



CITYMOVES

DANCE AGENCY SCIO

Sponsorship Pack

Foreword

'Citymoves is a long-standing organisation that makes positive impacts in our communities using dance as an agent for change. The organisation was established in 1987 and is seeking new project and operations sponsors to widen our portfolio and diversify our funding mix. We have a number of opportunities available to ensure that any gift aligns with your values and business objectives. Our arts and cultural charity is well known throughout Scotland, and sponsoring us would allow your company to build positive connections, attitudes and values in the minds of your target customers by linking the business with innovative and creative thinking and work that supports the common good.'

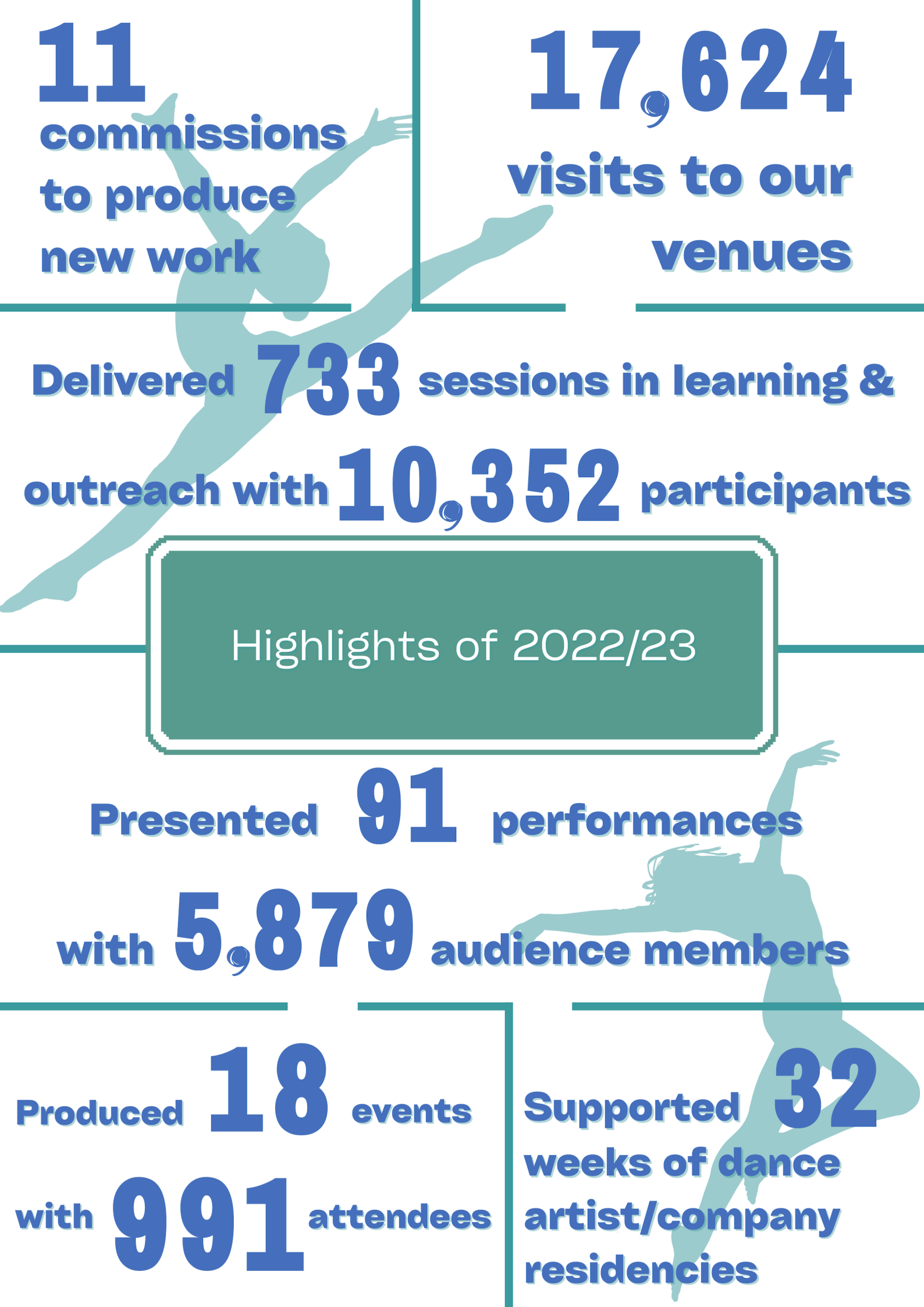
-Hayley Durward, CEO.



