



**One  
Dance**  
UK  
Supporting  
Dance

# **REACH THE UK DANCE SECTOR**

Advertising opportunities





# ABOUT US

One Dance UK is the national support organisation for dance. Our goal is to raise the profile, excellence, and importance of dance in the UK. We lead the way to a stronger, more vibrant, and more diverse dance sector.

We work to ensure a brighter future for everybody in dance. Through our work we:

- Promote dance as a viable career pathway
- Provide up-to-date advice for those working in the sector
- Advance the diversity of dance across the UK

As a membership organisation, our network spans the entirety of the UK and the sector. Our members get access to expert advice, promotional and networking opportunities, training, and specialist resources specific to the dance world.



## CONNECT WITH THE UK DANCE SECTOR

One Dance UK is dedicated to promoting and elevating dance in the UK, connecting our members and wider network to opportunities that help them to thrive. By collaborating with us, we can effectively showcase your brand and build a campaign that creates a lasting impact.

This Advertising Opportunities pack details how you can utilise our platforms to share your message:

- **PRINT MEDIA**
- **DIGITAL PLATFORMS**
- **SOCIAL MEDIA**
- **EVENTS**

Through our work, we engage with an audience of over **130,000** people. Our reach provides you with a significant opportunity to promote your brand to the UK dance sector.

By advertising, sponsoring or partnering with One Dance UK, you can connect with our members and audiences who are passionate about dance. This includes individual creatives, students, teachers, healthcare practitioners, dance scientists, and organisations.



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Whoever you are,  
however you move –  
**we move for you**





# KEY STATISTICS

## PRINT

**7,000**

readers of ONE Magazine

**1,000**

U.Dance National Festival brochures printed in 2024



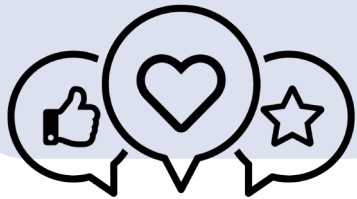
## SOCIAL MEDIA

**35,000**

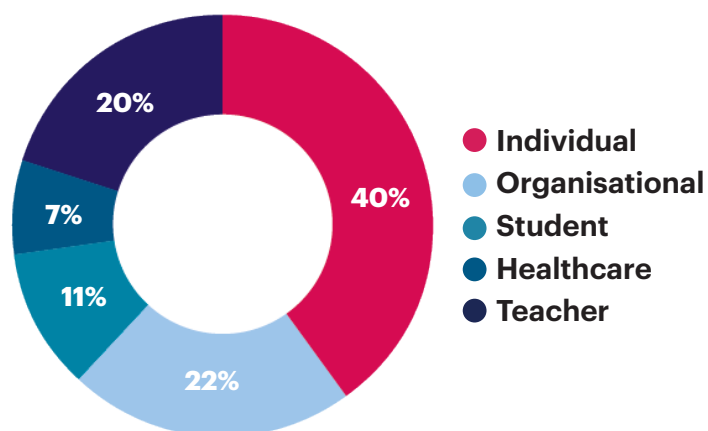
reach per month

**130,000**

followers



## ONE DANCE UK MEMBERSHIP



- Individual
- Organisational
- Student
- Healthcare
- Teacher

## WEBSITE

**25,960**

avg. monthly page views

**8,300+**

avg. monthly visitors



## EMAIL

**50%**

avg. open rate

**3,600+**

engaged inboxes



## ONE DANCE UK AWARDS

**1**

new city every year

**11**

categories

**430**

avg. nominations per year

## CHILDREN AND YOUNG PEOPLE'S PROGRAMMES

**2,500+**

young people participate annually in U.Dance programmes, Yong Creatives and Dance Ambassadors



# PACKAGES AVAILABLE



## Maximise your reach

Spread your message across multiple platforms and save! We can help you build a bespoke campaign to ensure the widest reach and impact.

# ONE DANCE UK MEMBER BENEFITS



**25%**

## Exclusive rate available for One Dance UK Members

Save 25% off all advertising rates listed.



