



# METHOD DANCE SOCIETY

## *2022/2023 Sponsorship Package*

Project: Community Moves Live Performance

Annual Patron Sponsorship Packages \$250 - \$5,000

May 2023

### Method's Mission:

Method Dance Society is a Not-for-Profit dance company based out of Prince George, BC on the unceded Indigenous Territory of the Lheidli T'enneh First Nation. Method seeks to increase public knowledge, appreciation and interest in contemporary dance by exhibiting and developing regional programs and performances in Northern B.C. Our projects and programs provide tools and resources for regional dance artists to practice their craft.

Through collaborative projects and community engagement, we endeavour to create equitable, inclusive and educational content that showcases Canadian contemporary dance. With an emphasis on locality and relationality, our projects highlight conversations around Northern identity and contexts. Valuing the voices of artists and choreographers from all over British Columbia and the Northern Territories, Method provides fresh and ever-evolving perspectives on the role Contemporary Art plays in our everyday lives.

### Our Values:

- Quality Arts Development and Delivery
- Equitable Access to Arts
- Collaborative Community Building



## Project Summary:

Method Dance Society's (MDS) Community Moves Live Production is a public presentation of contemporary dance in the shape of a full-length choreographed work. The performance will be directed by an artistic team including Shelby Richardson (Artistic Director), Nicole Kamensek (Rehearsal Director), Jon Russell (Technical Director), Giselle Liu (Co-choreographer), as well as a team of regional professional dancers and community collaborators.

The Community Moves Live Performance is not your average dance show - it is the culmination of a series of community workshops and outreach activities in which the MDS artistic team meets with community stakeholders, elders, and artists to talk about key needs/ ideas/ themes for their communities. During these engagement sessions and workshops the MDS team asks our community: How can art and dance support your community needs? What are the key issues/ ideas that we should be exploring? How can expression through dance meet those needs? How can we work together to make our content more collaborative and engaging for your community? The answers to these questions will form the foundation of the performance and its key outcomes.

Artists and community members will work together to create the content through collaborative brainstorming and the performance will highlight the talent, skills, and abilities that exist within our community. By utilizing the resources and assets that already exist here in Prince George, such as the Prince George Playhouse, talented musicians, and the support from our community, we will create a captivating and inspiring performance that is crafted by artists from our community. The performance will serve as a visual testament to the power of collaboration and community building, providing audiences with meaningful, thought-provoking content.





<b>SHOW SPONSORS</b>	<b>Supporter Level</b>	\$250	<ul style="list-style-type: none"> <li>Your business card printed in black &amp; white in our playbill (1/8 of page).</li> </ul>
	<b>Bronze Level</b>	\$500	<ul style="list-style-type: none"> <li>1/4 page, black &amp; white ad in our playbill measuring 2.75" x 4.25".</li> <li>2 tickets to any performance.</li> </ul>
	<b>Silver Level</b>	\$1000	<ul style="list-style-type: none"> <li>1/2 page black &amp; white ad in our playbill measuring 5.5" x 4.25".</li> <li>2 tickets to any performance.</li> <li>Your logo on our website.</li> </ul>
<b>SEASON SPONSORS</b>	<b>Gold Level</b>	\$2,500	<ul style="list-style-type: none"> <li>A full page, black &amp; white ad in our playbill measuring 5.5" x 8.5"</li> <li>2 tickets to any performance for each production.</li> <li>Your logo on our website with a link to your site.</li> <li>Sponsor acknowledgement during the curtain speech at each performance.</li> </ul>
	<b>Platinum Level</b>	\$5,000 +	<ul style="list-style-type: none"> <li>A full page, color ad on the cover jacket of the playbill, as well as your logo on the front cover, for both of our major season productions.</li> <li>Your logo on our website with a link to your site.</li> <li>4 tickets to any performance for each production.</li> <li>Sponsor acknowledgement during the curtain speech at every performance.</li> <li>Your logo on all promotional materials, including posters and mailings.</li> </ul>

# KEY PERFORMANCE INDICATORS

EMPLOYEE  
RETENTION

SUSTAINABILITY  
INDEX

SOCIAL  
ENGAGEMENT

Method uses a variety of benchmarks and metrics to gauge the success and sustainability of our programs.

Employee retention and wellness, ticket sales, donation percent of revenue, and online engagement markers are good indicators of our impact on the larger community. Method also creates follow-up surveys and questionnaires from participants and audience members to gain valuable feedback for our programs and workshops. It is important to us that your sponsorship creates a real impact in the community and we know that your support will make a meaningful difference in lives of artists throughout the region.

All Method programs and projects are promoted via several streams including social media and print advertisements, radio interviews, as well as promotional events such as 'Excerpts in the Park' (dancers perform short excerpts from the show at various community events outdoors).

Method Dance Society artists and the community members involved in this upcoming program are very excited about the impact this program will have not only on professional dance artists in our community, but on the entire arts and culture sector in the North. As artists participating in community events and engagement it is imperative that we provide meaningful and thought-provoking content for our community audiences. By promoting dance and arts-based content we can help increase the health, well-being, engagement and confidence of our rural and remote communities.

We would like to thank you for taking the time to consider this application for sponsorship!

THANK YOU!

