



SPONSORSHIP OPPORTUNITIES

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

THE GUILDHALL TRUST

We are The Guildhall Trust, a registered charity since 2011, and sole operators of The Portsmouth Guildhall; the South Coast's leading concert hall.

Our core aim is to inspire, engage and improve the lives of our community.

We create opportunities that bridge the gaps in cultural provision and access across our programme of community arts, contemporary and classical music, comedy, to craft workshops in our 2500 capacity concert hall, and 300 capacity studio. We support local schools by providing facilities and experiences they would usually be unable to access, putting the 'A' back into 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. We also take our work into schools, supporting their careers activities with our Creative Careers Roadshow every year, aimed at raising aspirations of students.

To Educate

To Inspire

To Collaborate

To Develop

To Diversify

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.

Collaborating with schools, colleges and cultural partners from across the region, we deliver opportunities that bridge the gaps in cultural provision, and access, for our local community, through working with disengaged, and hard to reach audiences.

Both Dance Live! and our new creative space, The Base, are at the forefront of this work.





ABOUT DANCE LIVE!

Dance Live! is an exciting event for schools and colleges brought to you by The Guildhall Trust.

With a focus on raising aspirations, strengthening health and wellbeing and developing skills for creative career choices, Dance Live! also delivers a range of supportive workshop opportunities for schools.

Embracing an ever-evolving digital world and how this is changing the face of modern performance, Dance Live! sees those in KS2-4 and Further Education compete with choreographed routines to the backdrop of a giant digital screen with pupils showcasing a range of skills from dance, performance and off-stage technical skills to creative design.

Dance Live! encompasses much more than the spectacle of performers alone. Dance Live! stands as a sanctuary, a steadfast point of stability for our schools' young people. It has provided a secure haven and a mooring, facilitating their continuous engagement with education, collaborative artistic endeavours, newfound skills acquisition, and the nurturing of social bonds. In essence, it has been a propeller of mental well-being and a cultivator of resilience.



STRENGTHENING | RAISING | SUPPORTING

In the modern Creative & Cultural Industries, the realms of dance and theatre have wholeheartedly adopted digital technology in all its facets. From harnessing cutting-edge sound and lighting apparatus to innovating the entire creative presentation of a performance, technology has woven itself intricately into every aspect.

Through Dance Live! we challenge participants to develop problem-solving and creative-thinking skills to ensure they are prepared for the modern world, whether they are using motion sensor technology to create a cure for Parkinsons Disease or creating code for an app for a high-tech software company.

Throughout the year we offer all participating schools a free workshop on how to develop all areas of their Dance Live! performance along with weekly drop-in digital support sessions and access to a bank of over 90 digital resources

Our children were able to get more of an incite into what it takes to put on a performance. Even the performers were able to understand how things are put together 'behind stage' and they all learned new valuable skills. - Elm Academy

'The children came away from the workshop knowledgeable, excited and fired up for Dance Live. It was great for them to learn about creative careers and equip them with all this fantastic knowledge. Thank you once again Dance Live team!'
- Cornerstone CE Primary School



