



fear no
Dance!

CORPORATE SPONSORSHIP

ABOUT

Fear No Dance is a free, multi-month community arts initiative that promotes cross cultural exchange, physical activity, and personal well-being. Annually running from **May through July**, Fear No Dance includes weekly culturally diverse dance classes and single-day workshops free to all, that culminate in several public performances during the Dances at the Bay festival at Bayfront Park.

AUDIENCE

Due to our free programming and an organizational mandate of inclusion, equity, diversity, and accessibility; Fear No Dance attracts people from all ages and demographics in the Hamilton region.

Across our multi-month dance classes and workshops we 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 have been from ages **2 to 92!**



SOCIAL MEDIA



938+
followers



660+
followers

PRINT MEDIA & ADS

Fear No Dance utilizes print and digital media for advertising in conjunction with Dances at the Bay. 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 – \$9,999

- Title Sponsor for the entire Fear No Dance program which includes verbal and written acknowledgement at and for all Fear No Dance related events during the Dances at the Bay festival
- Charitable tax receipt
- Logo recognition in festival program (3000 printed)
- Logo recognition on online program and 'home' webpages
- Logo recognition on all print advertisements (650+ print assets)
- Logo recognition on all banners
 - 40ft at City Hall
 - 20ft at Bayfront Park
 - 7.5ft at festival site
- Verbal recognition each day of Dances at the Bay for select Fear No Dance related events
- 1/3 Page ad space in the festival program
- Social media sponsor recognition posts across all channels
- Sponsor booth for the entire Dances at the Bay weekend limited to Fear No Dance related events

The Soloist – \$7500

- Charitable tax receipt
- Logo recognition in festival program (3000 printed)
- Logo recognition on online program webpage
- Verbal recognition each day of Dances at the Bay for select Fear No Dance related events
- 1/4 Page ad space in the festival program
- Sponsor booth for one chosen day during Dances at the Bay festival for Fear No Dance related events

The Ensemble – \$4999

- Charitable tax receipt
- Logo recognition in festival program (3000 printed)
- Logo recognition on online program webpage
- Verbal recognition each day of Dances at the Bay for select Fear No Dance related events

SPONSORSHIP TIERS

The Headliner

\$9999

The Soloist

\$7500

The Ensemble

\$4999

Charitable Tax Receipt	●	●	●
Logo recognition in festival program (3000 printed)	●	●	●
Logo recognition on online program webpage	●	●	●
Verbal recognition each day of Dances at the Bay for select Fear No Dance related events	●	●	●
Logo recognition on online program and 'home' webpages	●		
Logo recognition on all print advertisements (650+ print assets)	●		
Logo recognition on all banners (40ft at City Hall, 20ft at Bayfront Park entrance, 7.5ft at festival site)	●		
1/4 Page ad space in festival program (3000 printed)		●	
1/3 Page ad space in festival program (3000 printed)	●		
Sponsor booth for one chosen day during a Fear No Dance related event		●	
Sponsor booth for entire Dances at the Bay weekend limited to Fear No Dance related events	●		
Social media recognition across all channels	●		
Title sponsor for entire Fear No Dance Program	●		

For more information please contact:

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