



# ADE

ARTISTIC DANCE EXCHANGE

## VENDOR AND SPONSOR PROPOSAL

ADEONTOUR.COM



# EVENT OVERVIEW

**Artistic Dance Exchange** is a premier celebration of the art of dance, bringing together artists, dancers, choreographers, and enthusiasts from all over.

The event will feature performances, workshops, masterclasses, and networking opportunities, designed to showcase the diverse world of dance in an engaging and inclusive environment.

This event attracts a wide range of participants, from professionals to beginners, and provides a platform for individuals and companies involved in dance to share their passion and knowledge.

## **Event Date & Location:**

**Date:** June 27 - July 3rd, 2025

**Location:** Signia Hilton Orlando Bonney Creek  
14100 Bonnet Creek Resort Ln  
Orlando, FL 32821

## **Expected Attendance:**

Audience: 500+ attendees, including dancers, choreographers, dance educators, students, and dance enthusiasts

Participants: 20+ performing artists and instructors

## **Opportunities for Vendors and Sponsors:**

We invite you to be a part of this exciting event through a variety of vendor and sponsorship opportunities. As a vendor or sponsor, your brand will receive exposure to a dynamic audience, including key decision-makers and dance professionals.



# VENDOR OPPORTUNITIES

## WHY BECOME A VENDOR AT ARTISTIC DANCE EXCHANGE?

**Direct Exposure:** Showcase your products or services to a diverse, passionate audience interested in dance.

**Networking Opportunities:** Connect with professionals, artists, and potential customers.

**Brand Visibility:** Gain recognition in a lively, artistic atmosphere through your booth and event program.

## VENDOR PACKAGE OPTIONS

Standard Vendor Package \$750	Premium Vendor Package \$1,000	Exclusive Vendor Package \$1,500
10x10 booth space	10x20 booth space (prime location)	20x20 booth space (VIP location)
1 table and 2 chairs	1 table, 2 chairs, and display area	Priority placement near main event areas
Company name and logo listed in event program	Company name and logo in event program, website, and social media	Company name and logo in event program, website, and social media
10x10 booth space	4 event passes	6 event passes
2 event passes	Option to distribute promotional material in attendee goodie bags	Option to distribute promotional material in attendee goodie bags

### ADDITIONAL OPPORTUNITIES FOR SPONSORS AND VENDORS

**Workshop Sponsorship:** Sponsor a specific workshop or masterclass and have your company name included in the workshop materials and promotions.

**Performance Sponsorship:** Sponsor one or more of the performances during the event and have your logo featured during the performance.

Dedicated email blast promoting your booth to all event attendees

**Goodie Bag Inclusions:** Provide branded items or literature to be included in the attendee goodie bags for increased exposure.



# SPONSORSHIP OPPORTUNITIES

## WHY BECOME A SPONSOR AT ARTISTIC DANCE EXCHANGE?

**Brand Alignment:** Position your brand as a supporter of the arts and a key player in the dance community.

**Enhanced Recognition:** Showcase your brand's commitment to cultural exchange and artistic expression.

**Exclusive Benefits:** Enjoy unique perks like logo placement on event materials, social media mentions, and direct interaction with participants and performers.

<b>Platinum Sponsor - \$5,000</b>	<b>Gold Sponsor - \$3,000</b>
Exclusive sponsorship of the opening gala or closing performance	Logo displayed on event signage, program, and website
Logo prominently displayed on event signage, program, and website	Social media mentions (3 posts)
Social media mentions (5+ posts)	6 event passes
10 event passes with VIP access	Opportunity to provide branded swag for attendee goodie bags
Opportunity to provide branded swag for attendee goodie bags	On-stage recognition at select event sessions
On-stage recognition during event	
<b>Silver Sponsor - \$1,500</b>	<b>Bronze Sponsor - \$750</b>
Logo displayed on event signage and program	Logo listed on event program and website
4 event passes	2 event passes
Opportunity to provide branded swag for attendee goodie bags	

## 1 | MASTERCLASS SERIES SPONSORSHIP

ADE's masterclass series features renowned choreographers and dancers leading specialized classes across various dance genres.

