



**One  
Dance**  
UK  
Supporting  
Dance

# **REACH THE UK DANCE SECTOR**

Advertising opportunities



# CONTENTS

- About Us | **Page 3**
- Key Stats | **Page 4**
- Packages Available | **Page 5**
- Advertising Platforms | **Page 6**
- Website advertising | **Page 7**
- Email Advertising | **Page 8**

- ONE Magazine | **Page 9**
- One Dance UK Awards | **Page 10**
- U.Dance National Festival | **Page 11**
- Programme Sponsorship | **Page 12**
- Contact us | **Page 13**



Whoever you are,  
however you move –  
**we move for you**

# ABOUT US

One Dance UK is the national support organisation for dance. Our goal is to raise the profile, excellence, and importance of dance in the UK. We lead the way to a stronger, more vibrant, and more diverse dance sector.

We work to ensure a brighter future for everybody in dance. Through our work we:

- Promote dance as a viable career pathway
- Provide up-to-date advice for those working in the sector
- Advance the diversity of dance across the UK

As a membership organisation, our network spans the entirety of the UK and the sector. Our members get access to expert advice, promotional and networking opportunities, training, and specialist resources specific to the dance world.



## CONNECT WITH THE UK DANCE SECTOR

One Dance UK is dedicated to promoting and elevating dance in the UK, connecting our members and wider network to opportunities that help them to thrive. By collaborating with us, we can effectively showcase your brand and build a campaign that creates a lasting impact.

Here's how you can leverage our platforms:

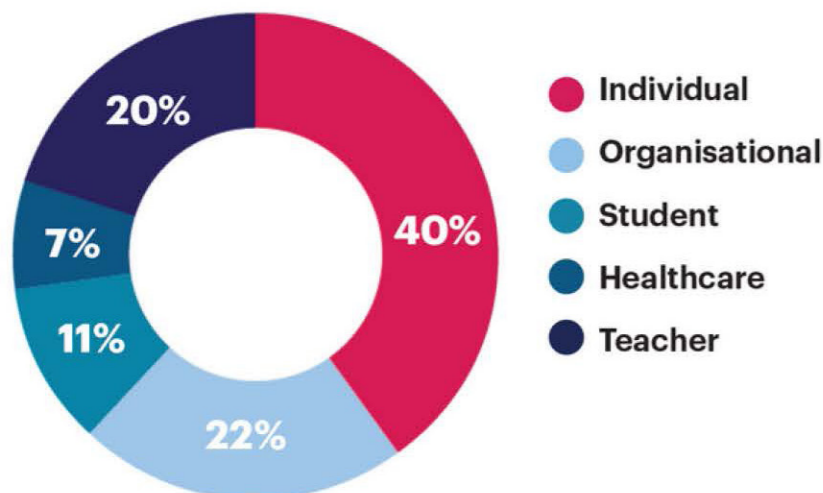
- **Print media**  
Design visually appealing advertisements and editorials that convey your brand's commitment to the sector, highlighting the transformative power of dance
- **Digital platforms**  
Create impactful digital content, such as articles or videos that align with our mission to support the UK dance community
- **Social media**  
Craft engaging posts aligned with our values to foster excellence and diversity within the dance sector
- **Events**  
Collaborate on co-branded event promotions that spotlight our ethos; to nurture talent and a future creative workforce

Through our work, we engage with an audience of over **130,000** people. Our platform provides you with a significant opportunity to promote your brand to the UK dance sector.

By advertising, sponsoring or partnering with One Dance UK, you can connect with our members and audiences who are passionate about dance. This includes individual creatives, students, teachers, healthcare practitioners, dance scientists, and organisations.

# KEY STATISTICS

## ONE DANCE UK MEMBERSHIP



## CHILDREN & YOUNG PEOPLE'S PROGRAMMES

**2500+**

young people participated in U.Dance, Young Creatives and Dance Ambassadors



## PRINT

**7000**

readers of ONE Magazine

**1500**

U.Dance brochures printed



## WEBSITE

**25,960**

avg. monthly page views

**8,300+**

avg. monthly visitors



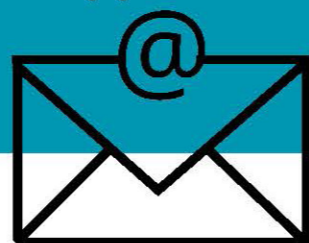
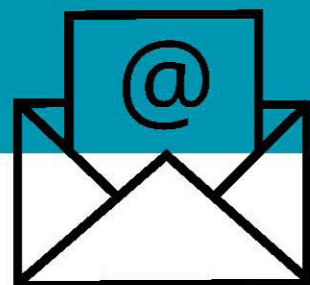
## EMAIL

**50%**

avg. open rate

**3600+**

engaged Inboxes



## SOCIAL MEDIA

**35,000**

reach per month

**130,000**

followers



## ONE DANCE UK AWARDS 2022

**1**

new city

**11**

categories

**1070**

nominations

# PACKAGES AVAILABLE

Spread your message across multiple platforms and save!

## Exclusive rate available for One Dance UK Members

Save 25% off all advertising rates listed.

