

2FaCeD Bandana Sponsorship Pack



2FaCeD DaNcE Company is the resident dance company based at The Courtyard Centre for the Arts in Hereford. Founded in 1999 by Director Tamsin Fitzgerald, the Company has developed over the last 7 years into a leading national dance company, working in the fields of Break dance, Hip Hop, Street Dance and Contemporary particularly with boys and young men in a very rural county. Over the last 12 months the Company has also gone on to establish similar girls groups based at The Kindle Centre, Hereford.

Talented hot choreographer Tamsin Fitzgerald is an established force within the Hip Hop Theatre industry, challenging the current dance trends and producing “**gasp-inducing**” performances. The company was established 7 years ago and have subsequently whipped the UK male dance scene into a frenzied state!

2FaCeD have just finished a **sell out** UK tour performing to over **6000** audience members across 21 different venues. Other credits include The MTV Awards, Medium Rare, The Edinburgh Fringe Festival 08 and numerous educational and corporate events.

2FaCeD are about to launch into their biggest year to date with our Easter and Summer schools, 10th Anniversary Celebrations, Edinburgh Festival 09, nationwide 09 tour and extensive educational and corporate projects. 2FaCeD are in discussions with international promoters for possible performances in New York, Far East and Moscow just to name a few.

Who are our target audiences?

Young People

Families

2FaCeD's predominant market is young people aged between 11-24. The sheer uniqueness of our 8 strong male dance company never fails to ignite and conquer this traditionally elusive youth market. 2FaCeD also have the unique ability to draw families to their performances, which never fails to provide a high quality evening for the whole family.

Why Sponsor?

The arts positively enhance our lives and provide an economic benefit to our country. Sponsoring the arts is a proven, cost effective and highly visible strategic marketing tool. Within the arts spectrum dance is one of the most powerful ways to reinforce your company's name, logo, products or services to a wider but targeted audience.

Sponsorship with 2FaCeD DaNcE will enable you to promote your brand to a notoriously difficult and elusive market of 11-24 year olds; we will work closely with you to ensure your brand will be fresh, effective and memorable. As a sponsor we aim to act as true partners, supporting your objectives in a constructive, creative and proactive way through the development and implementation of your brand.

Sponsorship Packages

White Bandana – Sponsoring 2FaCeD DaNcE Company as a whole

Red Bandana – National UK Tour

Black Bandana – 2009 / 10 Projects; Annual Show, Edinburgh Fringe, 2FaCeD DaNcE Summer School 09

We can also work together to create a pack tailored to both our needs, comprising of certain elements of the above.

The sponsor will receive benefits from the Bandana they wish to sponsor, exclusive rights award the sponsor with all benefits, and standard sponsorship entitles the sponsor with two various elements.



White Bandana Company Sponsorship 2009/10

The White Bandana sponsorship is to enable the Company to;

- Ensure its sustainability
- Develop, support and produce new work
- Fund company members' business and arts management skills
- Further develop the newly formed 2FaCeD Youth Company
- Assist in the day-to-day running of the company.
- Continue to empower young people into the arts

Benefits of White Bandana Sponsorship: -

£10,000 Exclusive Rights	£6,000 Various benefits	£4,000 Various benefits
Branding on all 2FaCeD Administration materials	Branding on all 2FaCeD Administration materials	
Branding on 2FaCeD Website	Branding on 2FaCeD Website	Branding on 2FaCeD Website
Branding on 2FaCeD Forum		
Branding on various 2FaCeD Performances	Branding on various 2FaCeD Performances	Branding on various 2FaCeD Performances
Branding on 2FaCeD Merchandise; Hoodies, T-shirts and Vest	Branding on 2FaCeD Merchandise; Hoodies, T-shirts and Vest	Branding on 2FaCeD Merchandise; Hoodies, T-shirts and Vest
Branding on 2FaCeD Press Packs	Branding on 2FaCeD Press Packs	
Branding on all 2FaCeD Educational Packs		
Branding on 2FaCeD Sponsorship Packs		
Branding 2FaCeD Corporate Packs		
Branding on 2FaCeD Mailing list Subscribers	Branding on 2FaCeD Mailing list Subscribers	
Branding on all 2FaCeD Guest Nights	Branding on all 2FaCeD Guest Nights	Branding on all 2FaCeD Guest Nights
Branding on all 2FaCeD Press and Publicity	Branding on all 2FaCeD Press and Publicity	Branding on all 2FaCeD Press and Publicity
Branding on all 2FaCeD Exhibitions Stands		
The opportunity to direct mail <i>the sponsors</i> publicity/information with tickets for various 2FaCeD performances at The Courtyard Centre of the Arts		

For Exclusive Rights for White Bandana is £10,000. For various benefits of white Bandana the cost is £6,000 and £4,000

A White Bandana sponsorship pack will be sent to you, which includes the following: Thank you letter, Company Contact Details, Project Pack, Info on how to obtain various tickets for 2FaCeD performances.

Red Bandana

Still Breathing UK Tour 2009

Still Breathing is a full-length performance, which will hit the UK with a 2-3 month nationwide summer tour in 2009. *Still Breathing* will be performed in up to 30 medium to high scale urban venues throughout the UK's major cities and towns; London, Brighton, Leeds, Manchester, Edinburgh, Newcastle, Sheffield, Cardiff, Birmingham, Malvern, Hereford, Worcestershire, Kirkcaldy and Liverpool and more. Our Educational workshops that are already established and highly successful in the West Midlands will run alongside the tour at each venue for local Schools, Colleges and Youth Centres. It is estimated that we will reach in each region our target audience of up to 2500 young people.

