



# DANCE LIVE!®

## SPONSORSHIP OPPORTUNITIES

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ALIGN YOUR BRAND WITH THE SOUTH'S  
LEADING DANCE EVENT FOR YOUNG PEOPLE





# OUR STORY

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Originally completed as the Town Hall in 1890 and renamed as the Guildhall when Portsmouth was raised to city status in 1926, the venue was heavily bombed in the Blitz of 1941, completely destroying the building's interior and roof leaving only the outer walls and tower, which suffered enormous fire damage.

Rebuilt after the war as a Concert Hall and re-opened by HM The Queen on 8th June 1959, Portsmouth Guildhall stands as a proud memorial to the spirit and determination of Portsmouth and her people.

Today, the Guildhall is a leading concert, conferencing and artistic centre and has welcomed some of the world's finest musicians including The Beatles, The Rolling Stones and Jimi Hendrix and more recently the likes of Mumford and Sons, The Gorillaz, Gary Barlow and the London, Bournemouth, and Royal Philharmonic Orchestras.

In 2011, registered charity, Portsmouth Cultural Trust (later rebranded to The Guildhall Trust) took over the operation of Portsmouth Guildhall, with a wider set of values to place the community at the centre of everything it does to inspire, entertain and transform lives.

It is our vision to be a leading cultural hub. Our interactive 'Get Involved' programme has over 15,000 instances of engagement each year, across a range of activities and workshops for all, we have taken on Stewardship of Hornpipe Theatre Company and the award-winning UVG – Urban Vocal Group, and in 2018 opened a new multi-arts facility with a programme for Emerging Artists.

We would love for you to be a part of our story and, together, deliver exceptional opportunities for young people in our region...

# OUR COMMUNITY



Did you know that The Guildhall Trust is a registered charity?

Our mission is to engage the whole community and make participation easily accessible, rewarding and fun.

The Charles Dickens ward, where Portsmouth Guildhall is located, is one of the most deprived in England, with 2/3 of children and young people living below the poverty line. Overall, Portsmouth is one of the 20% most deprived districts in England and about 23% (8,200) of its children live in low income families. Life expectancy for both men and women is lower than England's average and it is our mission to do as much to support that community as possible.

## WIDER COMMUNITY

Our mainstream concert programme attracts a wide range of audiences but predominantly an affluent demographic of empty nesters and families with children from a 2 hour radius across the south and main A3, M3, M27 and A34 corridors.

Our more eclectic Studio programme attracts a more diverse range of users.

## HOW DO WE ENGAGE WITH OUR COMMUNITY?

Our 'Get Involved' programme of Learning and Participation activities was created to inspire, engage and improve the lives of our community.

We support local schools by providing facilities and experiences they would usually be unable to access, and bridge the gap between STEAM subjects. We have launched vital skills courses, including our Industry and Creative Choices Days, giving children and young adults the guidance to pursue pathways into careers in the arts. Every year over 4,000 children from local schools come to the Guildhall to experience live music, classical and contemporary, often for the first time.

We also take our work out into schools, supporting their careers activities with our Creative Careers Roadshow every year, aimed at raising aspirations of students.



## COMMUNITY PROGRAMME

We also deliver opportunities that bridge the gaps in cultural provision, and access, for our local community, through working with disengaged, and hard to reach audiences.

We offer activities for people of all ages to engage: from ABC baby concerts, to free Skiffle performances and weekly singing workshops for older people, plus our work with award winning Urban Vocal Group, there really is a way for all to access our work.

We are committed to working with service providers to identify gaps in provision, and devise activities that promote the health and wellbeing benefits of the arts to our community.

# DANCE LIVE!

We launched our Dance Live! competition for schools and colleges in 2020 as part of our 'Get Involved' programme, inviting young people between the ages of 7-18 to take to the stage and perform creative dance routines that are choreographed to the backdrop of a giant LED screen.

The event is for all students, whether they are into dance, design, film making, IT, sound & lighting, costume and makeup, with links to Ofsted and the Gatsby benchmarks.

With a focus on raising aspirations and developing off-stage, technical skills. Dance Live! takes participants on a journey, before their live performances are constructively judged by industry professionals, with prizes to be won that support cultural activities within the school.

After such a great reception, we have worked through the challenging circumstances of 2020/21 to hold the event virtually, which we are immensely proud of, and of which schools and their pupils were very grateful for.

