



One day. One city. Tons of free dance workshops.

## **Sponsorship Opportunities**

Philadelphia Dance Day is a nonprofit festival featuring free workshops, live performances and an evening showcase. The goal is to unite the community in celebrating dance as a powerful platform for creative expression and physical activity.

All dance enthusiasts – regardless of experience or even coordination – are invited to take part in the fun on July 31, 2021. There will be something for everyone, from belly dance to hip-hop for all ages. Daytime workshops will be held outdoors at Markward/Taney Park (400 S. Taney Street), as well as a few indoor sessions at the Philly Dance Fitness studio (1923 Chestnut St). The festival culminates with a performance showcase at Markward featuring routines from volunteer instructors, local dance companies and student groups.

Philly Dance Fitness, an independent company based in Center City, first organized this event in 2010 to celebrate National Dance Day, an initiative spurred by the creators of the Fox reality show, “So You Think You Can Dance.” With publicity from Fox and other media outlets, our grassroots efforts brought more than 500 people together at some past events. To see video clips from past Dance Days and read more about this year’s schedule, visit [philadelphiadanceday.com](http://philadelphiadanceday.com).

While we’re lucky to have volunteers to run the event, we’re seeking sponsors to help address production costs. We hope you will consider the following range of promotional opportunities that will put your business in front of hundreds of Dance Day attendees, as well as thousands more who will visit the event website looking for dance and fitness opportunities around the region.

# Philadelphia Dance Day Sponsorship Opportunities

## Presenting Title Sponsor — \$1,000

Maximize your reach as the official Presenting Sponsor of Dance Day:

- Top billing on all print and website advertising including your logo featured prominently on the front of hundreds of Dance Day postcards and fliers distributed around the city.
- A promotional table at the central Dance Day workshop location as well as at the signature evening event where hundreds of people will gather for lessons, social dancing and the capstone performance showcase.
- A banner display with your logo hung in a high-traffic area for the duration of the evening community event.
- Opportunity to distribute promotional items at any preview events. (Past events have included a mini-Dance Day at a local studio and an evening outdoor cardio dance session at The Oval.)
- Acknowledgment in press releases and announcements on the Dance Day website, which is frequented by more than 3,600 unique visitors in July alone.
- Call-outs in “Support our Sponsors” social media posts that reach hundreds of Dance Day followers on Twitter, Facebook & Instagram.
- A two-page spread ad in the program that will be distributed to attendees at every workshop location throughout the city. The program includes the line-up of free classes, a map of studio locations and other useful details about the day.

## Platinum – \$500

Make sure all eyes are on your brand with this all-inclusive opportunity:

- Prominent billing on print and website advertising including your logo featured on hundreds of Dance Day postcards and fliers distributed around the city.
- A promotional table at our signature evening event where hundreds of people will gather for lessons, social dancing and the performance showcase.
- A banner display with your logo hung in a high-traffic area for the duration of the evening community event.
- Acknowledgment in “Support our Sponsors” announcements that reach hundreds of Dance Day followers on Twitter, Facebook & Instagram.
- A full-page ad in the program that will be distributed to attendees at every workshop location throughout the city.

## **Gold – \$200**

Reach dance and fitness enthusiasts from all across the region with:

- A banner with your logo hung at the main evening event where hundreds of people will gather for workshops, social dancing and performances.
- Your logo featured prominently on the Philadelphia Dance Day website, which is viewed by thousands of unique visitors from around the region
- Acknowledgment in “Support our Sponsors” announcements that reach hundreds of Dance Day followers on Twitter, Facebook & Instagram.
- A half-page ad in the program that will be available at every workshop location throughout the city.

## **Silver – \$100**

- Your logo featured on the Philadelphia Dance Day website, which is viewed by thousands of unique visitors from around the region.
- A quarter-page ad in the program that will be distributed throughout the day.

## **Bronze – \$50**

- Your logo featured on the Philadelphia Dance Day website, where thousands of unique visitors go to find information about the community event. The logo will include a link to your business’ website or online directory listing.

## **Product Sponsor**

Since participants will be working up a sweat all day, we have opportunities for businesses to supply water, snacks and other items that might help keep them going. We welcome branded items such as bottled water with your company’s logo on the label, small towels, etc. A sign with your company’s name and promotional materials will be displayed prominently next to any food donations. We also welcome donations that could be included in raffle prizes at the main event.

Ready to support a great event and expose your business to thousands of dance and fitness enthusiasts around the city? Contact us today!

Phone: 215-645-2717  
E-Mail: [info@phillydancefitness.com](mailto:info@phillydancefitness.com)  
Mail: Philly Dance Fitness  
Attn: Philadelphia Dance Day  
1336 Kater St  
Philadelphia, PA 19147

- Please make checks payable to “Philly Dance Fitness” and note “Philadelphia Dance Day” in the memo line.
- For tax-deductible forms, donations must be made online through our [Fractured Atlas portal](#).
- Logos for pre-event printed material such as promotional postcards and fliers must be received by May 15.
- Logos and ad files for the event programs must be received by July 1.
- To discuss product donations, logo/banner/display requirements or other logistics, contact us as soon as possible.

Dance Day is a nonprofit, completely volunteer-run event. All fundraising goes directly toward expenses associated with the event.

