



DANCE COLLECTION DANSE

2023



SPONSORSHIP
OPPORTUNITIES

DANCE
COLLECTION DANSE
HALL OF FAME

A NOTE FROM OUR DIRECTOR

AMY BOWRING

For 35 years, Dance Collection Danse has been the sole organization in Canada devoted to caring for and sharing the legacies of dance. The Dance Collection Danse Hall of Fame is an ideal way to celebrate those who have made significant contributions to this art form.

This group of inductees represents a wide variety of the dance forms practiced in Canada and demonstrates the achievement of artists from coast to coast. Our vibrant and diverse community of dance creators reflects a level of excellence that gives us a unique “Canadian” voice celebrated in the top international echelons of dance.

The 2023 inductees include: **Peggy Baker**, C.M., O.Ont.; **Rex Harrington**, O.C., F.R.S.C.; **Édouard Lock**, O.C., C.Q.; **Zab Maboungou**; **Karen Pheasant-Neganigwane**; **Jean Stoneham Orr**; **Mimi Beck** (William J.S. Boyle Dance Luminary Award); **Lawrence Adams and Miriam Adams**, C.M. (Community Builders); and Trailblazers **Irene Apinée and Jury Gotshalks**, **Don Gillies**, and **Grace Tinning**. To learn more about the inductees visit [HERE](#).

The Hall of Fame is an invaluable educational opportunity that is archived with inductee bios and interviews for future generations to learn about the trailblazers that came before them. We hope we can count you as one of our valued inductee supporters.

Amy Bowring



Executive and Curatorial Director
Dance Collection Danse

DCD BY THE NUMBERS

- 550,000 documents including publicity materials, photographs, playbills, souvenir programs, correspondence, newspaper clippings, scrapbooks, notation scores, etc.
- 3000 film and video recordings
- 1500 posters, prints, costume designs and paintings
- 1100 hours of oral history interviews
- 1000 costumes, backdrops, props and artifacts
- 1000 books on dance
- 81 issues of Dance Collection Danse Magazine published
- 40 book titles published since 1992

THE EVENT

When: Sunday November 5th, 4pm-8pm

Where: Palais Royale 1601 Lake Shore Blvd W, Toronto, ON M6K 3C1

The [Dance Collection Danse Hall of Fame](#) launched on March 25, 2018 – a long-overdue celebration of Canada’s premier artists. It was seminal in that it powerfully validated Dance Collection Danse’s achievements of 35+ years. What has always propelled DCD is sharing the breadth and diversity, the spirit and soul of Canadian dance artists of all disciplines and backgrounds.

This annual event attracts an eclectic crowd made up of arts and business leaders, patrons, and artists – each making delightful discoveries about the range and extent of Canada’s distinctive dance legacy. The feedback we continue to receive suggests that this is an event unlike any other on the Toronto calendar.

The electricity of the live performances featuring today’s generation of dance creators coupled with the emotional resonance of the inductions continues to offer an unforgettable experience. We look forward to growing the Dance Collection Danse Hall of Fame with an in-person event of approximately 300 attendees and a live-stream to reach viewers nationally.

The DCD Hall of Fame event offers an opportunity to gather together from across the country and celebrate Canada’s rich culture as embodied by dance.

The Dance Collection Danse Hall of Fame is a landmark event that will carry cachet for any organization associated with it. We hope to count you as one of our valued sponsors.

Vanessa Harwood, Nadia Potts, Karen Kain, Veronica Tennant and Frank Augustyn, 2019 / Photo: Arthur Mola



TITLE SPONSOR

\$20,000

As a title sponsor, you will have naming rights at a sponsorship of \$20,000 per year. The title sponsor will have full access to all activities, signage and branding at the Hall of Fame inductee event, recognition online and on all correspondence related to the Dance Collection Danse Hall of Fame. The title sponsor will have a full-page ad in the program and logo on 2 quarter-page ads in the national edition of *The Globe and Mail*. As title sponsors you have a table for 8 at the event. This is a valuable opportunity to invite clients to experience Canadian dance at its finest.

