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# 1. ABOUT THE COMPANY

TranscenIDance Project (<https://www.transcendanceproject.com/>) is a professional immersive dance company, that was launched in 2015 by Artistic Director Julia Cratchley. Julia is a Toronto-based choreographer, artist, and teacher. She is trained as a classical and contemporary artist and has trained and performed in Canada, New York, and Europe. Julia teaches, choreographs and works as a competition judge across the country, directly connecting with artists of varying ages and levels.

TranscenIDance Project's performances are unlike anything else in the city, or in fact the country. These dance theatre works are immersive, with performers dancing around the audience as they roam through the space, as well as speaking and connecting directly with audience members one-on one. This is a refreshing departure from traditional dance and theatre settings, in which the audience sits still and quiet in the darkness, at a distance from the action. Upon arriving for the show, audiences are given a wax-sealed invitation and a masquerade style mask to wear, and are encouraged to visit the bar before the performance begins. These elements, combined with the performance and storytelling of the shows themselves, mean this is more than a performance, it is an extremely rich and unique **experience**. The shows follow some of the most compelling performers in the city, each character with their own track in the story.

With this unique approach to storytelling, TranscenIDance Project invites you to become an active participant, immersing yourself in extraordinary tales that ignite your senses and kindle your emotions. Gone are the days of simply sitting and watching a show; at TranscenIDance Project, you are an integral part of the action. Prepare to be enthralled into vibrant realms where movement, music, and narrative converge seamlessly, creating an unforgettable experience like no other. Our talented ensemble of dancers will lead you on a journey that transcends physical limitations, unveiling the power of the human body as it weaves tales of love, passion, triumph, and transformation.

To date, the company has developed and performed two full length immersive shows. The first is "Eve of St. George" which ran for three seasons and is inspired by the story of Dracula. The second is "A Grimm Night", which ran in 2022 and 2023, which pulls themes and narratives from various Brothers Grimm fairy tales.

The company has received incredible acclaim in Toronto and hopes to continue to push the boundaries of what immersive dance can be.

## 2. EVE OF ST. GEORGE

The performance for this 2024 season is a remount of "Eve of St. George", which reimagines Bram Stoker's tale of Dracula through immersive performance.

Trailer [here](#).

### 3. BENEFITS OF SPONSORING TRANSCENDANCE PROJECT

The arts, particularly the performing arts, and PARTICULARLY dance, are an extremely untapped market in terms of corporate sponsorships. There is a very vibrant and exciting contemporary dance scene in Toronto that is chronically underfunded. However, with some financial support, companies like ours will be able to produce shows that will have a major impact on the Toronto community, bringing in large audiences from many different demographics, who in turn will be exposed to your brand.

TranscenlDance Project's immersive works take inspiration from Punchdrunk's Sleep No More in New York City. The company will have performed 5000 shows for 2 million audience members when they sadly close their doors in 2024 due to rising production costs. This shows that there is clearly a demand for immersive performance, and it can be very successful if given the opportunity.

TranscenlDance stands out dramatically from other dance companies because of its incredible reach and popularity among those outside of the dance and theatre communities. By using narratives and storylines that are known to people, and by creating a full evening's experience, these performances are some of the most accessible dance in the country. TranscenlDance Project makes live theatre interesting, tangible, and fun for the broader community. This serves to enhance the opportunities for success with our model, and subsequently for your brand.

An investment in our 2024 run of Eve of St. George is an investment in the future of immersive theatre, positively impacting audience members, supporting the careers of Toronto artists, and investing in the future growth and success of your brand.

## 4. SPONSORSHIP PACKAGES

We have a variety of sponsorship options available for every budget and style of sponsorship you may be looking for. Please reach out to [info@transcendanceproject.com](mailto:info@transcendanceproject.com) with any questions or to find the best fit for your company.

	BRONZE: Sponsor Board and Digital Promo (\$500-\$1000)	SILVER: Sponsor a Dancer (\$2500)	GOLD: Sponsor Student/Arts Workers Tickets (\$5000/100 tickets)	DIAMOND: Sponsor our Closing Night Gala (\$10,000)
Your name and logo on our sponsorship board in the venue	X	X	X	X
Social media announcement of sponsorship on Instagram and Facebook stories	X	X	X	X
Logo in our promotional reels on social media				X
Your sponsorship announced over email to key contact list	X	X	X	X
Your logo included on our website	X	X	X	X
Your logo included in our digital program	X	X	X	X
Complimentary VIP tickets to attend a performance of your choice - - (Bronze: 2 tickets Silver: 4 tickets Gold: 6 tickets Diamond: 8 tickets)	X	X	X	X
Program mention of the sponsorship of your specific dancer		X		
Dancer shout out and thank you on social media		X	X	X
Additional social media announcement sharing that you are the student ticket sponsor			X	
Your name and logo in all of our marketing and promotion as the Student Ticket sponsor (emails, social media etc.)			X	
Your name and logo on our website as the Student Ticket sponsor			X	

Your name on the tickets themselves that audience members receive via email as the Student Ticket sponsor			X	
Social media announcement sharing that you are the Closing Gala sponsor				X
Your name and logo on all our marketing and promotion as the Closing Gala sponsor (emails, social media,				X
Your name and logo on our website as the Closing Gala sponsor				X
Your name on the tickets themselves that audience members receive via email as the Closing Gala sponsor				X
An individual board for all of your promotional materials to be up during the duration of the gala				X
Flyers/posters/merch of your choosing (to be provided by the sponsor) covering the tables and bar during the gala				X
Announcement and thank you of your sponsorship during the Closing Gala by Transcendance Director Julia Cratchley				X

## 5. NEXT STEPS

If you are interested in any of these sponsorship opportunities with us, or have another suggestion for how you can support, please email [info@transcendanceproject.com](mailto:info@transcendanceproject.com). Thank you in advance!