponsorship
Opportunities**



guelph contemporary dancefestival

Partner with excellence, innovation and community involvement

■ May 31 to June 3, 2012

2010



Dreamwalker Dance Company

JAMIE MACDONALD

“Great quality of performances... Awesome! Make it three to four times per year!”
— LESLIE ST. JACQUES,
FESTIVAL PATRON

■ About the Festival

- Has a year-round presence in the community, offering opportunities to see contemporary dance in November, March, April, and, of course, at the June festival.
- Reaches out to schools with artist performances and workshops.
- Supports innovative art performed by artists who take risks.
- Educates audiences through talkback sessions with artists.
- Is reviewed in local, regional and national media.
- Offers Youth Moves, a series for young dancers.
- Is well-known for its inclusiveness, reflecting the diversity of peoples in our country as well as the wide variety of contemporary dance styles.

common ground

We share with our sponsors the values of

- ingenuity
- honesty
- resourcefulness
- multidimensionality

Sponsors can associate their companies with a festival that unifies athleticism and artistry, joins movement and mind, and draws on excellence to create ever-superior work.

growth

Over 13 short years, we have grown from 600 patrons attending in 1999, to over 5,000 in 2011.

exposure

By investing in one of the GCDF's bold, daring and innovative series, your company will reinforce its image as a cutting-edge organization with a commitment to supporting excellence.

FESTIVAL MEDIA

- **Program** 800 programs distributed to patrons at events. One program is used for all the Festival series and is therefore used repeatedly over the course of the Festival.
- **Promotional Brochure** 7,800 brochures distributed throughout Guelph, Kitchener-Waterloo, Cambridge and Toronto and inserted into cultural events programs and through arts organizations' mailing lists.
- **On-Site Signage** throughout the Festival or at targeted performances.
- **Hospitality** We supply a number of free festival tickets to sponsors and offer a discount on purchases of over 20 tickets.
- **E-Newsletter** Over 1,200 people from Guelph, Kitchener-Waterloo, Cambridge and Toronto receive our newsletter sent six times a year.

PRINT MEDIA

We receive extensive press coverage. Beautiful bodies in motion, stunning photographic images and events of interest that are accessible to all members of our community attract media attention.

We have been highlighted in *The Dance Current* (Canada), *The Guelph Tribune*, *The Record* (Kitchener-Waterloo), *The Guelph Mercury*, *Echo Weekly* (Kitchener-Waterloo, Cambridge, Guelph), the *Toronto Star* (Ontario), *The National Post*, *The Globe and Mail* and *The Ontarion* (Guelph).

Naturally, sponsors of the festival become linked to the visual dynamism we offer.

WEBSITE

150 people visit our website every day – from Guelph to Greece. All sponsor logos and website link appear on our Festival website and our Facebook Fan Page starting December 1, 2011.

RADIO AND TELEVISION

Your company can bask in some of the reflected light as the cameras and microphones are pointed our way every year, whether for interviews with the artistic directors, for coverage of our dance events throughout the year, or for footage of the eminently photogenic dancers we celebrate.

Past radio and television forays include TV Ontario, Rogers Television, CFRU Radio 93.3 FM, *Monday Night With the Arts* on FM 98.5, CIUT 89.5 FM and CBC Radio.

2002



Sylvie Bouchard & David Danzon
in *Corpus*

GARY MULCAHEY

“I loved the funkiness,
zaniness, humour
and originality of the
performances.”

BARB HEAGY, GALA PATRON

2005



Company Blonde

ANUTA SKRIPNICHENKO

sponsorship levels and benefits

Associate your company with ingenuity, artistry and community investment. When you partner with the GCDF, you'll reach an audience that is educated, active and upwardly mobile. As you'll see below in the list of benefits, you'll be supporting a festival that sees all sponsorships as true partnerships, designed to meet both your needs and the needs of the GCDF and its attendees. We are always happy to tailor a benefit package according to your wishes.

TITLE LEVEL: \$10,000

This is the level of entitlement: it gives you the most recognition and visibility of all our packages. Not only at the Festival, but also year-round, your sponsorship will be proclaimed on all marketing promotions, in all media and at all Festival events.

- Announces you as a title sponsor at the **Opening Gala**, and offers you the opportunity of giving a short speech on your partnership.
- Allows you room for a full-page **sponsor greeting** in the GCDF program.
- Names you as a **Title-Level sponsor** at all GCDF events
- Gives you a **full-page colour advertisement** on the outside back cover of the GCDF program.
- Places your **logo and website link** prominently on our website, Facebook page and e-newsletter.
- Includes your name in all media communications.
- Displays your **logo** at every venue.
- Features your name and logo on GCDF **tickets**.
- Guarantees you receive **20 tickets** to the Opening Gala and On the Stage performance on Friday, June 1 at 8:00 pm.
- **Welcomes** you as a sponsor in our e-newsletter.