These are hands-on, educational experiences that allow dancers to refine their skills, learn new techniques, and engage deeply with the art of dance.



### SPONSORSHIP OPPORTUNITY

### VENDOR OPPORTUNITY

#### Masterclass Title Sponsor - \$3,000

Sponsor a specific masterclass or workshop and have your company's name attached to it (e.g., "Ballet Masterclass Sponsored by [Your Brand]").

Your logo will be prominently displayed on all promotional material for the class (flyers, emails, social media posts).

You'll be mentioned during the class introduction and closing remarks.

Opportunity for your product to be sampled or demonstrated during the masterclass (perfect for dancewear brands, wellness products, or health supplements).

#### Masterclass Resource Booths - \$500

Set up a booth next to the masterclass area to sell relevant dance products like shoes, apparel, or nutrition products for dancers.

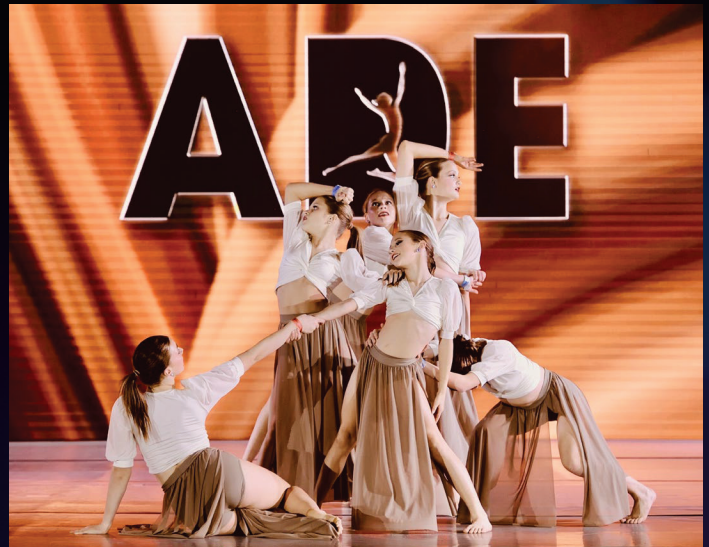
Offer special promotions for class attendees.

Distribute branded resources like educational pamphlets on dance health, technique tips, or dance apparel.



## 2 | PERFORMANCE SHOWCASE SPONSORSHIP

ADE's performance showcase features both emerging and established artists, giving them the platform to display their creative work. It includes a wide range of dance styles and can include both group performances and solo acts.



### SPONSORSHIP OPPORTUNITY

### VENDOR OPPORTUNITY

#### Performance Showcase Sponsor - \$4,000

#### VIP Performance Night – Branded Refreshment & Lounge Area - \$2,000

Your brand will be featured prominently at the start and end of the performance showcase.

Provide a branded refreshment stand with beverages or snacks during the performance showcase (great for wellness brands, organic drinks, or local eateries).

Have your logo displayed on the stage backdrop or on performance screens during the show.

A dedicated VIP Lounge area where your products can be sampled and featured for key sponsors, performers, and special guests.

Sponsor a special award or trophy for the best performance or audience favorite, with your brand name associated with it.

Opportunity to host a mini pop-up exhibit in the VIP area to engage with industry professionals.

Invitation to present the award at the event, offering a high level of visibility.

Inclusion in all social media promotion of the showcase (including video clips and behind-the-scenes content).





### 3 | DANCE FILM SCREENING SPONSORSHIP

This program highlights the intersection of dance and film, showcasing innovative dance films, documentaries, and short films that push creative boundaries.

#### SPONSORSHIP OPPORTUNITY

#### VENDOR OPPORTUNITY

##### Dance Film Screening Sponsor - \$2,500

##### Film & Dance Merchandise Vendor - \$750

Sponsor a specific dance film screening and have your brand name associated with the event.

Set up a booth where you can sell DVDs, books, or other merchandise related to dance films, or film equipment for dancers (i.e., cameras, lighting kits, etc.).

Your logo will be displayed before and after the screening on all event materials and on the big screen.

Offer exclusive discounts on related products for film lovers, dancers, and students attending the screenings.