Hayley Durward, CEO. Photographed outside of Anatomy Rooms Studio.
Photography by Thomas Shephard.

CITYMOVES DANCE AGENCY'S AIMS

1. Increase and encourage participation in dance for all ages and abilities, building a dance community.
2. Support and nurture dance talent, growing a network of dance artists.
3. To grow audiences for dance and develop a curiosity for the art form.
4. Be a dynamic organisation, developing dance related projects that identify and respond to local needs and national priorities.
5. Lead collaborative practice and forge strong relationships and partnerships locally, nationally, and internationally.
6. Promote the physical, mental and social benefits of dance for overall wellbeing, ensuring access and inclusion for all.



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commissions
to produce
new work

17,624
visits to our
venues

Delivered **733** sessions in learning &
outreach with **10,352** participants

Highlights of 2022/23

Presented **91** performances
with **5,879** audience members

Produced **18** events
with **991** attendees

Supported **32**
weeks of dance
artist/company
residencies

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CITYMOVES PROGRAMMES



DANCELIVE

DanceLive is Citymoves Dance Agency's annual festival of dance. The aim of the festival is to fully immerse the local community within the dance sphere by offering performances, workshops and classes in a range of indoor and outdoor locations across the city. The festival engages local community dancers and provides professional artist opportunities. DanceLive 2022 attracted a wide audience, with **56% of audience members and dancers hailing from outside of Aberdeen.**

In 2023, the DanceLive Marketing was Sponsored by Drumrossie Homes

‘Being able to contribute to marketing the festival means, [...] audiences will come and support the great work that Citymoves are invested in, and through their transparency about our support we are able to become a household name in the Dance Community of Scotland.’

Allan Brown (Drumrossie Homes)



Rob Heaslip's Strawboys.
Featuring dancers (left to right) Jack Anderson and Tess Letham.
Costume design by Alison Brown.
Photography by Amy Sinead.

Spring Showcase

Citymoves' Spring Show is a brilliant variety of dance at its best. Our Spring Showcase is run annually and features our performance groups and invites other dance groups and schools from across the North East. The Spring Show develops performer skills and the sense of dance community, which provides a platform for the dancers to express themselves physically, emotionally and creatively in a safe space surrounded by others who share the same passion.



Performance at Spring showcase.
Photography by Rafael Coates.

Education Programmes

Citymoves runs a number of Education Programmes for Service Users of all ages including:

- Summer Camps for Primary Aged Students
- Inclusive Summer Camps designed for Participants with Additional Support Needs.
- SQA Higher Dance
- Dance in Schools and Nurseries
- Internships for dance artists and core charity roles, such as marketing.

Health and Wellness Programmes

Citymoves' Health and Wellness Programmes were created for people of all ages and abilities including:

- Dance for Parkinson's, and Dementia.
- Strive, Horizons, and Step Forward
- Studio Fitness Classes

Residency Programme

The Residency Programme is a way for Citymoves to support professional artists in the creation of new work or the development of pre-existing work. During 2022/23, we had a total of **32 completed residencies**.



2022 Residency, White & Givan, for work 'Hush'.
Photography by Susan Hay.

*of residencies for dance artists/companies

Performance Groups

Citymoves Performance Groups participate in festivals and performances throughout Aberdeen and the UK.

Fusion Youth Dance Company: Citymoves flagship pre-professional Youth Dance Company, for aspiring talented young dancers, performing locally and nationally.

Bring It Boys: performance group for boys, aged 8-16, that focuses on a variety of different dance styles across the year.

Pulse: a creative teen dance performance group for ages 11-16.

Step Forward: an integrated performance company for people with and without disabilities.

Horizons: an inclusive youth dance company for dancers aged 12-19.

Quicksilver: Citymoves Dance Agency's Performance Group for those 50+



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SPONSORSHIP TESTIMONIAL & CASE STUDY



Allan Brown of Drumrossie Homes, with Elisabeth Schilling, Lynn Shaw and Members of Fusion Youth Dance Company. Photography by Rory Raitt.



