

# In-Kind Support

*for Attitude Dance Company*

Hello,

My name is Xavier McGettigan and I am the Director of Attitude Dance Company; an independent contemporary dance company based in Geelong. We produce original works of dance theatre and contemporary dance, supporting local dancers and artists to create exciting new ideas and performances.

We have recently been supported in-kind by Adult Ballet Studio Geelong holding our Sunday night rehearsals at their studio space in Geelong West. Unfortunately, post-COVID they are set to leave their space and hire small spaces, which means we are on the search for a new home for the company.

As a production-based dance company, we do not offer regular classes like a dance school or a dance studio does, which makes the cost of studio hire one of our biggest barriers. As you are no doubt aware, the big hitters for Geelong audiences are Football, Musical Theatre and live music, less so contemporary dance, so if you are able to sponsor Attitude Dance Company, we'd love your support.

Currently we are looking for a space to rehearse our upcoming October production of Fantasy on:

**Sunday nights from 6:00pm-10:00pm**

If your space is unavailable for external users or is busy at this time, thank you for your consideration.

If your space is available and you are interested in sponsoring Attitude Dance Company, please have a look below at what we are able to provide you in-kind for your generous support.



## SPONSORSHIP RECOGNITION ON THE ADC WEBSITE

ADC Website: <https://attitudedancecompany.com.au>

Our current sponsor Adult Ballet Studio Geelong is featured prominently in a few places on the Attitude Dance Company website, including the home page and the [about us](#) page. This recognition would also include a link to your website and/or social media, as well as include an outline of your organisation's services and practices.

## FEATURED POSTS IN THE ADC BLOG/NEWSLETTER

ADC News Page: <https://attitudedancecompany.com.au/news>

The ADC website also features a blog, where we update our audience on upcoming events, projects and general news. Entries in the blog are then collated each month into our monthly newsletter, which goes out to our whole subscriber base, including all text, links, images and videos.

We are able to include a paragraph of text in our general news as well as accompanying links/images/videos, as well as the opportunity to curate your own, dedicated blog post once a month to promote your business or events. We accept full links to similar articles on your website, or send us text and a collection of links/images/videos you'd like to include and we'll do the rest.

## SOCIAL MEDIA

Facebook: <https://facebook.com/attitudedanceau>

Instagram: <https://instagram.com/attitudedanceau>

We are proud of the development of our social media accounts, especially our Facebook and Instagram pages.

ADC would location tag and @ tag your social media accounts in any social media posts featuring your space, with regular posts having a focus on you and your space.

We are also happy to share your social media posts on our Facebook Page and Instagram Story, as well as collections of three posts at a time on our Instagram home page, which we carefully curate to look professional and appealing. Feel free to send us specific posts you'd like us to share, but we often take our own initiative to share posts made by our sponsor.

## POSTERS AND ADVERTISEMENT MATERIAL

We would be honoured to include your logo under the text "Attitude Dance Company is proudly sponsored by:" on our posters and other promotional materials for our shows and productions, e.g. the back of our show programs and fliers, etc. as well as our promotional videos.

Our posters and fliers for Fantasy have been professionally designed by graphic artist Mitchell Turek, as well as our logos and media design for the entire production. ADC's promotional videos are directed and edited by our Director Xavier McGettigan; feel free to check out [his website](#) to view his work.

## ADVERTISEMENT SPACE IN SHOW PROGRAMS

ADC can offer half or full-page advertisement spaces in our A4 show programs, which are professionally designed and printed. You will have ample notice in advance of the printing deadline to submit artwork and appear in our program alongside your logo on the back cover of the program and a thank you in our acknowledgements.

## ADVERTISEMENT IN FOYER

You are most welcome to present a pull-up banner in the foyer of the theatres we perform in, as well as any posters on the wall, and flyers/business cards etc. in our Front of House, Box Office and Bar spaces.

## THANK YOU

Thank you for taking the time to consider sponsoring Attitude Dance Company, we very much appreciate your support. If you'd like to discuss further, please don't hesitate to get in contact.

*Regards,*

*-Xavier McGettigan*

*Director | Attitude Dance Company*

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ATTITUDE DANCE  
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