PLATINUM LEVEL: \$5,000

- Features your logo on GCDF **promotional brochures and programs**.
- Links your name to a **Festival series**, if requested.
- Names you as a Platinum-Level sponsor at the **Opening Night Gala, In the Park** and **In the Street** performances.
- Places your **logo and website link** on our website, Facebook page and e-newsletter.
- Gives you a **full-page black-and-white advertisement** in the GCDF program.
- Announces you as a sponsor in **media communications**.
- Displays your **logo** at every venue.
- Guarantees you receive **10 tickets** to the Opening Gala and On the Stage performance on Friday, June 1 at 8:00 pm.
- **Welcomes** you as a sponsor in our e-newsletter.

sponsorship levels and benefits (cont'd.)

“I loved the diversity of the dances and the availability for people.”

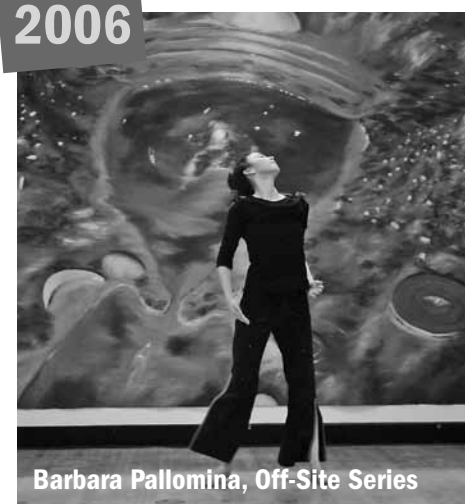
— MICHELLE HUMPHREY,
ON THE STREET PATRON

1999



Kaeja D'Dance

2006



Barbara Pallomina, Off-Site Series

DEAN PALMER

DIAMOND LEVEL: \$2,500

- Features your logo on GCDF **promotional brochures and programs**.
- Names you as a Diamond-Level sponsor at **In the Park** and **In the Street** performances.
- Places your **logo and website link** on our website, Facebook page and e-newsletter.
- Gives you a **full-page black-and-white advertisement** in the Festival program.
- Announces you as a sponsor in **media communications**.
- Displays your **logo** at every venue.
- Guarantees you receive **eight tickets** to the Opening Gala and On the Stage performance on Friday, June 1 at 8:00 pm.
- **Welcomes** you as a sponsor in our e-newsletter.

GOLD LEVEL: \$1,500

- Features your logo on GCDF **promotional brochures and programs**.
- Names you as a Gold-Level sponsor at the **In the Street** performance.
- Places your **logo and website link** on our website and Facebook page.
- Gives you a **half-page black-and-white advertisement** in the GCDF program.
- Announces you as a sponsor in **media communications**.
- Displays your **logo** at every venue.
- Guarantees you receive **six tickets** to the Opening Gala and On the Stage performance on Friday, June 1 at 8:00 pm.
- **Welcomes** you as a sponsor in our e-newsletter.

SILVER LEVEL: \$1,000

- Features your logo on GCDF **promotional brochures and programs**.
- Gives you a **quarter-page black-and-white advertisement** in the GCDF program.
- Places your **logo and website link** on our website and Facebook page.
- Displays your **logo** at every venue.
- Guarantees you receive **four tickets** to the Opening Gala and On the Stage performance on Friday, June 1 at 8:00 pm.
- **Welcomes** you as a sponsor in our e-newsletter.

BRONZE LEVEL: \$500

- Features your logo in GCDF **programs**.
- Places your **logo and website link** on our website and Facebook page.
- Displays your **logo** at every venue.
- Guarantees you receive **two tickets** to the Opening Gala and On the Stage performance on Friday, June 1 at 8:00 pm.
- **Welcomes** you as a sponsor in our e-newsletter.

“It’s one of Guelph’s cultural jewels and well worth checking out.”

—GUELPH TRIBUNE

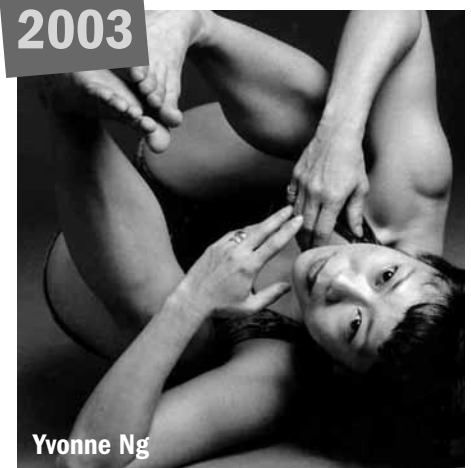
2010



Zata Omm Dance Company

MEGAN VERHEY

2003



Yvonne Ng

programming during the festival

IN THE PARK Refreshingly unexpected

Where professional choreographers showcase works in Exhibition Park that delights the whole family. This is one of our most popular series! Offered as *pay-what-you-can* to increase public accessibility.

