



SPONSORSHIP PACKAGE

**SCHOLARSHIPS
& AWARDS**

**IN-KIND
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**ADVERTISING
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OUR COMPANY

Showtime Promotions is dedicated to promoting young talent in dance across Canada! We have 40 years experience in the dance community, and have been organizing Dance Festivals for over 25 years. We were the first Canadian Festival to offer dancers adjudication based on their training, providing a fair and encouraging atmosphere in which dancers can progress from beginner right through to professional!

We use only industry leading professionals for adjudicators and instructors! We feel that all performers deserve one on one adjudication regardless of results, and at both our Festivals and Competitions, marks and medal placements are awarded to each performance.

OUR VALUES

Showtime Dance Promotions dedicates itself to the Canadian dance community. Our pledge is to provide a positive, educational, and inspiring experience for everyone, and to promote talented young dancers from across Canada. This creates an atmosphere in which dancers can thrive and progress from beginner right through to professional.

All Showtime Festivals and Competitions separates categories in Non-accelerated, Accelerated, and Accelerated Elite, thus dancers will perform among dancers with a similar level of training. Our Scholarships and Awards are given to different ages, levels, and styles.



OUR EVENTS

All Showtime Dance Promotions events include a Dance Off at each event. During the event the top scores are tracked and the best of the best from the event will compete once again at the end in our Crystal Challenge Dance Off for top group prizes and awards.

DANCE COMPETITIONS



The Great Canadian Dance Challenge and Gravity Dance Challenge are a combination of a festival and competition where each and every dancer still receives a medal based on their score, but there is also a 1st, 2nd and 3rd placement for each category. First place receives a Crystal Trophy and second and third place winners receive a high quality plaque. For group categories there is also a Choreography Award with a plaque. Showtime Dance Promotions also gives out scholarship prizes at each event.

DANCE FESTIVALS



Dream Team Dance Festival & Dance Extreme Festival offer separate adjudications for every single category with onstage comments and notes from the adjudicator. This event is festival format where every dancer receives a medal based on their score. Within each category there are also additional awards: Outstanding, Most Promising, and Adjudicator's Choice Awards for every single category (solo, duet, trio, and group). There are also Choreography Awards for the group entries. Each outstanding winner receives a Crystal Trophy and all other awards are given with high quality plaques. Evergreen Dance Festival follows the same format and it particularly encourages the participation of beginner dancers, smaller studios, and studios located in more rural areas.

NATIONALS



The Crystal Classic Grand Championships are the Grand Finale of the Showtime Season. This event allows the "best of the best" to come back one last time and compete for the ultimate title of Grand Champions of the year! The cash prizes and scholarships are huge and the adjudicators are the best in their field!

DANCE TRAINING



Rocky Mountain Dance Project is Showtime's traditional summer dance camp, where students can experience 5 full days of workshops and coaching, while sharing meals, dorm rooms, and a lot of fun activities. For the past several editions, RMDP happened in Jasper, AB.

Rocky Mountain Dance Intensive - Okanagan! is a brand new training experience, that happens on the days following the Grand Championships in Kelowna, BC. It's a 2-day intensive training with top instructors in the field.



OUR TEAM



Donna & Ian Burridge

Directors

Ian and Donna have committed themselves the past 35 years to supporting the Western Canadian Dance Community. Their focus has always been to provide an inclusive environment where dancers can blossom.

Vanessa Costa

Production Manager

Vanessa is a professional dancer and actress with several years of experience teaching and performing in South America, Europe, Middle East, and North Africa, with a solid dance career in Dubai. Passionate about arts & culture, she has an extensive study background, which includes Law, Theatre, Dance and Event Planning. Her Master research and thesis was about applying theatre training methods to improve the performance of dancers, focusing on enhancing expressiveness and communication with the audiences. Vanessa is a lifelong learner and explorer. She has lived in 7 countries and travelled to more than 20 countries.



Mike Ward

Event Manager

Mike has been dancing for as long as he can remember. He has several years of experience as a professional dancer, choreographer, and teacher, collecting television appearances and participating in international shows, promo performances, music videos, the Vancouver Olympics Opening Ceremony, and a Cirque de Soleil production. After 12 years living in Los Angeles, he is now based in Vancouver and teaches at The Harbour Dance Studio. Aside from being a performer, Mike has been emceeing for Showtime for many years, and has now joined the Showtime Management Team, as he understands our dancers like no one else.



SPONSORSHIP OPPORTUNITIES

AWARDS & SCHOLARSHIPS

Awards and Scholarships are a vital element at Showtime Events. We are proud to offer our dancers opportunities to further develop their skills and talents!

Companies that offer scholarships and awards at our festivals and competitions have their logo placed in the scholarships page of all our printed programs, website and social media posts, and are welcome to place banners and distribute flyers in our event venues.

IN-KIND SPONSORSHIPS

In-kind sponsorships are always welcome at Showtime events. They are a great opportunity to advertise your company and reach your target audience. In-kind sponsorships, such as vouchers and gifts, are usually distributed on the stage by the MC, catching the attention of the dancers and the families in the audience. They can also be included in the teacher's package, a welcome package given to every participant studio, depending on the quantity of gifts provided by the company.

In-kind sponsors are welcome to distribute flyers at our event venues.

ADVERTISING OPPORTUNITIES

Showtime also offers traditional sponsorship opportunities through advertisement. You can place an advertisement in our printed programs, website and social media channels, and have your company name announced by the MC during the events. Please see the advertising packages on the next page.

ADVERTISING OPPORTUNITIES

OUR VIEWERS

- Parents and Guardians with school aged children
- Dancers of all ages
- Households with children enrolled in dance or other performing arts classes
- Family members of dancers
- Dance instructors
- Dance and performing arts studio owners
- Choreographers
- The general public

DISTRIBUTION

- Approximately 1,000 programs distributed per event (we host 11 large scale dance productions)
- More than 2,000 dancers and their families in attendance for event, as well as hundreds of studio owners and dance instructors each year.
- Promotion of your business on all of our social media channels.
- Promotion of your business through MC announcements throughout our events to educate everyone about your brand.

Our programs are professionally designed and distributed to our loyal following of studios, instructors, dancers, parents, and spectators. The scope of people attending Showtime events is vast, with over 2000 dancers at each one of our events, and a great deal of spectators!

ADVERTISING PRICES

Southern Alberta Program Advertisement:
(Calgary, Medicine Hat)

- Quarter Page Ad - \$300
- Half Page Ad - \$550
- Full Page Ad \$1000

Northern Alberta Program Advertisement:
(Sherwood Park, Fort Saskatchewan, Grande Prairie)

- Quarter Page Ad - \$400
- Half Page Ad - \$750
- Full Page Ad \$1400

British Columbia Program Advertisement:
(Kelowna, Surrey)

- Quarter Page Ad - \$300
- Half Page Ad - \$550
- Full Page Ad \$1000

Single Event Program Advertisement:

- Quarter Page Ad \$150
- Half Page Ad \$250
- Full Page Ad \$400