

# Dances *at the* Bay

CORPORATE SPONSORSHIP



## ABOUT

**Dances at the Bay** is an annual vibrant summer celebration hosted at Bayfront Park that offers free dance workshops, professional performances, and community-hybrid dance events at **no cost to participants** during **the third weekend of July**. This summer dance festival has been an arts event for Hamilton, by Hamilton, and about Hamilton since 2013; dedicated to celebrating and stewarding artistic excellence, patronage, and development in our community.

## AUDIENCE

Due to our free programming and an organizational mandate of inclusion, equity, diversity, and accessibility; **Dances at the Bay** attracts people from all ages and demographics in the Hamilton region.

Across our three day festival, our dance workshops and presentations garner an approximate **535+ participants** yearly, and reach an additional **3500+ community members** through overall attendance at the Dances at the Bay festival. Our registered participants and audiences have been ages **2 to 92!**



## SOCIAL MEDIA



**938+**  
followers



**660+**  
followers



**1500+**  
subscribers

## PRINT MEDIA & ADS

Dances at the Bay utilizes print and digital media for advertising. This includes:

### PRINT

- 50 posters
- 500 postcards
- 100 lawn signs
- 3000 programs

### DIGITAL

- Targeted Meta ads
- Social Media Campaigning
- Sponsorship collaborations

### BANNERS

- 40ft banner at City Hall
- 20ft banner at Bayfront Park
- 7.5ft banner at festival site

## SPONSORSHIP LEVELS

# The Headliner – \$10,000 – \$15,000

- Charitable tax receipt
- Verbal and written acknowledgement at and for all DATB events
- Full page ad space in festival program
- Logo recognition in festival program (3000+ printed)
- Logo recognition on program webpage
- Logo on all on-site DATB signage
- Opportunity to give sponsorship remarks at opening event
- Logo recognition on all promotional banners across city (40ft, 20ft, and 7.5ft)
- Logo recognition on all print advertisements (650+ print assets)
- Logo recognition on online and 'home' webpages
- Social media sponsor recognition posts across all channels
- Sponsor booth for entire Dances at the Bay weekend for all events
- 4 Complimentary tickets to 2 PASS performances in the 25/26 season.
- Sponsor spotlight in HCADT newsletter prior to DATB 2026
- Special artist meet and greet at select DATB performances

# The Soloist – \$7500

- Charitable tax receipt
- Verbal recognition each day and at each event of DATB
- ½ Page ad space in festival program
- Sponsor booth for one entire day during the DATB festival
- Logo recognition in festival program (3000+ printed)
- Logo recognition on online program and home webpages
- Logo recognition on all print advertisements (650+)
- 2 Complimentary tickets to 2 PASS performances in the 25/26 season
- Social media recognition on all channels

# The Ensemble – \$5000

- Charitable tax receipt
- Verbal recognition at each day of DATB
- Logo recognition in festival program (3000+ printed)
- Logo recognition on online program webpage
- Logo recognition in 2 DATB social media posts

## SPONSORSHIP LEVELS

# The Opener – \$750 - \$2500

Sponsor an individual workshop or outreach event

- Charitable tax receipt
- Verbal recognition at the selected event for three consecutive days
- Logo recognition in festival program (3000+ printed)
- Logo recognition on online event specific webpage

## SPONSORSHIP COMPARISON

The Headliner	The Soloist	The Ensemble	The Opener
\$10,000 +	\$7,500	\$5,000	\$750+

Charitable Tax Receipt	●	●	●	●
Logo recognition in festival program (3000 printed)	●	●	●	●
Logo recognition on online program webpage	●	●	●	●
Verbal recognition at the selected event for three consecutive days				●
Verbal recognition at each day of DATB	●	●	●	
Verbal recognition at every event of DATB	●	●		
Logo recognition on all print advertisements (650+ assets)	●	●		
Logo recognition in 2 DATB social media posts			●	
Social media sponsor recognition posts across all channels	●	●		

# SPONSORSHIP COMPARISON CONTINUED

<b>The Headliner</b>	<b>The Soloist</b>	<b>The Ensemble</b>	<b>The Opener</b>
\$10,000 +	\$7,500	\$5,000	\$750+

Logo recognition on online program and 'home' webpages	●	●		
2 Complimentary tickets to 2 PASS performances in the 25/26 Season		●		
4 Complimentary tickets to 2 PASS performances in the 25/26 Season	●			
1/2 Page ad space in festival program		●		
Full page ad space in festival program	●			
Sponsor booth for one entire day during DATB		●		
Sponsor booth for entire DATB weekend for all events	●			
Logo on all on-site DATB signage	●			
Opportunity to give sponsorship remarks at opening event	●			
Logo recognition on all promotional banners across the city (40ft, 20ft, and 7.5ft)	●			
Sponsor spotlight in HCADT newsletter prior to DATB 2026	●			
Special artist meet and greet at select DATB performances	●			

For more information please contact:

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