



Dance / USA
2025 CONFERENCE
JUNE 17-20 | CHICAGO

SPONSORSHIP
PROSPECTUS

Dance/USA

2025 NATIONAL CONFERENCE
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In June 2025, Dance/USA's National Conference will return to Chicago for the first time since 2011. Over 500 cultural workers will gather to hear from leaders from across the dance ecosystem.

The 2025 Conference is designed to connect the nation's dance community through engaging and illuminating sessions and workshops. Attendees participate in challenging conversations, address shared problems, and leave with practical skills and innovative ideas that help advance their work.

Dance/USA's National Conference attracts a broad range of creative workers, including independent artists, dance presenters, agents and artist representatives, education and service providers, executive directors, artistic directors, company managers, fundraisers, marketing staff, and more.

A sponsorship with Dance/USA for the 2025 Conference offers robust benefits, including:

- Unparalleled access and exposure to over 500 of the dance ecosystem's administrators, artists, representatives, and service providers
- Enhanced brand awareness through alignment with the nation's premiere dance service organization
- Extensive visibility, including logo placement on digital and print materials
- Complimentary tickets to the Welcoming Soiree and complimentary registration to the Conference

By partnering with Dance/USA, you are supporting the dance ecosystem.
Thank you for your consideration.

www.danceusa.org/conference

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Founded in 1982, Dance/USA is the national service organization for dance, serving a broad cross section of dance ensembles, artists, and administrators. Throughout its history, Dance/USA has remained attuned to convening the ecosystem and addressing the issues of its constituents. Through its Core Services and Special Initiatives, Dance/USA is dedicated to serving the ecosystem with responsive action.

Mission:

Dance/USA champions an inclusive and equitable dance field by leading, convening, advocating, and supporting individuals and organizations. Dance/USA's core programs are focused in the areas of engagement, advocacy, research, and preservation.

Vision:

Propelled by a belief that dance can inspire a more just and humane world, Dance/USA amplifies the power of dance to inform and inspire a nation where creativity and the field thrive.

Dance/USA Member Community

Membership Categories

Organizations

- Agents, Managers, Producers & Promoters
- Dance Companies
- Presenters
- Service Organizations

Affiliates

- Business Affiliates
- Education Affiliates
- International Affiliates

Individuals

- Independent Artists/Choreographers
- Individuals
- Professional Dancers
- Students

Councils & Affinity Groups

Councils & Affinity Groups are peer groups based on organizational budget and/or job function

Councils

- Agents, Managers, Producers & Promoters Council
- Artistic Directors Council for Member Companies
- Managers Council for Member Companies with Budgets of
 - \$15 million and greater
 - \$3-\$14.9 million
 - \$750,000-\$2.9 million
 - \$749,000 or less
- Presenters Council
- Service Organizations Council

Affinity Groups

- Production Directors
- Marketing Directors
- Development Directors
- Company Managers
- School Directors
- Community Engagement and Education Directors
- Chief Financial Officers
- Deaf & Disability
- Archiving and Preservation

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WHO ATTENDS?

- Attendees hail from an average of **47 states** and **15 countries**
- On average, more than **40%** of attendees are dance **administrators**; at least **20%** are **artistic personnel**; **75%** represent an organization
- Approximately **25%** of 2023 attendees **hailed from the home state** of the convening
- **95%** of 2023 attendees navigated the Conference using the **mobile app**
- **78%** of 2023 attendees identify as **women**

WHY SPONSOR?

- **41%** of convening attendees are **currently doing business** with convening sponsors
- **85%** of 2023 attendees said they are **likely to conduct business or patronize a sponsor in the future**
- **52%** of attendees would like to connect with **fundraising platforms**; **51%** **marketing/PR support**; **50%** **health/wellness providers**; **41%** **archiving and preservation services**
- Almost **90%** of 2023 attendees said their **primary purpose** for attending the convening is **networking**

