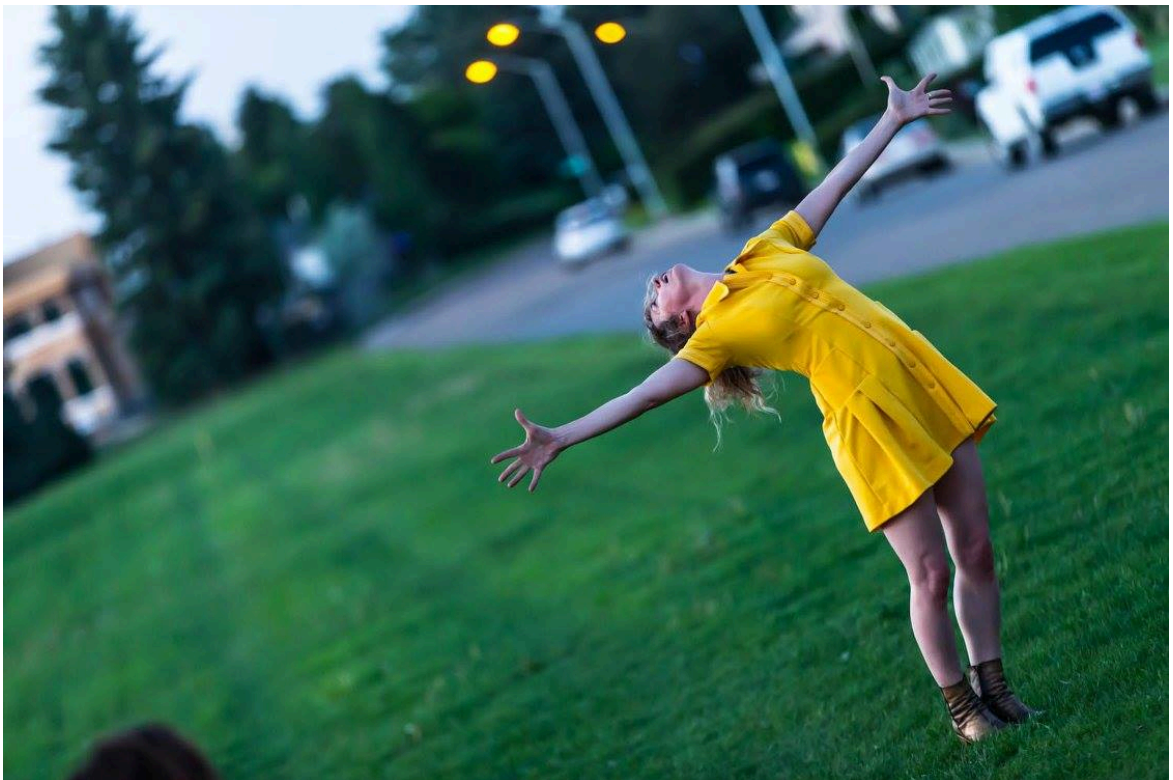




## Mile Zero Dance Sponsorship Package 2016-17





Mile Zero Dance (MZD) is a compelling contemporary dance company that creates dynamic, interdisciplinary work with a focus on performance, collaboration and training. Having just celebrated 31 years of community rooted, accessible avant-garde, interdisciplinary, movement-based performative arts, MZD is unquestionably a gem in Edmonton's rich arts and culture scene.

**We are seeking sponsors at different levels for our incredible 32<sup>nd</sup> season, "Making Contact". We invite you to be a part of MZD's community-focused artistic scene that has nourished Edmonton since 1985.**

Spazio Performativo, our space in Little Italy, is emerging as a community hub that is used by artists of all backgrounds and ages. We offer an annual performance season, run a community-based studio featuring weekly drop-in classes and storefront art gallery, operate an education outreach program, host international artists, perform site-specific works across the city through our RV There Yet? Series, and collaborate with a multitude of Edmonton's finest talents – in short, MZD is a defining thread in Edmonton's creative and cultural fabric.

Last season, over 1,750 audience members were exposed to the work of over 175 performers and 8 visual artists. Our education outreach program reached hundreds of children who may not otherwise experience dance education, our drop-in classes and Free Dance Day reached approximately 500 participants, and approximately 50 people attended workshops in our space. Our entry in Nuit Blanche saw hundreds of visitors over the course of one night. Dozens of outside groups rented and were exposed to our space throughout the year, with hundreds of attendees at their performances.

Research has shown that our audiences are predominantly 25-34 (35%) and 35-44 years old (28%), largely live in the downtown core, and attend arts and entertainment events an average of 1-2 times per week. They are also extremely loyal by nature. This segment of the population is likely to have expendable income that will return to sponsoring companies.