IN THE STREET Provocative next-generation choreography

Performances by next generation choreographers in Guelph's historic St. George's Square, where ideas and bodies bounce off old stone and new concrete to create community-engaging spectacle. Offered as *pay-what-you-can* to increase public accessibility.

ON THE STAGE Cutting-edge excitement

Showcasing the diversity and innovation of Canada's exceptional professional artists.

IN THE STUDIO Intimate and evocative

Professional dance artists from across Canada present cutting edge works in an intimate studio venue.

YOUTH MOVES Astonishingly energetic

A series of exciting and eclectic works performed by dancers under the age of 19. Our festival is one of the only venues in Canada that showcases and promotes professional choreography using young dancers. We offer this rare opportunity through the support of our sponsors.

throughout the year

PERFORMANCES Special engagements

Get a taste of the Festival before it all begins. Includes In The Gallery, Women's Voices (a new partnership with Dancetheatre David Earle celebrating International Women's Day) and CSA Nooner (in partnership with the University of Guelph) performances.

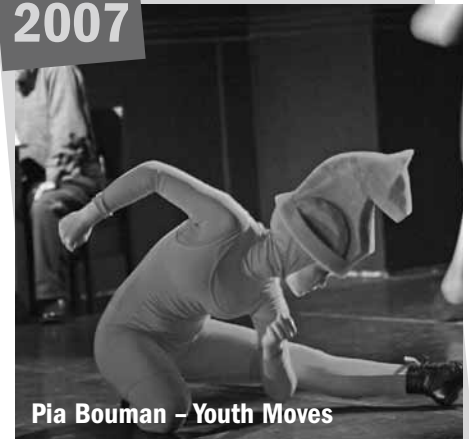
EDUCATIONAL OUTREACH Creative and physical enrichment

For years, we have connected school children with professional dancers through our Workshops In Schools, Arts Explosion March Break and Summer camp initiatives. We also offer workshops for the general public during the main Festival in June. *These opportunities can be offered for free with sponsor support.*

THE GUELPH CONTEMPORARY DANCE FESTIVAL

**Innovative,
unique,
educational,
community-invested**

2007



Pia Bouman - Youth Moves

2010



Menaka Thakkar - Public Workshops

JAMIE MACDONALD

2007



Workshops in the Schools

ANUTA SKRYPNICHENKO

2008



“The Guelph Contemporary Dance Festival has built a reputation for reaching the broadest of audiences and facilitating meaningful contact between artists and the general public.”

—MARTIN DEGROOT,
THE RECORD

ANUTA SKRYPNICHENKO

audience

A major part of our festival takes place outside the theatre – in the park and on the street and in the schools – so we attract people from every walk of life, and they are always surprised and enthralled. Our indoor staged events tend to be attended by educated people in the twenty-something to fifty-something age range. They are young, open to ideas and unafraid of the new.

FOR 2012, WE EXPECT THAT

- **2,100** students will participate in the Workshops-in-the-Schools Series;
- **1,300** students aged 6–12 years will attend the March Break Camp, Summer Camp and PD Day activities;
- **950** patrons will attend the In the Park Series;
- **500** patrons will attend the On the Stage Series;
- **250** patrons will attend the In the Street Series;
- **210** patrons will attend the Youth Moves Series;
- **500** university students will attend the CSA Nooner Program;
- **250** people will attend the Opening Gala Reception and Talkback Sessions;
- **90** choreographers and performers will take part in the festival;
- **40** dance patrons and artists will attend the Workshop Series;

WE EXPECT A TOTAL OF 6,190 PATRONS TO ATTEND OUR PERFORMANCES AND PARTICIPATE IN OUR VARIOUS EDUCATIONAL INITIATIVES.

2007



ANUTA SKRYPNICHENKO

2004



Denise Duric

“Dancers are the athletes of God.”

—ALBERT EINSTEIN

2007



Guelph Youth Dance Training Program

ANUTA SKRYPNYCHENKO

who we are

Co-Artistic Directors

**Janet Johnson
& Catrina von Radecki**

General Manager

Catrina von Radecki

Writer, Editor, Publicist

Barbara Radecki

Assistant General Manager

Daniel Poulin

Board of Directors

**Erin Haid, Richard Gorrie, Sue Knox,
Cheryl McGowan, Michelle Miller,
Lynette Segal, Lynda Walters**

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guelphdance.ca

guelph contemporary dance festival

Partner with excellence, innovation and community involvement ■ May 31 to June 3, 2012