Thursday 19th October	Saturday 21st October
Live and First Acts Solène Weinachter AFTER ALL* See Website for Locations 7pm The Anatomy Rooms 8.15pm	Workshops Professional Class Digital Dance Films Live Performance Shared Tech-Workshop Finding Performer-Led Tree Pop-Up Performance Citymoves Performance Groups Mix and Merit Arts Jack Harris Sense of Control Elisabeth Schilling HEAR EYES MOVE: Dance with Light! Music Hall 8.30pm
Friday 20th October Solène Weinachter Professional Class Digital Dance Films Live Performance Kaito Armstrong SASTONIA Pop-up Performance Tess Lethbrun Blow Up the Mirror** Rob Headlip Work and Blend Floor Parties + Night Club HQ Music Live Cafe of Arts The Anatomy Rooms 8.30pm	Sunday 22nd October Elisabeth Schilling Professional Class Digital Dance Films Live Performance Rob Headlip Work and Blend Schoolhill Studio 10-11.30am Crowdy Hall 11am-4pm Crowdy Hall 12pm-4pm Big Sky Studio 12pm-4pm Ben Accord Centre 11am-1pm See Website for Locations 7pm Lannon Tree 8.30pm Music Hall 8.30pm

Events marked with are free to attend
 10% off when you book for 3 or more days
 Tickets available at
 citymoves.org.uk/dancelive23 & aberdeenperformingarts

1,000 Flyers

Pillar Wraps in the City



£1,000
 for traditional Marketing

500 Festival Programme Books



50 Posters for Venues and Distribution

Drumrossie Homes

DanceLive 2023 Marketing Sponsor

Drumrossie's generous support provided funding for traditional marketing collateral to promote DanceLive 2023, which helped Citymoves advertise in locations around Aberdeen and contract a small local print shop.

To thank Drumrossie Homes, Citymoves facilitated a press release and photoshoot for the company and credited their sponsorship in the List of Sponsors within the programme booklet, as well as sharing the digital collateral from the press pack on Citymoves Social Media Channels.

Read Press Coverage of the Sponsorship Here:

<https://aberdeenbusinessnews.co.uk/drumrossie-homes-pulls-out-best-moves-for-aberdeens-dancelive-festival/>

Business Owner Testimonial

'Citymoves has been an integral part of dance in Aberdeen for many years. I have witnessed pop-up dances in the city and attended shows in different locations. As a father of two boys who love dancing and have attended the summer school dance camps at Citymoves, it was a pleasure to support a charity that offers dance to a wide range of participants and entertains local audiences. Drummrossie Homes is committed to supporting young people to follow their passion so they get the opportunities to thrive. It was lovely meeting Citymoves youth company and professional dance artist, Elisabeth Schilling. Being able to contribute to marketing the festival means, audiences will come and support the great work that Citymoves are invested in, and through their transparency about our support we are able to become a household name in the Dance Community of Scotland.'

Allan Brown

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SPONSORABLE PROJECTS



DANCELIVE

Aberdeen's Annual Festival of Dance brings the joy of dance to venues across Aberdeen with a variety of Programmes that could benefit from a sponsor's support to grow and develop the festival.

Launch Party & Closing Reception: Two events to open and close the festival each year. We invite Council Members, Industry Leaders, Donors, and Honoured Guests to celebrate DanceLive and discuss the organisation.

Funding Required:

We would welcome a sponsor for the catering or partnerships with a local hospitality business. This would be a gift of **£500**, with the opportunity to scale.

Networking Events: Each year, Citymoves hosts 1-3 Networking Events, which allow professionals from the Dance and Performing Arts Industry to meet and grow their networks as well as an opportunity to continue their education about current topics, such as 2023's Climate Networking Event.

Funding Required:

Equipment Hire and Day of Costs are **£100**. However, there is room to grow these events by booking Key Note Speakers and Discussion Panels, which would require a more substantial gift.



Solène Weinachter

DANCELIVE FESTIVAL OF DANCE

Thursday 19th October – Sunday 22nd October 2023

ABERDEEN



citymoves.org.uk/dancelive23
Indoor-Outdoor-Digital

DanceLive Marketing: DanceLive is Citymoves' most substantial Marketing Spend, and additional support would allow for the festival to reach a broader potential audience while freeing up other marketing funds for Citymoves general programming.