## Exclusive promotion for One Dance UK members

As part of our membership benefits, we offer member-only promotional opportunities across our social media platforms at no additional cost.\*

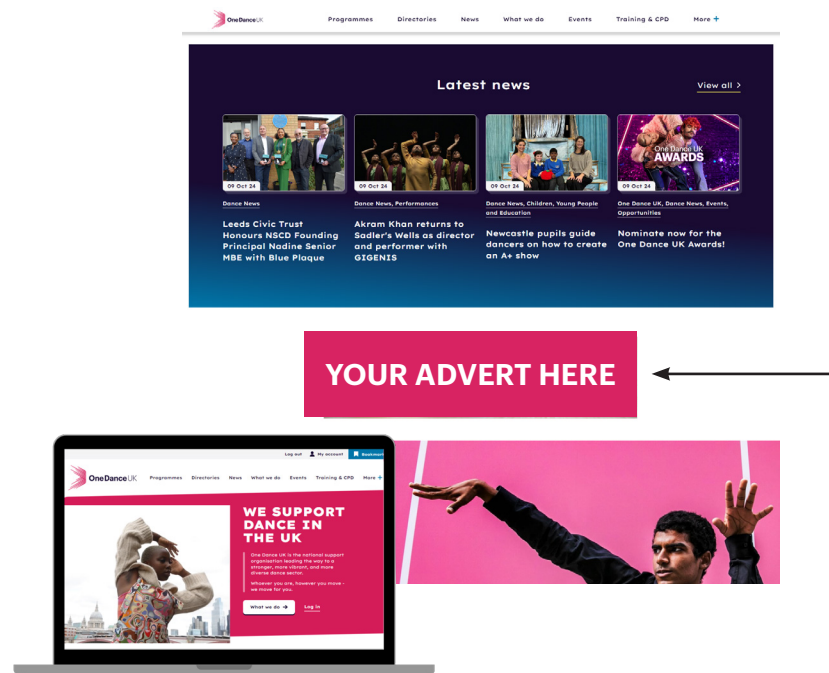
*\*Please note that this benefit is subject to having a current and valid One Dance UK Membership. We reserve the right to control content on our platforms. Terms and conditions apply.*

## DIGITAL

# ADVERTISING PLATFORMS

## Website (Page 8)

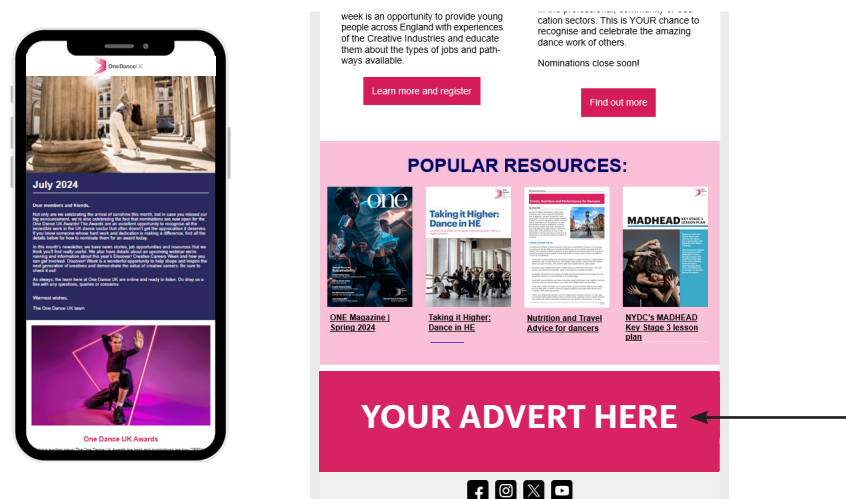
The One Dance UK website is the hub of resources and sector specific information; from the latest jobs and industry news to professional advice across areas of our work.



## Email (Page 9)

Throughout the year we publish regular e-newsletters and e-bulletins to provide our members and wider network with the latest updates across the dance sector.

- **Monthly member e-news**  
Released at the end of each month: *January - December*
- **Dance in Education member e-bulletin**  
6 editions released at key points in the academic calendar: *October, December, February, March, May, July*