OUR COMMUNITIES



THE DANCE LIVE! FAMILY TREE



PRIMARY/
JUNIOR

COLLEGE

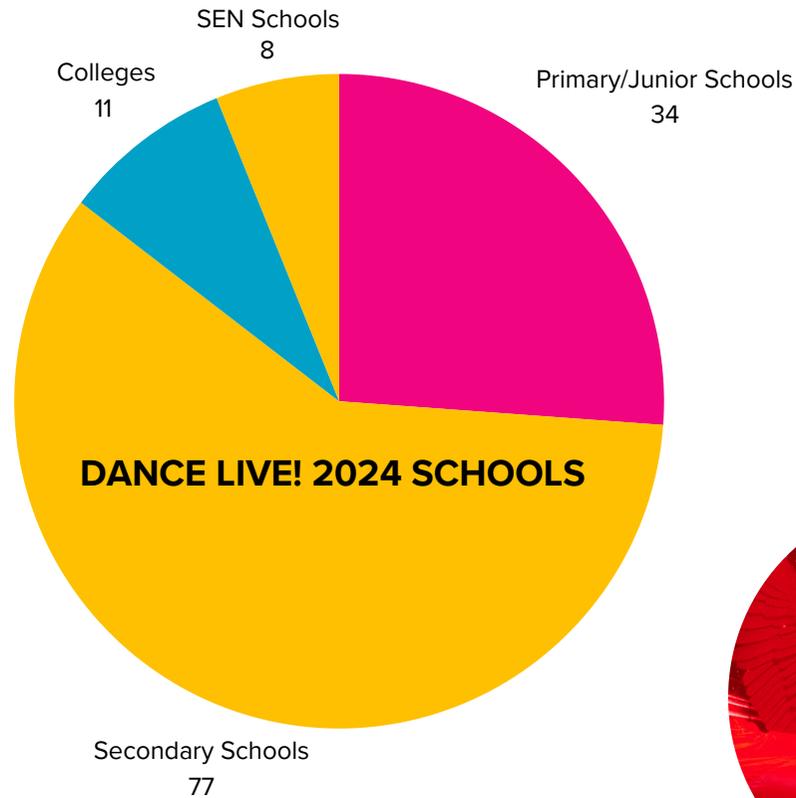
VOLUNTEERS

SECONDARY

SEN
SETTINGS



FACTS AND FIGURES

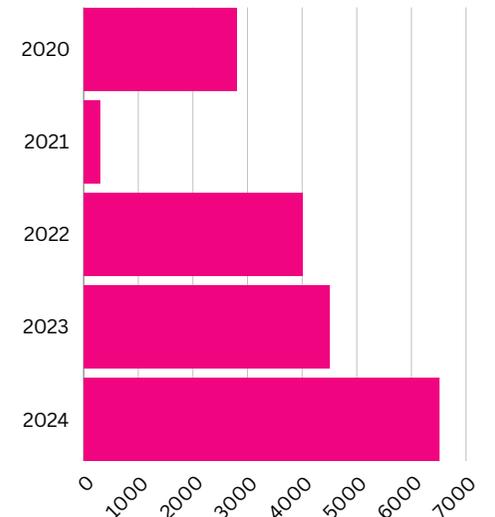


“It’s given them more opportunities they would never have experienced before, coming from a disadvantaged background. Many of our students had never even been on a coach before.” -
2024 Teacher Feedback



“This year we had circa 33% SEND students and 25% pupil premium students - the benefits for these students are numerous and every year our parents are thrilled to see what their children are capable of.” -
2024 Teacher Feedback

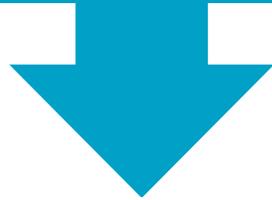
PARTICIPANT ENGAGEMENT STATISTICS



FACTS AND FIGURES



In 2024, **47.3%** teachers saw a decrease in **struggles with social skills** in their students



In 2024, **33.6%** teachers saw a decrease in **mental health symptoms** in their students



48.4% teachers saw an increase in young people interested in **a future creative career**

42.1% teachers saw an increase in **good to outstanding behaviour**

38.8% teachers saw an increase in **outstanding attendance**

34.7% teachers saw an increase in young people taking on **responsibility**

36.8% teachers saw an increase in **resilience**

32.6% teachers saw an increase in **problem-solving skills**

42.1% teachers saw an increase in **digital skills**

WORKING TOGETHER

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...