*"Mile Zero Dance is a rare jewel which adds richness and diversity to our local dance community. Whether teaching in the public schools or performing, producing and collaborating, MZD provides honest, intuitive experiences and pushes boundaries in delicious new ways." Tamara Bliss, Orchestis Director and U of A Dance Lecturer*



## **Sponsor Opportunities/Exclusive Benefits 2016/17**

- \$10,000 Season Presenter Sponsor**  
Opportunity to speak at performances  
Onstage acknowledgement at performances  
Corporate logo recognition on website  
Corporate logo recognition on event signage  
Corporate logo recognition in MZD e-newsletter and print materials  
Two season passes and two-person VIP guest list per performance  
Invitation to VIP event pre-main stage show
- \$7,500 Main Stage Sponsor**  
Corporate logo recognition on website  
Corporate logo recognition on event signage  
Opportunity to speak and onstage acknowledgement at main stage events  
Corporate logo recognition in main stage print and web materials  
Two MZD Season passes and six-person VIP guest list for main stage shows  
Invitation to VIP event pre-main stage show
- \$7,500 Education Outreach Sponsor**  
Corporate logo recognition on website  
Corporate logo recognition on event signage  
Corporate logo recognition in all education print and web materials  
Two MZD Season passes and two-person VIP guest list per performance  
Invitation to VIP event pre-main stage show
- \$5,000 Bar Sponsor**  
Onstage acknowledgement at all performances season-long  
Corporate logo recognition on website  
Corporate logo recognition on event and bar signage  
Corporate logo recognition in MZD e-newsletter and print materials  
Two MZD season passes and two-person VIP guest list per performance  
Invitation to VIP event pre-main stage show
- \$5,000 Dirt Buffet Cabaret Series Sponsor**  
Corporate logo recognition on website  
Corporate logo recognition on event signage  
Opportunity to speak and onstage acknowledgement at series performances  
Corporate logo recognition in series print and web materials  
Two MZD Season passes & two-person VIP guest list for series performances  
Invitation to VIP event pre-main stage show

- \$5,000 SubArctic Improv & Experimental Arts Series Sponsor**  
Corporate logo recognition on website  
Corporate logo recognition on event signage  
Opportunity to speak and onstage acknowledgement at series performances  
Corporate logo recognition in series print and web materials  
Two MZD Season passes & two-person VIP guest list for series performances  
Invitation to VIP event pre-main stage show
- \$2,000 Dance Crush Sponsor**  
Corporate logo recognition on website  
Corporate logo recognition on event signage (performances and workshops)  
Opportunity to speak and onstage acknowledgement at artist performances  
Corporate logo recognition in Dance Crush print and web materials  
Two MZD Season passes & two-person VIP guest list for artist performances  
Invitation to VIP event pre-main stage show
- \$2,000 Storefront Gallery Space Sponsor**  
Corporate logo recognition on website  
Corporate logo recognition on event signage and in storefront window  
Opportunity to speak and acknowledgement at storefront gallery events, including Reeling | Dance on Screen events (December 2016-January 2017)  
Corporate logo recognition in storefront gallery space print & web materials  
Two MZD Season passes  
Invitation to VIP event pre-main stage show

Innovative partnerships and collaborations are how MZD works - if you have ideas of how you want to support MZD's vision, *let's talk*. Cash to pay artists is essential, but in-kind support for promotion and production expenses can also be part of your sponsorship arrangement.



## Season Presenter Sponsor

Our 32nd Season, *Making Contact*, will celebrate what MZD does best: working with the human body and movement.

For many years, we have frolicked on the fringes of the dance world. Our work involves sound, visual and media arts, people of all ages and types, and can be seen in many unconventional locations and situations. This incredible capacity of the human body to connect with people across boundaries of language, age, ability, race, and economics is something we want to embrace, celebrate, and discuss this year. Anyone can be a part of the changes we want to see.

*“There could be something like the Mile Zero lunch-hour extravaganza every day and night in our downtown public square... a much more local, more sustainable and more delicious future.”* Todd Babiak, The Edmonton Journal

*Making Contact* features The Trance Sessions (an interdisciplinary collaboration of trance-based collaboration as part of the Hear This Now Festival), the main stage show Anything Goes: G.W.G. Dance in 17 Parts, the Dance Crush series (presenting artists from Edmonton and across Canada who are focused on new issues in dance performance), Reeling | Dance on Screen, the continuation of our wildly-popular Dirt Buffet Cabaret and SubArctic Improv & Experimental Arts series, our education outreach program, a storefront gallery space, and numerous other collaborations and workshops.