In 2022, Dance Live! will be back and is set to expand to welcome up to 90 schools and colleges with up to 4,500 young people participating.

## Our Schools and Colleges are currently from:

- Portsmouth
- Southampton
- Isle of Wight
- Hampshire
- West Sussex
- Northamptonshire
- East Sussex
- Eastbourne
- Brighton
- Kent
- Dorset
- London

With increasing interest, over the next 3 years we will actively be expanding to new venues across the country:

South West – Plymouth, Dorset, Cardiff

South East – Kent, London

North West – Manchester/Liverpool/Cumbria region



# WORKING TOGETHER TO ACHIEVE GREAT THINGS FOR YOUNG PEOPLE!

**We believe that by working together we can achieve more. We are looking to build strong, mutually beneficial partnerships that will help us to:**

- Provide FREE workshops for schools and colleges that are new to Dance Live!
- Provide year-round creative support for all schools and colleges
- Develop online resources for all schools and colleges and young people
- Provide signposting for other creative, career and performance opportunities
- Keep participation costs as low as possible
- Widen volunteer and placement opportunities within the creative industry
- Increase engagement with SEND schools and male participation

## **YOUR ALIGNMENT WITH DANCE LIVE! WILL:**

- Enhance your presence in the community
- Raise the bar for young people in our community as a champion of aspirational and modern events
- Affiliate you with the largest Concert Hall on the South Coast and connect you to over ¼ million venue users each year
- Give you exposure to 1.3 million unique website users per annum, 40,000+ database subscribers, 16,000+ social media followers

**We offer the following sponsorship packages or would welcome the opportunity to create a tailored package just for you, that ensures your business objectives are realised:**

### **EN POINTE PACKAGE- £3000**

**Benefits include:**

- Your logo on the front of stage
- Solus advert for your business on our digital screens, plus your logo included on our Partners screen advert
- Sponsorship of an award category with the opportunity to present the award and your logo included on award certificates
- Solus advert and your logo in Souvenir Poster Programme
- Your logo on Dance Live! website and email communications
- Your logo on Dance Live! materials – promotion brochure, teachers information pack.
- Recognition as Dance Live! sponsor on Portsmouth Guildhall website and brochure
- Thank you post on Dance Live! social media and The Guildhall Trust LinkedIn page with organisation profile and weblink.
- Opportunity to have promotion stand or branded materials in foyer area at event
- 30 Tickets for your team, clients and colleagues to attend Dance Live!
- Invitation to attend a drinks reception at Dance Live! final
- Mention in all Dance Live! press releases with specific release announcing your sponsorship



## **FREESTYLE PACKAGE - £1000**

### **Benefits include:**

- Solus advert for your business on our digital screens, plus your logo included on our Partners screen advert
- Your logo in Souvenir Poster Programme
- Your logo on Dance Live! website and email communications
- Thank you post on Dance Live! social media and The Guildhall Trust LinkedIn page with organisation profile and weblink.
- 10 Tickets for your team, clients and colleagues to attend Dance Live!
- Invitation to attend a drinks reception at Dance Live! final
- Mention in Dance Live! press releases

## **CONTEMPORARY PACKAGE - £500**

### **Benefits include:**

- Your logo on Dance Live! website
- Your logo included on our Partners screen advert
- Your logo in Souvenir Poster Programme
- Inclusion on thank you post on Dance Live! social media and The Guildhall Trust LinkedIn page
- 5 Tickets for your team, clients and colleagues to attend Dance Live!
- Mention in Dance Live! press releases

## **TROUPE PACKAGE - £150**

### **Benefits include:**

- Your logo on Dance Live! website
- Your logo on our Partners screen advert
- Your logo in Souvenir Poster Programme



# JOIN OUR FAMILY OF SUPPORTERS AND YOU WILL BE IN GOOD COMPANY...

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## Dance Live! Supporters

- Hornpipe Theatre Company
- Wave 105 FM
- Wightlink Ferries
- Becketts Southsea
- Portsmouth City Council
- VWTechnologies

## The Guildhall Trust Supporters:

- Victorious Festival
- The Energy Check
- TRACOUk
- Carling
- HW Conveyancing Searches
- Solent Networks
- Novatech
- Aqua Cars
- Stage Electrics
- H Monfared Builders Ltd.







# DANCE LIVE!®

**GET IN TOUCH TODAY!**

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THE  
**GUILDHALL**  
TRUST