



U.DANCE2024

National Festival

ADVERTISING OPPORTUNITIES




U.DANCE NATIONAL FESTIVAL 2024

Each year in July, the U.Dance National Festival takes place in a new host city. The National Festival has previously been held at the **Southbank Centre** in **London**, **Dance City** in **Newcastle** and **DanceEast** in **Ipswich**.

This **2-day festival** celebrates the vibrancy and talent of youth dance from across the four nations. With activities ranging from national dance showcases to careers talks, dance workshops, as well as choreographic activity and performances.

If that wasn't enough, in August each year, we also host a special **U.Dance on Screen** showcase featuring incredible youth dance films from around the UK. Previously, we have hosted U.Dance on Screen at the **BFI Southbank, London**.



“Watching so many other groups perform informed me about so many different dance forms. I’ve never danced with such a wide range of people before.”

U.Dance National Festival Participant

JOIN US

- Engage with an audience of aspiring dance professionals, their families and teachers
- Be a part of a high quality, established programme that attracts diverse young dancers from across the UK
- Share your message across our social media platforms to an audience of over **140,000**
- Promote your organisation through our digital and print platforms
- **86%** of U.Dance National Festival 2022 participants wanted to pursue a career in dance after taking part

U.DANCE NATIONAL FESTIVAL 2023

REACH AND ENGAGEMENT

5 Showcases

15 Advertisers and sponsors

29 Workshops and talks

59 Groups showcased

500 Young people engaged

1300+ Audience

“An inspiring and wonderful experience. It encouraged me to want a career in dance even more!”

U.Dance National Festival Participant





ADVERTISING & SPONSORSHIP OPPORTUNITIES

Promote your organisation and share your message with the next generation of dancers. Opportunities are available across print, digital and event platforms.

ADVERTISING

Advertise your brand to a direct audience as part of the **U.Dance National Festival print brochure**, digitally across the **U.Dance** and **One Dance UK websites**, and in-person at the **U.Dance Careers and Education Marketplace**.

SPONSORSHIP

Amplify your support, maximise your reach, and champion youth dance at this year's festival.

We have developed a range of meaningful opportunities for you to engage directly with audiences across our festival activities and platforms. Sponsorship can support a range of areas across the National Festival programme including **access, education, media, performance** and **event** focused activity.

Benefits can include **speaker opportunities, complimentary tickets, bespoke promotion** and a **targeted social media campaign**.

Sponsorship tiers:

Platinum.....	Upwards of £10,000 (+VAT)
Gold.....	£10,000 (+VAT)
Silver.....	£5,000 (+VAT)
Bronze.....	£2,500 (+VAT)

[Please contact a member of the One Dance UK team for further opportunities.](#)

ADVERTISING OPPORTUNITIES

PRINT

U.Dance National Festival Print Brochure

Approx 1,500 copies

Full page (A4):

£600 Member rate / £800 Standard rate

Half page:

£345 Member rate / £460 Standard rate

DIGITAL

Web MPU & Banner Advert

Click-through web advertisement feature on the U.Dance and One Dance UK websites

1 month duration (July)

£150 Member rate / £200 Standard rate

2 month duration (June/July)

£285 Member rate / £380 Standard rate

EVENT

Careers and Education Marketplace

Exhibitor stand (2 days):

£300 Member rate / £400 Standard rate

OTHER

Cannot attend the festival?

We can promote print materials/merchandise to U.Dance National Festival attendees on your behalf.

Promotional materials/merchandise:

£200 Member rate / £250 Standard rate

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

EXCLUSIVE OFFER

for all Dance Higher Education and Further Education Institutions

ONE DANCE UK MEMBERS ONLY

We understand the current challenges that HE and FE institutions delivering dance continue to face. In response, we have developed an accessible offer for institutions who would like to promote courses and engage with prospective students.

PACKAGE 1 worth £1,160

Half page print advert

+

Marketplace stand

+

Digital web MPU for 1 month

+

U.Dance on Screen logo feature
(BFI, London)

You pay: £645 Member rate

PACKAGE 2 worth £1,680

Full page print advert

+

Marketplace stand

+

Digital web MPU for 2 months

+

U.Dance on Screen logo feature
(BFI, London)

You pay: £900 Member rate

All advertising prices are subject to VAT.

For further information and to find out about membership, please contact the One Dance UK team.



ADVERT ARTWORK SPECIFICATION

PRINT

U.Dance National Festival print brochure

Full Page (A4):
Artwork size (w x h)
210 x 297mm

Half Page:
Artwork size (w x h)
Vertical: **89.5 x 273mm**
OR Horizontal: **182 x 127mm**

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

DIGITAL

Web MPU & Banner advert

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

- 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
- Share your promotional materials

OTHER

Other marketing options

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.

ADDITIONAL: For all bookings, please also send your logo in .EPS format

KEY DATES AND DEADLINES

1 May 2024 | U.Dance Booking Deadline

8 May 2024 | Artwork Deadline

U.Dance National Festival and U.Dance on Screen Showcase dates and locations to be announced.



GET IN TOUCH

We'd love to talk to you about the benefits for sponsorship and advertising at U.Dance National Festival.

For advertising and sponsorship opportunities contact:
Business Development and Membership Officer, Amelia Bickley
Email: amelia.bickley@onedanceuk.org

For partnership and bespoke opportunities contact:
Head of Business Development and Membership, Alisha Kadri
Email: alisha.kadri@onedanceuk.org



“U.Dance is an incredible opportunity for young people to get together [...] and dance to their hearts’ content!”

Carrie-Anne Ingrouille
Choreographer, *SIX The Musical* and guest workshop leader,
U.Dance National Festival 2020



PAST SUPPORTERS

We're grateful to the organisations who generously supported U.Dance National Festival.

TRINITY LABAN CONSERVATOIRE
OF MUSIC & DANCE

RSL

DancingTimes
INCORPORATING
DANCE TODAY

Kingston
University
London
Kingston
School
of Art

DANCE
scottish youth dance

DANCE
CATs
NATIONAL CENTRES
FOR ADVANCED
TRAINING

MPAA

PERFORMERS
COLLEGE

HARLEQUIN
www.harlequinfloors.com

UNIVERSITY OF
CHICHESTER

Dawns
Genedlaethol
Ieuenctid Cymru
National
Youth Dance
Wales

FALMOUTH
UNIVERSITY

SADL
ERSW
ELLS

National Youth Dance Company
NYDC

THE LONDON
CONTEMPORARY
DANCE SCHOOL

T!NARTS

1828
University of
Central Lancashire
UCLan

DANCECITY
TRAINING
ACADEMY

LIPA
THE LIVERPOOL INSTITUTE
FOR PERFORMING ARTS

STUDIO
DANCE

English
Folk
DANCE & SONG SOCIETY

IRIE!
dance
theatre

DE MONTFORT
UNIVERSITY
LEICESTER

University of
Salford
MANCHESTER

FABRIC

mac 60
Midlands Arts Centre

Depot

BFI
Film
Forever

BIRMINGHAM
ROYAL BALLET

NORTHERN
STAGE

DANCECITY
DANCE FOR THE NORTH EAST

BATH
SPA
UNIVERSITY

theHammond

QUAKER

Newcastle College

Edge Hill
University

DANCE
CATs
NATIONAL CENTRES
FOR ADVANCED
TRAINING

ROYAL
ACADEMY
OF
DANCE

Northumbria
University
NEWCASTLE

RAMBERT

Middlesex
University
London

*U.Dance National Festival Supporters 2022 and 2023

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www.onedanceuk.org



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