*“Mile Zero Dance might just be the Alberta performing arts community's best kept secret. There's no dance company out there that transcends genres and cultural boundaries quite as deftly and engagingly as MZD does, and Gerry's restless creativity, bi-cultural worldview, collaborative zeal, and great eye for talent--as well as the beguiling beauty of her own dancing--have made the company what it is today.”* Benjamin Freeland

### **Benefits - Season Presenter Sponsor - \$10,000**

- Opportunity to speak at performances
- Onstage acknowledgement at performances
- Corporate logo recognition on website
- Corporate logo recognition on event signage
- Corporate logo recognition in MZD e-newsletter and print materials
- Two season passes and two-person VIP guest list per performance
- Invitation to VIP event pre-main stage show



## Main Stage Sponsor

This year, Mile Zero Dance has two main stage shows planned. The first, *The Trance Sessions* (March 2017) is a collaboration with local experimental group The Parisian Beggars. This trance-based improvisation will be part of the Hear This Now Festival presented by New Music Edmonton.

The second, *Anything Goes: G.W.G. Dance in 17 Parts* is MZD's flagship main stage show of the season. Artistic Director Gerry Morita and collaborator Lin Snelling (with friends) will explore the history of denim production in Edmonton, uncovering the dance scores hidden within the Great Western Garment Factory. This creation will run for two nights, May 26-27, 2017.

GWG was Edmonton's only garment factory, operating from 1911 to 2004, and played a major role in the city's development. *Anything Goes: GWG Dance in 17 Parts* is a durational performance taking the time it requires to sew a pair of jeans from start to finish, live. The seventeen different stages of sewing (pattern cutting, pinning, stitching, zipper, etc.) will indicate different stages within the overall dance score.

This ambitious piece will also feature a chorus of up to 15 high-kicking dancers in blue jeans for a cameo piece, drawn from our local arts high school, Victoria School for the Arts. This will be a climactic point in the piece, and will provide the students with a mentorship experience to work with professionals in the field.

This event will be preceded by a VIP event to celebrate our 32<sup>nd</sup> season and sponsors.

### **Benefits – Main Stage Sponsor - \$7,500**

Corporate logo recognition on website

Corporate logo recognition on event signage

Opportunity to speak and onstage acknowledgement at main stage events

Corporate logo recognition in main stage print and web materials

Two MZD Season passes and six-person VIP guest list for main stage shows

Invitation to VIP event pre-main stage show



## Education Outreach Sponsor

Since 1985, Mile Zero Dance has reached tens of thousands of Edmontonians with their first experience in dance.

Our outreach education programs are based on physical learning, which provides a unique approach to education that combines kinetic and creative activity. Dance is part of a well-rounded education and increases the likelihood that students will discover learning styles that work best for them.

*"I saw every student engaged, expressing themselves, and most importantly, with smiles on their faces."* Isaac MacDonald, Assistant Principal, John A. MacDougall School

*"MZD offered an engaging dance program where kids were able to learn physical literacy while having fun. They did a great job, and our kids thrive on these programs."* Jenny Hankey, Club Facilitator, McCauley Boys & Girls Club

Mile Zero Dance's education outreach program provides contemporary dance education for free to over 2,000 members of the neighbourhoods of McCauley and Boyle Street, along with other lower-income, inner-city Edmonton communities which otherwise lack arts enrichment through dance education.

The schools and neighbourhoods we reach with this program have a shortage of programs that fit this particular kind of physical learning and group creativity. Many of the students who attend come from families who simply can't afford after-school programs. *These kids may never have been able to participate in a dance class before.*

*"All the best educational programs around the world combine elements that stimulate both a child's physical and mental development – for in truth, there is no split between the two."* Gordon Dryden & Jeannette Vos, *The Learning Revolution*

### **Benefits – Education Outreach Sponsor - \$7,500**

- Corporate logo recognition on website
- Corporate logo recognition on event signage
- Corporate logo recognition in all education print and web materials
- Two MZD Season passes and two-person VIP guest list per performance
- Invitation to VIP event pre-main stage show



## **Bar Sponsor**

Mile Zero Dance provides a cash bar at events held at Spazio Performativo. Entering the 2016-17 season, we have currently scheduled over 47 days of performances, with many more to come.

Our audience ranges significantly, including a large contingent of young, hip artists who enjoy going out, socializing, and enjoying a beverage or two. We also host events that appeal to an older, more professional crowd; given the range of demographics and loyalty of those who attend our performances, the potential for exposure in this sponsorship is huge.

Many of our events feature an after party during which the bar plays a significant role, bringing performers and attendees together to discuss and plan future creations.