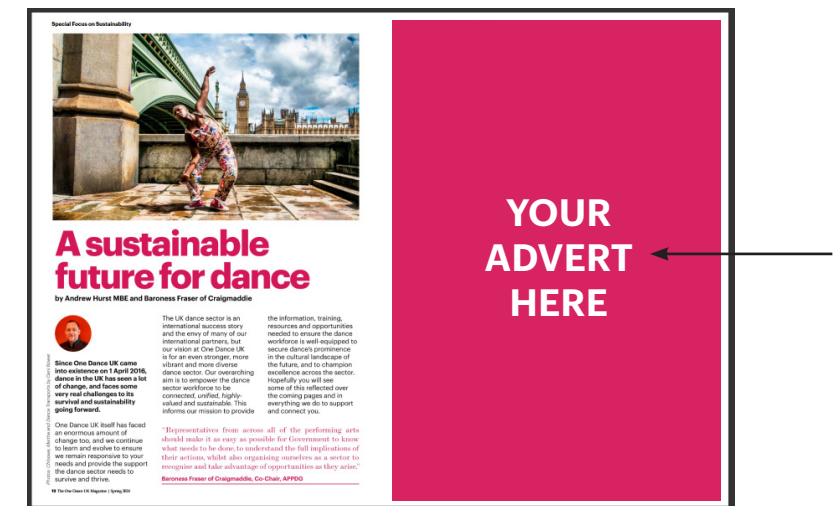


## PRINT

## ONE Magazine (Page 10)

ONE is One Dance UK's flagship magazine available in print and digital format. It is delivered directly to our membership network of dance practitioners, educators and organisations across the UK.

Published twice yearly, each edition is themed on a specific topic, with a wide range of content including: interviews, the latest dance research and trends, pull out resources, professional advice and more.



## U.Dance National Festival (Pages 12-13)

Connect with aspiring young dancers from all over the UK across the U.Dance National Festival print, digital, social and event platforms.



## One Dance UK Awards (Pages 14-15)

Promote your brand, message and organisation as part the One Dance UK Awards brochure and directly reach an audience of changemakers, innovators, industry leaders and visionaries. Join us in celebrating artists and organisations who make great dance happen.

*All advertising prices are subject to VAT.*



# WEBSITE ADVERTISING



Adverts click through to your website

Advert type	Rates	Artwork specification
Homepage banner	£150 Members £200 Non Members 1 month duration	JPEG or GIF 1920 w x 498 h Resolution: 72 dpi (can be animated, unit is pixels)
News / Events / Programmes page banner	£225 Members £300 Non Members 1 month duration	JPEG or GIF 1920 w x 498 h Resolution: 72 dpi (can be animated, unit is pixels)
Jobs Board	£25 Members £40 Non Members per job post	Advertise your job vacancy on our Jobs Board. Upload your description, URL and logo.

# EMAIL ADVERTISING



Adverts click through to your website

Advert type	Rates	Artwork specification
Monthly member e-news	£150 Members £200 Non Members per email	JPEG or GIF 800 w x 200 h (unit is pixels)
Dance in Education member e-bulletin	£75 Members £100 Non Members per email	JPEG or GIF 800 w x 200 h (unit is pixels)



# ONE MAGAZINE ADVERTISING



**Format**  
Print-ready PDF  
Colours: CMYK  
Resolution: 300dpi  
Bleed: 3mm

**Twice yearly release**

Advert size	Rates	Artwork specification
<b>Full Page</b> <b>Inside Cover</b> <i>2 available</i> <b>Back Cover</b> <i>1 available</i>	<b>£675 Members</b> <b>£900 Non Members</b>  <b>£750 Members</b> <b>£1000 Non Members</b>  <b>£825 Members</b> <b>£1100 Non Members</b>	<b>210 w x 297 h</b>  (unit is mm)
<b>Half Page Vertical</b>  <b>Half Page Horizontal</b>	<b>£450 Members</b> <b>£600 Non Members</b>	<b>Vertical</b> <b>89.5 w x 273 h</b>  <b>Horizontal</b> <b>182 w x 127 h</b>  (unit is mm)
<b>Quarter Page Standard</b>  <b>Quarter Page Banner</b>	<b>£285 Members</b> <b>£380 Non Members</b>	<b>Standard</b> <b>89.5 w x 127 h mm</b>  <b>Banner</b> <b>185 w x 55 h mm</b>  (unit is mm)

# BE PART OF ONE DANCE UK'S FLAGSHIP IN-PERSON EVENTS

Share your message in the most direct way possible at our impactful, sector-leading events and programmes.