Benefits of Red Bandana Sponsorship

£6,500 Exclusive rights	£3,500 Various Rights	£1,500 Various Rights
UK Nation wide recognition		
Branding on all <i>Still Breathing</i> posters and fliers	Branding on all <i>Still Breathing</i> posters and fliers	Branding on all <i>Still Breathing</i> posters and fliers
Branding on all <i>Still Breathing</i> merchandise; Hoodies, T-shirts, Vests and Photos	Branding on all <i>Still Breathing</i> merchandise; Hoodies, T-shirts, Vests and Photos	Branding on all <i>Still Breathing</i> merchandise; Hoodies, T-shirts, Vests and Photos
Branding on all <i>Still Breathing</i> administration materials	Branding on all <i>Still Breathing</i> administration materials	
Branding on <i>Still Breathing</i> Programmes	Branding on <i>Still Breathing</i> Programmes	Branding on <i>Still Breathing</i> Programmes
Branding on all tour <i>Still Breathing</i> Press Packs		
Mail Shot to all 2FaCeD Mail subscribers		
Branding on all tour <i>Still Breathing</i> Educational Packs		
Branding on website page	Branding on website page	Branding on website page
Branding on forum		
Branding on all <i>Still Breathing</i> guest nights	Branding on all <i>Still Breathing</i> guest nights	Branding on all <i>Still Breathing</i> guest nights
Branding on <i>Still Breathing</i> Mailing list subscribers		
Branding on all related <i>Still Breathing</i> Press and marketing		
Branding on <i>Still Breathing</i> DVD	Branding on <i>Still Breathing</i> DVD	
The opportunity to direct mail <i>the sponsor's</i> publicity with all tickets purchased.		

For Exclusive Rights for Red Bandana is £6,500, for various benefits of Red Bandana is £3,500 and £1,500

A Red Bandana partnership sponsorship pack will be sent to you, which includes the following: Red Bandana, Thank you letter, 2FaCeD Signed *Still Breathing* Poster, Company Contact Details, Press Pack and Info on how to obtain various tickets for 2FaCeD performances.

Black Bandana

Various Projects in 2009/10

Edinburgh Fringe Festival 09, Annual Show, 2FaCeD DaNcE Summer School

2FaCeD seek sponsorship on various projects throughout the year; Sponsorship will enable the company to fund these projects that benefit the local community of Herefordshire. These projects are a one-off opportunity to support 2FaCeD and young local people in the arts.

Edinburgh Fringe Festival 2009 – 2FaCeD performed *State of Matter* and ran workshops for the entire run of the Edinburgh Fringe Festival in 2007 and 2008. They received numerous 5 star reviews and sold out every day, and were also awarded the infamous pick of the Fringe Award. The company have previously performed two pieces of work at the Edinburgh Fringe both of which received 5 star reviews: *Slamming* in 2004 and *Acetylene* in 2005 that was also awarded *Pick of the Fringe*, which invited the company to perform a sell-out show in London. This is a great opportunity for the company to meet other dance companies, experience an international arts festival network with international promoters and place Hereford firmly on the arts scene outside of the West Midlands. The dancers involved in the company all play an active role in the coordination and planning for this venture.

The major benefit for this project enables the sponsor to promote their brand during the world's largest international arts festival for its entire 5 weeks. Last year the Edinburgh Fringe Festival celebrated its 60th anniversary, which attracted 400,000 people and sold 1.5 million tickets.

2009 2FaCeD Summer School – With the on going success of the summer school in August 07 and 08, 2FaCeD are set to do another one in 2009.

A weeklong Summer School aimed at children and adults between the ages of 8 and 18 in Herefordshire. Participants will take part in a series of workshops led by at least 3 of the UK's leading dance teachers. The week will be split into street dance, breakdance and contemporary dance. At the end of the week the students will be performing at a venue in Hereford, in front of their family and friends, showcasing new skills they have acquired during the Summer School.

The major benefit of this project enables the sponsor to promote their brand to the community of Herefordshire and Worcestershire.



Annual Show – The Company has produced an annual showcase production each year at The Courtyard for 5 years. 2FaCeC have also had to use larger venues due to popular demand, Hereford Leisure was one of the larger venues. It took on the form of a daylong festival culminating in a large-scale performance in the evening playing to over 1,500 people. Performances in the annual show showcase 2FaCeDs work from the extensive range of workshops and classes the company provides both at The Courtyard and other regular workshops, together with ad hoc classes at community locations within Herefordshire, Worcestershire and the wider West Midlands region

Benefits of Black Bandana Sponsorship

Exclusive Rights 4,000	£2,000 Various Rights	£1,000 Various Rights
Branding on all project posters and fliers	Branding on all project posters and fliers	
Branding on all project administration materials	Branding on all project administration materials	
Branding on all project merchandise; Hoodies, T-shirts, Vests and Photos	Branding on all project merchandise; Hoodies, T-shirts, Vests and Photos	Branding on all project merchandise; Hoodies, T-shirts, Vests and Photos
Branding on 2FaCeD project website page	Branding on 2FaCeD project website page	Branding on 2FaCeD project website page
Mail Shot to all 2FaCeD Mail subscribers	Mail Shot to all 2FaCeD Mail subscribers	
The opportunity to direct mail <i>the sponsor's</i> publicity with all tickets purchased.		
Branding on Project Programme	Branding on Project Programme	Branding on Project Programme
Branding on Project Opening Night or end of show		
Branding on all project Press and Marketing		
Branding on 2FaCeD forum		

Exclusive Rights for a Black Bandana project is £4,000 for various benefits of Black Bandana is £2,000 and £1,000

Black Bandana, partnership sponsorship pack will be sent to you, which includes the following: Thank you letter, Company Contact Details and info on how to obtain tickets for various 2FaCeD performances.



For sponsorship enquires please contact:
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