We see ourselves as arts industry leaders, hosting some of the most forward-thinking, experimental, and intriguing events in the city at this time. Our audiences are continually growing. This provides a unique opportunity for a supplier or brewery to sponsor our bar and increase its visibility within a key target market.

A bar sponsorship at Mile Zero Dance comes with many benefits, including onstage acknowledgement at all performances season-long, logo recognition online and at the physical bar, and much more. As well, representatives of the company will be guaranteed a two-person guest list to all performances throughout the season.

**Please note that sponsorships can be made in-kind as well as financially.**

### **Benefits – Bar Sponsor - \$5,000**

- Onstage acknowledgement at all performances season-long
- Corporate logo recognition on website
- Corporate logo recognition on event and bar signage
- Corporate logo recognition in MZD e-newsletter and print materials
- Two MZD season passes and two-person VIP guest list per performance
- Invitation to VIP event pre-main stage show





## **SubArctic Improv & Experimental Arts Sponsor**

Mile Zero Dance hosts two monthly series, the Dirt Buffet Cabaret and SubArctic Improv & Experimental Arts series. Each of these series comes with an opportunity for a series-specific sponsorship.

SubArctic Improv & Experimental Arts is dedicated to interdisciplinary, improvisational, and experimental work. It is co-curated by Allison Balcetis (University of Alberta saxophone instructor, international performer, and board member of New Music Edmonton and the Boreal Electro Acoustic Music Society) and Jen Mesch (choreographer and founder of the Jen Mesch Dance Conspiracy, a militia of dancers, artists, scientists, and citizens).

This series has positioned itself as a professional, but informal, multidisciplinary arts series. All performances incorporate a component of live creation and bring with them the potential for collaboration. Every show is different from the last.

Audiences at the SubArctic Improv & Experimental Arts series are quite diverse, including many performers and leaders in the arts scene. The average audience member is a 35-50 years old professional with expandable income and a personal investment in the arts and the companies that sponsor these events.

*"This is most definitely one of the most important arts series in our city." – Ian Crutchley*

### **Benefits –SubArctic Improv & Experimental Arts Sponsor - \$5,000**

- Corporate logo recognition on website
- Corporate logo recognition on event signage
- Opportunity to speak and onstage acknowledgement at series performances
- Corporate logo recognition in series print and web materials
- Two MZD Season passes & two-person VIP guest list for series performances
- Invitation to VIP event pre-main stage show



## **Dirt Buffet Cabaret Sponsor**

Mile Zero Dance hosts two monthly series, the Dirt Buffet Cabaret and SubArctic Improv & Experimental Arts series. Each of these series comes with an opportunity for a series-specific sponsorship.

Dirt Buffet Cabaret is Edmonton's monthly performance lab and avant-garde variety show. It is hosted by Ben Gorodetsky, winner of the 2016 Mayor's Celebration of the Arts Emerging Artist Award, and features 10-minute performances by a rotating cast of performers from across the Edmonton arts and performance communities.

*"Many folks have told me that DBC is their favourite 'art event' in the city, and that makes my heart wiggle with joy. I love presenting provocative work, giving voice to diverse artists, and letting people serve themselves their own heaping helping of delicious dirt!" - Ben Gorodetsky, host of Dirt Buffet Cabaret*

The breadth and diversity of audiences and performers at these series are an excellent opportunity for wide exposure via sponsorship. Each edition of the Dirt Buffet Cabaret features 6-8 (or more) artists from genres including dance, theatre, comedy, performance art, the literary arts, film, and much more.

Wildly successful, this series has seen sell-out crowds several months in a row. Dirt Buffet Cabaret audience members are diverse, but average in their 20s and 30s. They are often leaders in their peer groups who can influence purchasing decisions among their peers. This is a strong sponsorship opportunity for those who are interested.

### **Benefits – Dirt Buffet Cabaret Sponsor - \$5,000**

- Corporate logo recognition on website
- Corporate logo recognition on event signage
- Opportunity to speak and onstage acknowledgement at series performances
- Corporate logo recognition in series print and web materials
- Two MZD Season passes & two-person VIP guest list for series performances
- Invitation to VIP event pre-main stage show



## Dance Crush Sponsor

This year, Mile Zero Dance continues its Dance Crush series, bringing in dance and movement-based artists from Edmonton and across Canada who are focused on new issues in dance performance.

These artists will be sharing their craft through community workshops as well as performances, embedding themselves in the city and local dance communities on a deeper level than performers who are simply passing through.

Sponsorship of this series will provide wide exposure given the diverse nature of the performers and pieces in the Dance Crush series. This series will appeal to our core audience base: professionals and artists averaging ages 35-50 with expendable income and strong support for the arts and, consequentially, any sponsors.