Increase your brand visibility, build stronger relationships with our audiences, and deepen your corporate social responsibility aims by becoming a sponsor of our programmes:



## U.Dance National Festival

U.Dance National Festival is the largest celebration of youth dance hosted in a new region every year, showcasing the talent of young dancers from across the four nations. The U.Dance National Festival includes performance showcases, talks with HE providers, dance workshops, career sessions and networking with leading industry professionals. After taking part in festival activities, over **86%** of U.Dance participants are looking to pursue dance training at a college/HE institution\*.



## The One Dance UK Awards

The One Dance UK Awards is an annual celebration for people from across the dance sector to unite, celebrate, acknowledge and reward the people who have made an impact on the vibrant UK dance landscape. Championing the work of dance artists, teachers, practitioners, educators, schools, choreographers, companies, venues, scientists, and writers. The Awards celebrate those who contribute to improving and ensuring the UK dance sector remains relevant.



## Young Creatives

A national programme for young choreographers between the ages of 15-25 to investigate, develop and share creative ideas and talent. This 2-year programme is designed to improve and increase young people's choreographic skills from process to product. By directly associating with this programme, you will be connected to the future generation of leaders in dance.

\*Figures referenced 2022





# U.DANCE NATIONAL FESTIVAL

## PRINT

**U.Dance National Festival print brochure**  
Approx 1,500 copies

Full page (A4):  
**£600 Members/£800 Non Members**

Half page:  
**£375 Members/£500 Non Members**

## ARTWORK SPECIFICATION

Full Page (A4):  
**210w x 297h**

Half Page:  
**182w x 127h**  
(unit is mm)

**Format:**  
Print-ready PDF  
Colours: CMYK  
Resolution: 300dpi  
Bleed: 3mm

## DIGITAL

**Web MPU & Banner advert**  
Click-through web advertisement on the  
U.Dance page on One Dance UK's website

1 month duration (July)  
**£150 Members/£200 Non Members**

2 month duration (June/July)  
**£285 Members/£380 Non Members**

## ARTWORK SPECIFICATION

Web MPU:  
JPEG or GIF  
**300w x 250h**  
(can be animated,  
unit is pixels)  
+ URL link

Banner Advert:  
JPEG  
**800w x 200h**  
(unit is pixels)

## EVENT

**Careers and Education Marketplace**

Exhibitor stand (2 days):  
**£200 Members/£300 Non Members**

## EVENT INFORMATION

- 1 exhibitor stand for 2 representatives
- Copy about your organisation on the U.Dance website
- Engage directly with participants and the public across 2 days of the National Festival programme
- Logo feature in U.Dance festival brochure
- 2 complimentary tickets
- 50% off additional tickets
- Give away your promotional materials

## OTHER

**Cannot attend the festival?**  
We can promote print materials/  
merchandise to U.Dance National Festival  
attendees on your behalf.

Promotional materials/merchandise:  
**£200 Members/£280 Non Members**

Delivery and postage costs are in  
addition to the standard prices.

## OTHER DETAILS

We can promote any of the following on  
your behalf:

- Print flyers
- Print brochures/prospectus
- Merchandise: notepads, pens, leaflets, t-shirts, water bottles etc.

Please email us for further information and  
to discuss options.



# One Dance UK AWARDS



## ONE DANCE UK AWARDS



### SPONSOR A ONE DANCE UK AWARD!

**£900.00 Member Rate**  
**£1200 Non Member Rate**

Benefits include:

- Support an Award aligned to your organisation's values
- Acknowledgement on One Dance UK Awards signage and digital communications specific to your Award before, during and after the event
- Full page in One Dance UK Awards digital brochure
- 2 tickets to attend the One Dance UK Awards

### ONE DANCE UK AWARDS DIGITAL BROCHURE

Advert size	Standard rate	Artwork specification
Full Page	£400 Member £525 Non members	210 w x 297 h (unit is mm)
Half Page Horizontal	£250 Member £350 Non member	182 w x 127 h (unit is mm)

More comprehensive sponsorship package opportunities are available.  
Please [click here](#) or enquire with the team for more details.





# Contact us

If you would like to take advantage of these opportunities, get in touch with the team today:

**Mia Illsley, Head of Membership and Partnerships**

Email: [Mia.Illsley@onedanceuk.org](mailto:Mia.Illsley@onedanceuk.org)

For general enquires, contact:

[info@onedanceuk.org](mailto:info@onedanceuk.org) or call **020 7713 0730**



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**ARTS COUNCIL  
ENGLAND**

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