BENEFITS

- Logo on live event sponsor page
- Logo on 2 quarter-page ads in the national edition of *The Globe and Mail*
- Logo on DCD event website with link to sponsor's website
- Opportunity to include video roll up to 15 seconds in length during live event (video assets must be supplied complete to DCD)
- Product placement at event
- 1 banner (supplied by Sponsor) in high traffic location at live event
- Opportunity to have Brand Ambassador at event
- Logo in program booklet
- Logo on all promotional materials
- Opportunity to place promotional merchandise at event
- Mention in live remarks
- Exclusivity in category
- Direct connection with desirable demographic at live and virtual event
- Event seating at 3 tables for 4

Willem Sadler, Rose-Mary Harbans, and Rodney Diverlus in an excerpt from sagittarius, meet capricorn., 2022/ Photo: Arthur Mola



INDUCTEE SPONSOR

\$5,000

The inductee sponsors will be acknowledged as sponsors of the individual 2023 inductees. This sponsorship helps to offset travel and accommodations for inductees and presenters. The inductee sponsors will have full access to all events, signage, and branding at the Hall of Fame event, recognition online and on all correspondence related to the Dance Collection Dance Hall of Fame. The inductee sponsor will have a half-page ad in the program. Join our esteemed list of inductee sponsors including **Joan and Jerry Lozinski**, **Ivan Fecan**, the **National Arts Centre (NAC)** and **William J. S Boyle**.

BENEFITS

- Logo on live event sponsor page
- Logo on DCD event website with link to sponsor's website
- Opportunity to include video roll up to 15 seconds in length during live event (video assets must be supplied complete to DCD)
- Product placement at event
- 1 banner (supplied by Sponsor) in high traffic location at live event
- Opportunity to have Brand Ambassador at event
- Logo in program booklet
- Logo on all promotional materials
- Opportunity to place promotional merchandise at event
- Mention in live remarks
- Direct connection with desirable demographic at live and virtual event
- Event seating at 1 table for 4

Veronica Tennant watching the induction ceremony, 2021 / Photo: Dan Brown Photography



DIGITAL CONTENT SPONSOR

\$5,000

Digital sponsors will contribute to the production of digital assets and photography, including a short documentary profile on each inductee, online streaming costs and event archiving that will be made available online for research, education, and viewing. Digital sponsors will be recognized in the credits of the videos and invited to the induction ceremony and all events associated with the DCD Hall of Fame.

BENEFITS

- Logo on live event sponsor page
- Logo on DCD event website with link to sponsor's website
- Opportunity to include video roll up to 15 seconds in length during live event (video assets must be supplied complete to DCD)
- Product placement at event
- 1 banner (supplied by Sponsor) in high traffic location at live event
- Logo in program booklet
- Logo on all promotional materials
- Opportunity to place promotional merchandise at event
- Mention in live remarks
- Direct connection with desirable demographic at live and virtual event
- Event seating at 1 table for 4

Rick Mercer introducing inductee and fellow Newfoundlander, Lois Brown, 2019 / Photo: Arthur Mola



PERFORMANCE SPONSOR

\$7,000

The performance sponsor will contribute to artist fees for live performances during the event and rehearsal preparation pre-event. The live performances are a key component of the ceremony and feature performances by the current generation of dance elite and potential future Hall of Fame inductees. Performances take place as pop-up installations throughout the cocktail party before and after the ceremony. They offer a great addition to the festivities.