In 2016-17, we are hosting the following artists:

- October 7 & 8: Ivanochko et cie-projects de performance (Vancouver/Montreal), "Objets chantants, chansons en mouvement"
- January 13 & 14: Todd Houseman & Vanessa Cardona (Edmonton/Colombia), "Whiteface"
- March 2-4: Amelia Ehrhardt (Toronto), "No Context"
- March 30-April 1: Nancy Sandercock (Edmonton), "frost flowers/rhizome"

*"For a choreographer, having space is like a painter having a canvas. At a most basic level, without space dance does not occur. "*

Gerry Morita

### **Benefits – Dance Crush Sponsor - \$2,000**

Corporate logo recognition on website  
Corporate logo recognition on event signage (performances and workshops)  
Opportunity to speak and onstage acknowledgement at artist performances  
Corporate logo recognition in Dance Crush print and web materials  
Two MZD Season passes & two-person VIP guest list for artist performances  
Invitation to VIP event pre-main stage show



## **Storefront Gallery Sponsor**

When Mile Zero Dance moved into our current space (Spazio Performativo) in spring 2015, we were able to expand our interdisciplinary offerings to a visual and multimedia art gallery visible from 95 Street in the heart of Little Italy.

This sponsorship will allow sponsors to place their logo in the storefront window of Spazio Performativo, prominent and visible to pedestrians year-round. With numerous festivals held in the park across the street, the Italian Centre and Zocalo within a block, an eye-catching storefront, and increased foot traffic with the Rogers Place arena opening in September 2016, this is an extremely valuable sponsorship opportunity.

Over the past year, Mile Zero Dance has hosted a multitude of artists, including Stacey Cann, Tim Rechner, Patrick Arès-Pilon, Marlena Wyman, Caitlin Sian Richards, Lisa Lunn, and Tim Mikula.

Mile Zero Dance also received funding from McCauley Revitalization that allowed us to host *Dance Spot* by local filmmaker Tim Folkmann and a two-evening performance by Kristine Nutting that made use of the gallery space as well as storefront sidewalk.

That's just the beginning: we have used the storefront gallery space for wide-ranging events such as a 12-hour Draw-a-Thon and clothing swap. We were also featured in The Works Art & Design Festival's program guide. Our storefront space is always alive with activity!

This year, we are proud to present the inaugural Reeling | Dance on Screen film festival. This festival will make use of our storefront space, showing short dance films selected from across Canada and abroad throughout December 2016 to January 2017.

### **Benefits – Storefront Gallery Sponsor - \$2,000**

- Corporate logo recognition on website
- Corporate logo recognition on event signage and in storefront window
- Opportunity to speak and acknowledgement at storefront gallery events, including Reeling | Dance on Screen events (December 2016-January 2017)
- Corporate logo recognition in storefront gallery space print & web materials
- Two MZD Season passes
- Invitation to VIP event pre-main stage show

# Sponsor Confirmation Form

**Please identify your sponsorship commitment:**

- |   |           |
|---|-----------|
| <input type="checkbox"/> Season Presenter Sponsor – <i>Making Contact</i> | \$ 10,000 |
| <input type="checkbox"/> Main Stage Sponsor (GWG & Trance Sessions)       | \$ 7,500  |
| <input type="checkbox"/> Education Outreach Sponsor                       | \$ 7,500  |
| <input type="checkbox"/> Bar Sponsor (All Events)                         | \$ 5,000  |
| <input type="checkbox"/> SubArctic Improv & Experimental Arts Sponsor     | \$ 5,000  |
| <input type="checkbox"/> Dirt Buffet Cabaret Sponsor                      | \$ 5,000  |
| <input type="checkbox"/> Dance Crush Sponsor                              | \$ 2,000  |
| <input type="checkbox"/> Storefront Gallery Sponsor                       | \$ 2,000  |

If you are not able to sponsor this year but still want to support Mile Zero Dance:

**\$\_\_\_\_\_ Charitable Donation**                      **Charity No. 120549795 RR0001**

Mile Zero Dance Society is a registered charitable organization that requires financial support to function, to cultivate new talent, and to administer our education outreach program. All donations qualify for a charitable tax receipt. All funds are appreciated. Should you consider a Legacy Gift to our Edmonton Community Foundation endowment fund, please contact our office directly.

## Contact information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Alternate: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

**Please make cheques payable to *Mile Zero Dance Society***  
**Mile Zero Dance Society 10816-95 Street NW, Edmonton, AB T5H 2E3**  
**Phone: 780-424-1573 Email: admin@milezerodance.com**