

## SPONSORSHIP

Through your sponsorship of Dance/NYC's 2018 Symposium, you will reach a targeted segment of New York City dance artists, managers, policy makers, donors, and audiences, including:

- 1,000,000+ annual visits to Dance.NYC
- 32,000+ followers on social media
- 22,000+ e-newsletter subscribers
- 7,700+ registered users of Dance.NYC
- 500+ attendees

## LEVELS OF SPONSORSHIP

### Underwriter / \$10,000

- 10 tickets to the full-day event (value, \$1,300)
- Underwriter listing and logo placement on print and online materials including:
  - invitations, ad placements, and press release
  - event program full page ad (value, \$300)
  - event signage, including organization's banner
- Acknowledgment in Symposium welcoming and closing remarks, and an opportunity for a representative to offer remarks
- Social media postings, including organization's handle during all events
- Joint press release
- One booth on location at Gibney Dance on February 25th, to display materials and meet with Symposium attendees
- If desired, an opportunity to offer a workshop
- Year-round listing on print and online organizational material where partners are credited

### Leader / \$5,000

- Leader listing and logo placement on print and online materials including:
  - invitations and ad placements
  - event program full-page ad (value, \$300)
  - event signage
- Acknowledgment in welcoming and closing remarks
- Two of the following:
  - 10 tickets to full-day event (value, \$1,300)
  - one booth on location at Gibney Dance on February 25th, to display materials and meet with Symposium attendees
  - an opportunity to offer a workshop
- Year-round listing on print and online organizational material where partners are credited

### Host / \$2,500

- Host listing and logo placement on print and online materials including:
  - invitations and ad placements
  - event program half-page ad (value, \$200)
  - event signage
- One of the following:
  - 10 tickets to full-day event (value, \$1,300)
  - 5 tickets to full-day event (value, \$650) and service booth on location at Gibney Dance on February 25th, to display materials and meet with Symposium attendees
  - 5 tickets to full-day event (value, \$650) and an opportunity to offer a workshop
- Year-round listing on print and online organizational material where partners are credited

Sunday, February 25, 2018

Gibney Dance: Agnes Varis Performing Arts Center  
280 Broadway

### Partner / \$1,000

- 5 tickets full-day event (value, \$650)
- Partner listing and logo placement on print and online materials including:
  - invitations and ad placements
  - event program half-page ad (value, \$200)
  - event signage
- One of the following:
  - One booth on location at Gibney Dance on February 25th to display materials and meet with symposium attendees.
  - An opportunity to offer a workshop
- Year-round listing on print and online organizational material where partners are credited

### Nonprofit Group Purchase / \$500

- 5 tickets to the full-day event (value, \$650)
- Recognition in the form of logo placement in electronic invitation materials and event signage
- Listing in event program
- Year-round listing on print and online organizational material where partners are credited

### Educational Institution / \$500

- 10 student tickets to the full-day event (value, \$1,300)
- Recognition in the form of logo placement in electronic invitation materials and event signage
- Listing in event program
- Year-round listing on print and online organizational material where partners are credited

### Dance Service Fair / \$500

(For Service Organizations and Dance Studios Only - Limited

#### Availability)

- 2 tickets to the full-day event (value, \$260)
- Recognition in the form of logo placement in electronic invitation materials and event signage
- Listing in Event Program
- One booth on location at Gibney Dance on February 25th, to display materials and meet with symposium attendees
- Year-round listing on print and online organizational material where partners are credited

## PROGRAM ADVERTISEMENTS

### Print Program Ads

Purchase an Ad in the Dance/NYC Symposium Program to support your promotional efforts

- Quarter-page program ads are \$100 and are 3.875 x 5.125 inches in size (vertical orientation).
- Half-page program ads are \$200 and are 8 x 5.125 inches in size (horizontal orientation).
- Full-page program ads are \$300 and are 8 x 10.5 inches in size (vertical orientation).

## INFORMATION

Checks can be made payable to Dance Service New York City, Inc. dba Dance/NYC and mailed to 218 East 18th Street, 4th Floor, New York, NY 10003. Sponsorship must be confirmed by Sunday, January 21, 2018. To purchase your sponsorship online, please visit the Symposium event page on Dance.NYC. For additional details and customized offerings, please write to [sympcoordinator@dance.nyc](mailto:sympcoordinator@dance.nyc) or call 212.966.4452.