



ONE DANCE UK AWARDS

SPONSORSHIP OPPORTUNITIES



**One awards ceremony.
A new host city.
Celebrating dance in the UK.**

Back for a seventh year, the One Dance UK Awards will take place on **Friday 24 January 2025** in **Birmingham**.

The One Dance UK Awards unite and showcase the people who make an impact on the vibrant UK dance landscape. They have become a key highlight of the UK's dance calendar, attracting thousands of nominations and an annual social media reach of 220 000+.*

Championing the excellent work of dance artists, teachers, practitioners, educators, schools, choreographers, companies, venues, scientists and writers, these Awards celebrates all those who make our dance ecology thrive.

“The One Dance UK Awards recognise how our UK dance community inspires and uplifts us, whilst celebrating our diversity, heritage and innovation”

Karina H Maynard (Awards Judge & Arts Consultant)





THE ONE DANCE UK AWARDS IN NUMBERS

6

ceremonies

6

different cities

4

in-person events in Leeds, Salford, Bristol and Coventry

2

digital broadcasts from Hereford and Birmingham

122

Award recipients

376

judges

44

advertisers, sponsors and supporters

4,613

nominations

**Support our dance community.
Celebrate their invaluable achievements.
Inspire a legacy of dance artists and makers.**

Held annually, the One Dance UK Awards highlights the national achievements of our dance community from across the year and contributes to the cultural capital and infrastructure of its host city.

Championing the amazing work already happening on the ground in Birmingham, we are keen to partner with organisations to cross-pollinate key strategic local, regional, and national priorities.

We know that our community is under enormous pressure, and we would like to ensure that our Awards remain accessible for people to attend. Sponsorship incorporates a **'pay it forward'** system, so that all nominee ticket costs are covered.

We have developed a range of meaningful opportunities to promote your brand with a selection of pricing options across our Awards programme.

Your sponsorship means:

- **Celebrating artists and organisations who make great dance happen in the UK**
- **Having direct access to an audience of changemakers, innovators, industry leaders and visionaries**
- **Amplifying dance as a local, regional, and national priority**
- **Supporting a legacy of dance including Birmingham's dance artists and venues**

BRONZE

Entry level benefits include:

- Inclusion of branding on all in-house banners, screens, and digital brochure
- Half page advert in One Magazine and Awards digital brochure
- 2 tickets to attend the One Dance UK Awards including panel discussion, ceremony and post ceremony celebration
- Pay it forward for 2 nominees to attend all areas of the Awards
- Spotlight news feature
- Acknowledgement as **One Dance UK Awards Bronze Sponsor**
- 2 months advert on our One Dance UK homepage

£2,500 (+VAT)

6



SILVER

Bronze benefits plus:

- Photograph opportunity with Award recipients
- 2 additional Awards tickets (4 in total)
- Pay it forward for 2 additional nominees (4 in total) to attend all areas of the Awards
- Digital campaign in-keeping with the legacy of the Awards
- Full page advert in One Magazine and Awards digital brochure
- Up to 15 second video/trailer advert rolling on in-house screens
- Acknowledgement as **One Dance UK Awards Silver Sponsor**

£5,000 (+VAT)

7



GOLD

Bronze and silver benefits plus:

- Opportunity to support an Awards theme; community, children & young people, artistic or digital innovation, science and research, green dance and sustainability, or, health and wellbeing
- Support towards specific Awards theme included on postcards, digital brochure, in-house screens and follow-up emails to attendees
- Branded table with associated themed support
- One Dance UK Awards programme run through
- Acknowledgement as **One Dance UK Awards Gold Sponsor**
- Report of engagement and stats after the campaign completion
- Double page spread in Awards brochure
- 2 video/trailer adverts up to 15 seconds rolling on in house screens
- 2 additional Awards tickets (6 in total)
- Pay it forward for 2 additional nominees to attend all areas of the Awards and 1 years' worth of One Dance UK Membership (6 in total)

£10,000 (+VAT)



HEADLINE SPONSORSHIP

All Headline Sponsorship is inclusive of Gold sponsor benefits.

By becoming a Headline Sponsor you will:

- Deepen your engagement with our dance community
- Develop targeted and bespoke benefits linking to your organisational priorities
- Expand your reach beyond the Awards across the One Dance UK platform

Additional benefits are bespoke to the sponsor and can include:

- Speaker opportunities
- Partnership events
- Development of resources
- Consultation
- Targeted activation towards one or more theme
- Opportunity to develop student briefs across One Dance UK's upcoming projects including next year's Awards
- Placements

Upwards of £10,000+ (+VAT)



OTHER OPPORTUNITIES

Share your brand and promote your voice in a creative setting.
Be an ambassador for dance.

Brand promotional opportunities include; food, drink, tech and more.

Awards Digital Brochure Advertising

- **Full page:** £1000 Standard rate | £750 Member rate
- **Half page:** £600 Standard rate | £450 Member rate

Exclusive Awards Member Offer

- **Full Page Advert**
ONE Magazine Spring 2025: £700
Awards Digital Brochure: £700
TOTAL: £1400 usually £1500
- **Half Page**
ONE Magazine Spring 2025: £425
Awards Digital Brochure: £425
TOTAL: £850 usually £900

All advertising prices are subject to VAT.
Please enquire for further advertising options.



For more information about sponsorship, brand partnerships or advertising please contact:

Cameron Ball, Special Projects Manager

cameron.ball@onedanceuk.org