A social media shout-out with the film's promotion, featuring your brand as a supporter of both the arts and the intersection of dance and media.

Distribute branded items such as tote bags, posters, or exclusive film clips.

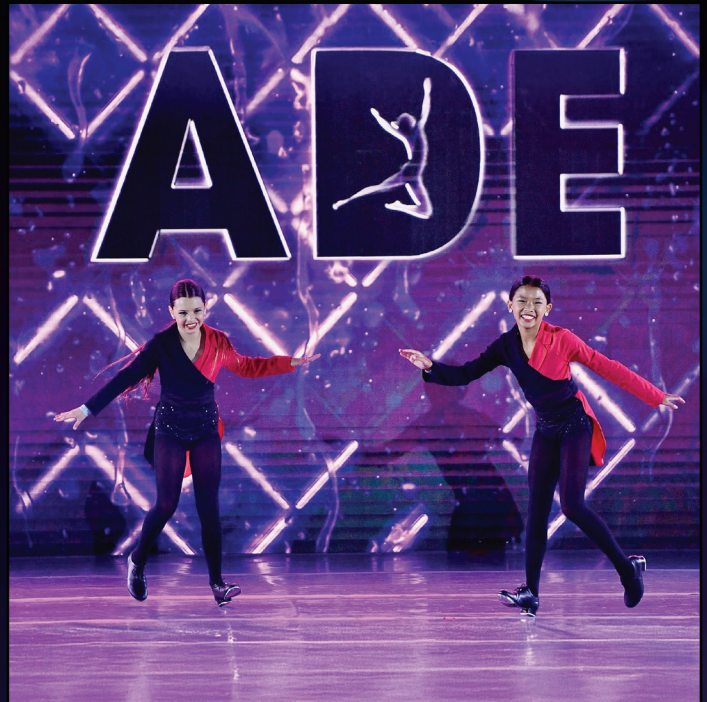
Host a post-film Q&A or panel discussion, branded with your logo, where you can engage with artists, filmmakers, and the audience.



## 4 | CULTURAL EXCHANGE AND COLLABORATION PROGRAM

ADE is about bringing people together from different parts of the world to collaborate and learn from one another.

This program emphasizes dance styles and traditions from various cultures, featuring exchange programs and workshops that foster artistic dialogue across cultural boundaries.



### SPONSORSHIP OPPORTUNITY

### VENDOR OPPORTUNITY

#### Cultural Exchange Sponsor - \$5,000

#### Global Marketplace Vendor - \$1,000

Sponsor the cultural exchange workshops that feature international artists and dancers.

Sell products related to global dance cultures, including ethnic dance apparel, instruments, and cultural art.

Your logo will appear prominently during all cultural exchange activities, in brochures, and on event signage.

Showcase international food or beverages that relate to the various cultures represented in ADE.

Co-host an international artist meet-and-greet session, where your brand can be showcased to artists, choreographers, and dancers from different parts of the world.

Create an interactive booth that teaches small elements of dance from around the world, incorporating your brand or products into the experience.

Offer international products or experiences (such as a cultural dance experience or travel packages) to tie into your sponsorship.





## 5 | DANCE HEALTH & WELLNESS FOCUS

ADE offers specialized sessions on the health, fitness, and well-being of dancers, including physical therapy workshops, injury prevention classes, and nutritional seminars.

These programs are critical to supporting dancers' mental and physical health.

### SPONSORSHIP OPPORTUNITY

### VENDOR OPPORTUNITY

#### Dance Wellness Sponsor - \$2,500

#### Dance Recovery & Wellness Product Booth - \$750

Sponsor the cultural exchange workshops that feature international artists and dancers.

Set up a booth selling products for dancers' health such as massage tools, vitamins, joint support products, and stretching aids.

Your logo will appear on all materials related to wellness programming, including emails, social media posts, and event signage.

Provide free samples or demonstrations of your product for dancers to experience firsthand.

The opportunity to provide branded wellness resources like fitness equipment, supplements, or recovery tools.

Offer exclusive discounts for event attendees or giveaway small products as part of a wellness challenge or raffle.

Host a wellness lounge or recovery station with products like foam rollers, yoga mats, or relaxation kits.