BENEFITS

- Logo on live event sponsor page
- Logo on DCD event website with link to sponsor's website
- Opportunity to have Brand Ambassador at event
- Logo in program booklet
- Logo on all promotional materials
- Opportunity to place promotional merchandise at event
- Opportunity to include video roll up to 15 seconds in length during live event
- Mention in live remarks
- Direct connection with desirable demographic at live and virtual event
- Event seating at 2 tables for 4

Chelsy Meiss performing Mikhail Fokine's *The Dying Swan*, 2022 / Photo: Arthur Mola



AWARD PRESENTATION SPONSOR

\$4,000

The award presentation sponsor will support the original piece of art to be gifted to the inductees. The custom-made sculpture designed by the Clay & Glass Institute will act as the signature gift for the honourees. The presentation sponsor will be recognized as the sponsor of the art work in the program and online and invited to the induction ceremony and all events associated with the DCD Hall of Fame.



Inductee Ethel Bruneau at the 2021 Dance Collection Danse Hall of Fame celebration / Photo: Dan Brown Photography

VIP CLIENT EXPERIENCE

TABLE FOR 6: \$1,200

TABLE FOR 4: \$800

Are you looking for a unique client experience? Treat clients or staff to an extraordinary opportunity to network with Canadian dance elite and business and arts leaders.

MEDIA COVERAGE

Click on the links below to view media coverage of the event.

- [CTV News Channel](#)
- [Globe and Mail](#)
- [The Dance Current](#)
- [CBC Winnipeg](#)
- [Classical 96.3](#)
- [The Georgia Straight](#)
- [CBC Radio - q with Tom Power](#)
- [CIUT 89.5 - Turn Out](#)

TESTIMONIALS

When John and I accepted the invitation to attend the Dance Hall of Fame Event in order to honour our friends, Joan and Jerry Lozinski, we had no idea of the type of event it would be. It was spectacular in every way. After living in Toronto for my whole long life and having been interested in dance for more than 55 of those years, I was amazed to see and hear about the diverse group of dance artists who have been forerunners in our collective Canadian Dance Community for all that time.

Elaine Solway (attendee)

As a sponsor for the 2018/2019 Hall of Fame event, we were honoured to be associated with a top level event that placed us in front of decision makers from the arts and entertainment industry. We see this as an opportunity that will only grow as the event will inevitably increase in stature due to the successful execution of the launch. For Naked Creative, this is the kind of sponsorship that we like to be associated with.

Peter Shier
President, Naked Creative Consultancy

I sensed that the goodwill and support generated in that room was palpable and potentially long lasting, and everyone seemed to have a good time to boot. Evelyn Hart as the penultimate “act” brought the house down, of course, and some of us had the sense that we may have witnessed a moment in dance history if she never dances again.

Peter Mak

I am still on cloud nine and a little overwhelmed after Sunday’s festivities. I just really want to convey the depth of thanks to all of you for not only the work you do to preserve our dance history and recognize its importance in our Canadian landscape, but for making me feel so cherished and supported by this honour.

Evelyn Hart, C.C., O.M., F.R.S.C. (2022 DCD Hall of Fame Inductee)

For further information please contact:

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vickie@dcd.ca

CLICK HERE to view the DCD Hall of Fame promotional video.

CLICK HERE to visit the official DCD Hall of Fame website.

CLICK HERE to view Dance Collection Dance’s promotional video.

CURRENT AND PAST SPONSORS



FASKEN



liliana reyes fo-tog-ra-phy+



In 1986, under the banner ENCORE! ENCORE!, Lawrence and Miriam Adams launched an historic project to reconstruct and preserve choreographies created by Canadian dance artists working in the 1940s and 1950s. Works from six Canadian choreographers were chosen based on existing records and the availability of the original choreographer and/or dancers. It was the first such project to acknowledge the foundation of dance history in Canada.



Jean Macpherson / Photo: Charles Aylett

Dance Collection Danse is the only caretaker of a comprehensive Canadian dance archives, museum and research centre. Dance educators, artists and the public depend on the extensive expertise available at DCD – in existence for over 35 years. As DCD is not connected directly to other dance organizations, it is perfectly situated to mount and maintain a Canadian Dance Hall of Fame.