



U DANCE 2027

National Festival ○

ADVERTISING AND SPONSORSHIP OPPORTUNITIES





U.DANCE NATIONAL FESTIVAL 2027

Each year in July, the **U.Dance National Festival** takes place in a new host city. In 2027, the U.Dance National Festival will be held in **Wales**.

The festival celebrates the vibrancy and talent of youth dance from across the four nations. With activities ranging from national dance showcases to careers talks, dance workshops, as well as choreographic activity and performances.

If you are interested in accessing our exclusive member rates for advertising and sponsorship, you can find out more about becoming a member [here](#).

“Watching so many other groups perform informed me about so many different dance forms. I’ve never danced with such a wide range of people before.”

U.Dance National Festival Participant



JOIN US

- Engage with an audience of aspiring dance professionals, their families and teachers
- Be a part of a high quality, established programme that attracts diverse young dancers from across the UK
- Share your message across our social media platforms to an audience of over **140,000**
- Promote your organisation through our digital and print platforms
- **86%** of U.Dance National Festival 2022 participants wanted to pursue a career in dance after taking part

U.DANCE NATIONAL FESTIVAL 2026 REACH AND ENGAGEMENT

3 Showcases

30 Workshops and talks

333 Young people engaged
on stage and screen

10 Advertisers and sponsors

35 Groups showcased

1000+ Ticketed audience

ADVERTISING

PRINT

U.Dance National Festival print brochure
Approx. 500 copies

Full page (A4):
£750 Members/£1000 Non Members

Half page:
£495 Members/£660 Non Members

ARTWORK SPECIFICATION

Full Page (A4):
210w x 297h

Half Page:
182w x 127h
(unit is mm)

Format:
Print-ready PDF
Colours: CMYK
Resolution: 300dpi
Bleed: 3mm

DIGITAL

Web MPU & Banner advert

Click-through web advertisement on the
U.Dance page on One Dance UK's website

1 month duration (July)
£250 Members/£330 Non Members

2 month duration (June/July)
£315 Members/£420 Non Members

ARTWORK SPECIFICATION

Web MPU:
JPEG or GIF
300w x 250h
(can be animated,
unit is pixels)
+ URL link

Banner Advert:
JPEG
800w x 200h
(unit is pixels)

EVENT

Careers and Education Marketplace

Exhibitor stand (2 days):
£220 Members/£330 Non Members

EVENT INFORMATION

- 1 exhibitor stand for 2 representatives
- Engage directly with participants and the public across 2 days of the National Festival programme
- Logo feature in U.Dance National festival brochure
- 2 complimentary tickets
- Give away your promotional materials

OTHER

Cannot attend the festival?
We can share print materials/
merchandise with U.Dance National Festival
attendees on your behalf.

Promotional materials/merchandise:
£220 Members/£330 Non Members

Delivery and postage costs are in
addition to the standard prices.

OTHER DETAILS

We can share any of the following on your
behalf:

- Print flyers
- Print brochures/prospectus
- Merchandise: notepads, pens, leaflets, t-shirts, water bottles etc.

Please email us for further information and
to discuss options.

PACKAGES

There is a range of options to expand your reach and save.

PACKAGE A

PRINT | EVENT

£770 Members – save £200

£1130 Non Members – save £200

- 1 full page, U.Dance National Festival print brochure
- Careers and Education Marketplace stand (2 days)

PACKAGE B

PRINT | DIGITAL

£825 Members – save £325

£1210 Non Members – save £325

- 1 full page, U.Dance National Festival print brochure
- 2 month web advert, U.Dance National Festival page (June/July)

PACKAGE C

PRINT | EVENT | DIGITAL

£975 Members – save £395

£1440 Non Members – save £395

- 1 full page, U.Dance National Festival print brochure
- Careers and Education Marketplace stand (2 days)
- 2 month web advert, U.Dance National Festival page (June/July)

“An inspiring and wonderful experience. It encouraged me to want a career in dance even more!”

U.Dance National Festival Participant



SPONSORSHIP

Amplify your support, maximise your reach and champion youth dance by becoming a sponsor of the U.Dance National Festival.

Benefits can include **speaker opportunities**, **complimentary tickets**, **bespoke promotion** and a **targeted social media campaign**.

Sponsorship supports a range of areas including performance and event focused activity, as well as food, travel and accommodation costs for young people.

U.Dance National Festival 2026 Sponsorship:

Bronze	£2,750
Silver	£5,500
Gold	£10,500
Platinum	Upwards of £10,500
Access	£3,300 or £6,600

Sponsorship is subject to VAT.

CONTACT US to book a conversation about the impact a sponsorship opportunity can have. Email Mia Illsley, Head of Membership and Partnerships on Mia.Illsley@onedanceuk.org.

“U.Dance National Festival is an incredible opportunity for young people to get together [...] and dance to their hearts’ content!”

Carrie-Anne Ingrouille
Choreographer, *SIX The Musical* and guest workshop leader, U.Dance National Festival 2020



YOUR SPONSORSHIP MEANS:

- Celebrating youth dance in the UK locally, regionally and nationally
- Supporting a pipeline of emerging creative talent from across the UK
- Encouraging aspiring dancers and dance creators to make informed decisions about their future career trajectories
- Helping to facilitate costs needed for U.Dance participants to access life-changing opportunities throughout the National Festival weekend
- Elevating underrepresented voices and building confidence in a safe, encouraging and vibrant space
- Promoting your message to an audience of young people, their families and teachers as well as dance organisations and industry professionals





GET IN TOUCH

We'd love to talk to you about the benefits of sponsoring the U.Dance National Festival 2027.



Mia Illsley, Head of Membership and Partnerships
Email: Mia.Illsley@onedanceuk.org



Telephone: 020 7713 0730



Website: www.onedanceuk.org



Address: One Dance UK
Dance Hub
Thorp Street
Birmingham
B5 4TP



Images: U.Dance National Festival by One Dance UK, Dani Bower and Point of View Photography

One Dance UK is a Company Limited by Guarantee | Registered in England and Wales No. 2931636 |
Registered Charity No. 801552 | Vat Registration No: 451 0858 58

