



# U DANCE 2025

National Festival

## ADVERTISING AND SPONSORSHIP OPPORTUNITIES






## U.DANCE NATIONAL FESTIVAL 2025

Each year in July, the U.Dance National Festival takes place in a new host city. In 2025, the U.Dance National Festival will be held at **Sadler's Wells East in the Queen Elizabeth Olympic Park, London.**

This **3-day festival** celebrates the vibrancy and talent of youth dance from across the four nations. With activities ranging from national dance showcases to careers talks, dance workshops, as well as choreographic activity and performances.

We will also host a special **U.Dance on Screen** showcase featuring incredible youth dance films from around the UK. This will take place on screen via Sadler's Wells Digital Stage and at a vibrant cinema showcase at UCL East.

**SADL  
ERSW  
ELLS** East



*“Watching so many other groups perform informed me about so many different dance forms. I’ve never danced with such a wide range of people before.”*

U.Dance National Festival Participant

# JOIN US

- Engage with an audience of aspiring dance professionals, their families and teachers
- Be a part of a high quality, established programme that attracts diverse young dancers from across the UK
- Share your message across our social media platforms to an audience of over **140,000**
- Promote your organisation through our digital and print platforms
- **86%** of U.Dance National Festival 2022 participants wanted to pursue a career in dance after taking part

## U.DANCE NATIONAL FESTIVAL 2024 REACH AND ENGAGEMENT

**4** Showcases

**11** Advertisers and sponsors

**41** Workshops and talks

**41** Groups showcased

**400** Young people engaged

**1300+** Audience

## ADVERTISING

### PRINT

**U.Dance National Festival print brochure**  
Approx 1,500 copies

Full page (A4):  
**£600 Members/£800 Non Members**

Half page:  
**£375 Members/£500 Non Members**

### ARTWORK SPECIFICATION

Full Page (A4):  
**210w x 297h**

Half Page:  
**182w x 127h**

(unit is mm)

#### Format:

Print-ready PDF  
Colours: CMYK  
Resolution: 300dpi  
Bleed: 3mm

### DIGITAL

#### Web MPU & Banner advert

Click-through web advertisement on the U.Dance page on One Dance UK's website

1 month duration (July)

**£150 Members/£200 Non Members**

2 month duration (June/July)

**£285 Members/£380 Non Members**

### ARTWORK SPECIFICATION

Web MPU:  
JPEG or GIF

**300w x 250h**  
(can be animated,  
unit is pixels)  
+ URL link

Banner Advert:  
JPEG

**800w x 200h**  
(unit is pixels)

### EVENT

#### Careers and Education Marketplace

Exhibitor stand (2 days):

**£200 Members/£300 Non Members**

### EVENT INFORMATION

- 1 exhibitor stand for 2 representatives
- Copy about your organisation on the U.Dance webpage
- Engage directly with participants and the public across 2 days of the National Festival programme
- Logo feature in U.Dance festival brochure
- 2 complimentary tickets
- 50% off additional tickets for 1 showcase
- Give away your promotional materials

### OTHER

#### Cannot attend the festival?

We can promote print materials/merchandise to U.Dance National Festival attendees on your behalf.

Promotional materials/merchandise:  
**£200 Members/£280 Non Members**

Delivery and postage costs are in addition to the standard prices.

### OTHER DETAILS

We can promote any of the following on your behalf:

- Print flyers
- Print brochures/prospectus
- Merchandise: notepads, pens, leaflets, t-shirts, water bottles etc.

Please email us for further information and to discuss options.

# PACKAGES

There is a range of options to expand your reach and save.

## PACKAGE A

### PRINT | EVENT

**£700 Members – save £100**  
**£1000 Non Members – save £100**

- 1 full page, U.Dance National Festival print brochure
- Careers and Education Marketplace stand (2 days)

## PACKAGE B

### PRINT | DIGITAL

**£750 Members – save £135**  
**£1045 Non Members – save £135**


- 1 full page, U.Dance National Festival print brochure
- 2 month web advert, U.Dance National Festival page (June/July)

## PACKAGE C

### PRINT | EVENT | DIGITAL

**£885 Members – save £200**  
**£1280 Non Members – save £200**

- 1 full page, U.Dance National Festival print brochure
- Careers and Education Marketplace stand (2 days)
- 2 month web advert, U.Dance National Festival page (June/July)



***“An inspiring and wonderful experience. It encouraged me to want a career in dance even more!”***

U.Dance National Festival Participant

# SPONSORSHIP

Amplify your support, maximise your reach and champion youth dance by becoming a sponsor of the U.Dance National Festival.

Benefits can include **speaker opportunities, complimentary tickets, bespoke promotion** and a **targeted social media campaign**.

Sponsorship supports a range of areas including performance and event focused activity, as well as food, travel and accommodation costs for young people.

## **U.Dance National Festival 2025 Sponsorship:**

<b>Bronze</b> .....	<b>£2,500</b>
<b>Silver</b> .....	<b>£5,000</b>
<b>Gold</b> .....	<b>£10,000</b>
<b>Platinum</b> .....	<b>Upwards of £10,000</b>
<b>Access</b> .....	<b>£3,000 or £6,000</b>

Sponsorship is subject to VAT.

**CONTACT US** to book a conversation about the impact a sponsorship opportunity can have. Email U.Dance Festival Manager, Cameron Ball on [cameron.ball@onedanceuk.org](mailto:cameron.ball@onedanceuk.org).

***“U.Dance National Festival is an incredible opportunity for young people to get together [...] and dance to their hearts’ content!”***

Carrie-Anne Ingrouille  
Choreographer, *SIX The Musical* and guest workshop leader, U.Dance National Festival 2020



## **YOUR SPONSORSHIP MEANS:**

- Celebrating youth dance in the UK locally, regionally and nationally
- Supporting a pipeline of emerging creative talent from across the UK
- Encouraging aspiring dancers and dance creators to make informed decisions about their future career trajectories
- Helping to facilitate costs needed for U.Dance participants to access life-changing opportunities throughout the National Festival weekend
- Elevating underrepresented voices and building confidence in a safe, encouraging and vibrant space
- Promoting your message to an audience of young people, their families and teachers as well as dance organisations and industry professionals





# GET IN TOUCH

We'd love to talk to you about the benefits of sponsoring the U.Dance National Festival 2025.



Cameron Ball, U.Dance Festival Manager  
Email: [cameron.ball@onedanceuk.org](mailto:cameron.ball@onedanceuk.org)



Telephone: 020 7713 0730



Website: [www.onedanceuk.org](http://www.onedanceuk.org)



Address: One Dance UK  
Dance Hub  
Thorp Street  
Birmingham  
B5 4TP



@onedanceuk

Images: U.Dance National Festival by One Dance UK, Dani Bower and Point of View Photography

One Dance UK is a Company Limited by Guarantee | Registered in England and Wales No. 2931636 | Registered Charity No. 801552 | Vat Registration No: 451 0858 58