Funding Required:

A gift to DanceLive Marketing can support individual aspects, such as print collateral, all the way up to the full Festival Marketing Budget. **£1,000-4,000**

DanceLive Commissioned New Work: Each year, Citymoves commissions one new work or world-premier performance for the DanceLive Festival, which provides depth to the sector within the region and creates opportunities for North East-based artists while contributing to the International Dance Community.

Funding Required:

This New Work Commission would benefit from Sponsor Funding because it would allow Citymoves to highlight talent from within the region. We would welcome a full branded sponsorship of **£3,000** per work per year. For example, The [Your Company] Commission.

DANCEFILMS

Project Summary:

The Digital Dance Films Programme within DanceLive was born in the pandemic and has grown to be a staple in the festival as dance artists around Scotland and abroad have expressed a desire to showcase their ground-breaking work in film.

Funding Required:

The sky is the limit with the Film Festival, with a minimum cost of **£500**, and the opportunity to scale.



Spring Show Marketing: The Citymoves Spring Show prides itself in having no barriers and hosts a multi-generational cast, including all of Citymoves' performance groups. The show supports local businesses by hiring a local theatre, contracting a photographer, using local suppliers for programmes and marketing material, and sourcing props and costumes from local businesses and organisations. A Spring Show sponsorship would allow for a fuller marketing campaign and the printing of keepsake-quality programmes.

Funding Required:

A gift to Spring Marketing can support individual aspects, such as keepsake quality programmes, all the way up to the full Spring Show Marketing Budget. **£500-750**



Dance Internship

Citymoves offers a unique internship opportunity for early career Dance Professionals wherein they can bridge the gap from dance education to professional dance artist, as well as providing them with the skills needed to thrive in a charity and office work setting through interdepartmental mentorship and educational planning. This industry specific internship would benefit from Sponsor Funding, because it would allow Citymoves to develop and retain talent from within the region. We would welcome, a full branded sponsorship of **£6,000** per intern per year.

For example: The [Your Company] Dance Internship

CITYMOVES

DANCE AGENCY SCIO

As an SCIO, Citymoves is reliant on the gift of foundations, governments, sponsorships and individual giving to provide our services to our participants. As the foundation and government funding landscape changes, so must our funding mix. Therefore, we welcome donations and sponsorships for a variety of programmes, projects, and equipment.

You can support us by contributing to any of our current needs, including:

The Purchase of Tablets/IPads, to support our SQA Higher Dance Students and Dance For Parkinson's Hybrid Participants: £500, or the gift of 2-3 devices.

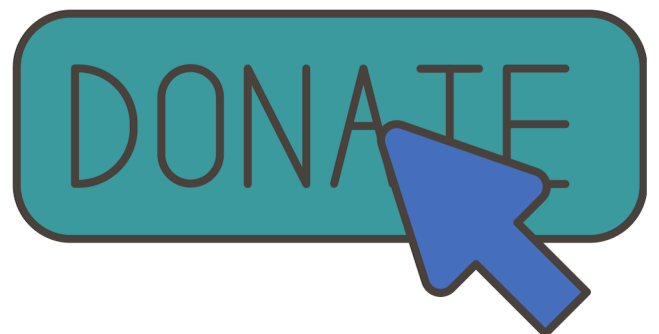
Sponsor a Performance Group or Studio Programme, which allows collaboration with world-class choreographers and opportunities to travel for performances: **£500+**

Sponsor Part of our Core Operating Budget: £500+

Are there any Citymoves Programmes or Business Operations that you feel particularly passionate about supporting? We would love to discuss other sponsorship possibilities.

As a registered charity, we rely on funding to keep our classes and projects going. With reductions in our core funding and the rising costs, every donation helps us sustain the work we deliver here at Citymoves.

Want to support us?



THANK YOU TO OUR PARTNERS

Core Funders:



ALBA CHRUTHACHAIL

Project Funders:



Idlewild Trust

THE
WILLIAM SYSON
FOUNDATION



Sponsors:



Your Logo Here!

CITYMOVES

DANCE AGENCY SCIO



ALBA | CHRUTHACHAIL

Locations:

The Anatomy Rooms - Office & Studio
Shoe Lane, Aberdeen, AB10 1AL

The Schoolhill Studio
Triplekirks, Top Floor, Schoolhill,
Aberdeen, AB10 1JS

Email: citymoves@citymoves.org.uk

Phone: +44 1224 984159

Registered Charity: SC045499

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