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SPONSORSHIP BENEFITS	Platinum Sponsor \$15,000+	Gold Sponsor \$14,999-\$10,000	Silver Sponsor \$9,999-\$5,000	Bronze Sponsor \$4,999-\$2,500	Welcome Sponsor \$2,499-\$1,000
Presentation to the Dance/USA Board of Trustees	X				
Opportunity to give remarks at a Keynote presentation	X				
Logo on Dance/USA's home page	X				
Presentation(s) to Dance/USA's Councils	X	X			
Sponsor Spotlight in one pre-Conference e-blast	X	X			
Opportunity to host pre/post-Conference workshop around industry best practices or skill-building	X	X			
Opportunity to host an open lecture/demonstration session; option to pre-record for mobile app	X	X	X		
One promotional email to member community on an agreed upon date	X	X	X		
Opportunity to include ad in the Welcome Address & Keynotes slideshows	X	X	X		
Guaranteed logo placement on Dance/USA Conference t-shirts	X	X	X	X	
Invitation to be a SmART Bar Bartender	X	X	X	X	
Featured post on Dance/USA's social media	X	X	X	X	
Opportunity to have an online exhibition booth in the mobile app	X	X	X	X	X
Listing , at the appropriate sponsorship level, in National Conference print, electronic, and media communications as space allows	X	X	X	X	X
Complimentary Conference registration (includes access to the welcoming soiree, Conference keynotes and breakout sessions)	X	X	X	X	X
Hyperlinked logo on Conference webpage and on the mobile app	X	X	X	X	X
Logo listing on digital signage and print material associated with the National Conference	X	X	X	X	X
Recognition during the Conference Welcome Address	X	X	X	X	X

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HIGH VISIBILITY SPONSORSHIP OPPORTUNITIES

Video Production Sponsor

\$15,000 | features logo recognition on interviews and videos captured throughout the four-day convening

Keynote Speaker Sponsor

\$15,000 | features exclusive naming rights and invitation to make remarks at the address

First-Timers Reception Sponsor

\$10,000 | features exclusive naming rights and invitation to make opening remarks at reception

Mobile App Sponsor

\$10,000 | includes splash page recognition on Conference mobile app

Boxed Lunch Sponsor

\$7,500 | features logo recognition on 500 boxed lunches for Conference attendees

Programming Track Sponsor

\$7,500 | support one of the Conference programming tracks

Dancer Day of Health Sponsor

\$5,000 | includes naming rights and recognition on all Dancer Day of Health promo material

Coffee Break Sponsor

\$5,000 | includes opportunity to present a lec/dem during a Coffee Break session and logo branding on all Coffee Break communications and signage

Honors Awards Sponsor

\$5,000 | features logo branding on Honors Awards communications and signage at the Welcoming Soiree

SmART Bar Sponsor

\$2,500 | includes SmART Bar consultant feature at each session and logo branding on all SmART Bar communications and signage

Registration Sponsor

\$2,500 | features highly visible on-site recognition and through web-based Conference registration system

SWAG // ADVERTISING

Tote Bag

\$2,500 | offers brand awareness at the Conference and beyond via tote bags distributed to approximately 500 attendees

Lanyard

\$1,500 | distributed to and worn by approximately 500 attendees

Premium Advertisement Package

\$500 | ad space in pre-presentation slideshows and on digital signage; one promotional email to Dance/USA email list

Single Advertisement

\$250 | ad space in pre-presentation slideshows



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HOW TO RESERVE

To enroll as a 2025 Conference Sponsor, please contact Director of Advancement Raechel Hofstadter at 202.595.6822 or rhofstadter@danceusa.org.

Sponsorship opportunities are on a first-come, first-serve basis. To secure your sponsorship, a sponsorship agreement must be executed.

Sponsorship benefits are offered on a rolling basis. The earlier you enroll, the longer you can take advantage of promotional opportunities and sponsor benefits. All benefits will be extinguished one year from the sponsorship agreement date.

A non-refundable deposit equal to 20% of your sponsorship total is due at the time of signing your agreement. The balance is due by June 1, 2025.

The deadline to guarantee your logo will appear on Conference signage is May 1, 2025.



HOTEL INFORMATION

Palmer House Hilton

Gifted by Potter Palmer to his new wife on their wedding day, the story of the Palmer House is one of romance and undeniable charm. In the 19th century, it was the city's first hotel with elevators, and the first hotel with electric light bulbs and telephones in the guest rooms. Today, the National Historic Landmark is considered the longest continuously operating hotel in North America and an icon of downtown Chicago.

17 E Monroe St
Chicago, Illinois 60603
312.726.7500

\$239/night plus taxes & fees
Limited availability; reservation link TBA

CONFERENCE SCHEDULE

Tuesday, June 17

Registration opens at the Palmer House

Evening – Welcoming Soiree and Honors Awards, hosted by the Chicago Host Committee

Wednesday, June 18

Grounding Keynote and Conference programming

Thursday, June 19

Grounding Keynote and Conference programming

Friday, June 20

Dancer Day of Health

Members Day w/ Dance/USA Council and Affinity Group Member Meetings (*Invitation Only*)