SPONSORSHIP PACKAGES

EN POINTE PACKAGE- £3000 + VAT

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 + VAT

Benefits include:

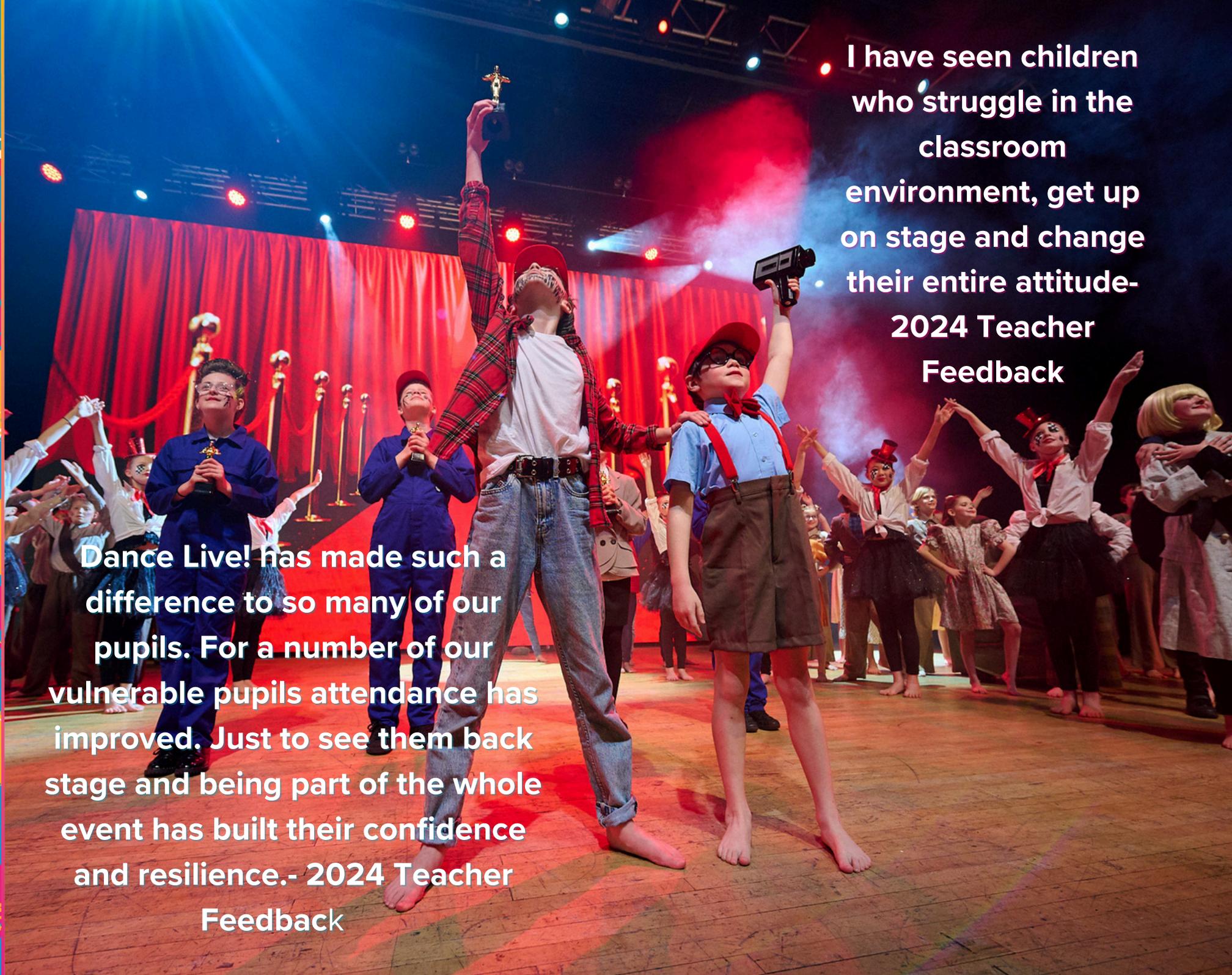
- Solus advert for your business on our digital screens, plus your logo included on our Partners screen advert
- Your logo in Souvenir Poster Programme • Your logo on Dance Live! website and email communications
- Thank you post on Dance Live! social media and The Guildhall Trust LinkedIn page with organisation 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 + VAT

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





I have seen children who struggle in the classroom environment, get up on stage and change their entire attitude-
2024 Teacher Feedback

Dance Live! has made such a difference to so many of our pupils. For a number of our vulnerable pupils attendance has improved. Just to see them backstage and being part of the whole event has built their confidence and resilience.- **2024 Teacher Feedback**



GET IN TOUCH TODAY!

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