**25%**

## Exclusive promotion for One Dance UK members

As part of our membership benefits, we offer member-only promotional opportunities across our social media platforms at no additional cost.\*



## Did you know?

We offer bespoke sponsorship and partnership opportunities tailored to your needs and priorities.

Get in touch with us to build a targeted campaign, grow your ROI through our programmes and learn how you can support a future workforce of talented dance creatives.

*\*Please note that this benefit is subject to having a current and valid One Dance UK Membership. We reserve the right to control content on our platforms. Terms and conditions apply.*



# ADVERTISING PLATFORMS

## Website

The One Dance UK website is the hub of resources and sector specific information; from the latest jobs and industry news to professional advice across areas of our work.

## Email

Throughout the year we publish regular e-newsletters and e-bulletins to provide our members and wider network with the latest updates across the dance sector.

- **Monthly member e-news**  
Released at the end of each month:  
*January-December*
- **Dance in Education member e-bulletin**  
6 editions released at key points in the academic calendar:  
*October, December, February, March, May, July*
- **Performance Optimisation Package (POP) member e-bulletin**  
4 editions released quarterly across the year:  
*January, April, July, October*

## ONE Magazine

ONE is One Dance UK's flagship magazine available in print and digital format. It is delivered directly to our membership network of dance practitioners, educators and organisations across the UK.

Published annually in Spring, each edition is themed on a specific topic, with a wide range of content including: interviews, the latest dance research and trends, pull out resources, professional advice and more.

## One Dance UK Awards

Promote your brand, message and organisation as part the One Dance UK Awards brochure and directly reach an audience of changemakers, innovators, industry leaders and visionaries. Join us in celebrating artists and organisations who make great dance happen.

## U.Dance National Festival

Connect with aspiring young dancers from all over the UK across the U.Dance National Festival print, digital, social and event platforms.

*All advertising prices are subject to VAT.*

# WEBSITE ADVERTISING



Adverts click through to your website

Advert type	Standard rate	Artwork specification
Homepage banner	£200 1 month duration	JPEG or GIF 1920 w x 498 h Resolution: 72 dpi  (can be animated, unit is pixels)
News / Events / Programmes Page banner	£300 1 month duration	JPEG or GIF 1920 w x 498 h Resolution: 72 dpi  (can be animated, unit is pixels)
Jobs Board	£40 per job post	Advertise your job vacancy on our Jobs Board. Upload your description, URL and logo.

DIGITAL

PRINT

EVENT

# EMAIL ADVERTISING



Adverts click through to your website

Advert type	Standard rate	Artwork specification
Monthly member e-news	£200 per email	JPEG or GIF 800 w x 200 h (unit is pixels)
Dance in Education member e-bulletin	£100 per email	JPEG or GIF 800 w x 200 h (unit is pixels)
Performance Optimisation Package (POP) member e-bulletin	£100 per email	JPEG or GIF 800 w x 200 h (unit is pixels)

# ONE MAGAZINE ADVERTISING



Annual release in Spring

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

Advert size	Standard rate	Artwork specification
Full Page	£1000	210 w x 297 h (unit is mm)
Inside Cover <i>2 available</i>	£1030	
Back Cover <i>1 available</i>	£1115	
Half Page Vertical	£600	Vertical 89.5 w x 273 h
Half Page Horizontal		Horizontal 182 w x 127 h (unit is mm)
Quarter Page Standard	£380	Standard 89.5 w x 127 h mm
Quarter Page Banner		Banner 185 w x 55 h mm (unit is mm)



### Did you know?

The One Dance UK Awards have reached **3 million +** across our social media platforms **since 2018**

Advert size	Standard rate	Artwork specification
Full Page	£1000	210 w x 297 h (unit is mm)
Half Page Horizontal	£600	182 w x 127 h (unit is mm)

**Sponsorship opportunities available, please enquire with the team for more details.**

## PRINT

### U.Dance National Festival print brochure

Approx 1,500 copies

Full page (A4):  
**£800 Standard rate**

Half page:  
**£460 Standard rate**

## ARTWORK SPECIFICATION

Full Page (A4):  
**210w x 297h**

Half Page:  
Vertical  
**89.5w x 273h**  
OR Horizontal:  
**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 feature on the U.Dance and One Dance UK websites

1 month duration (July)  
**£200 Standard rate**

2 month duration (June/July)  
**£380 Standard rate**

## 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):  
**£400 Standard rate**

## EVENT INFORMATION

- 1 exhibitor stand for 2 representatives
- Copy about your organisation on the U.Dance website
- Engage directly with participants and the public across 2 days of the National Festival programme
- Logo feature in U.Dance festival brochure
- 2 complimentary tickets
- 50% off additional tickets
- Give away your promotional materials

## OTHER

### Cannot attend the festival?

We can promote print materials/merchandise to U.Dance National Festival attendees on your behalf.

Promotional materials/merchandise:  
**£250 Standard rate**

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

## OTHER DETAILS

We can promote 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.

# PROGRAMME SPONSORSHIP

**Share your message in the most direct way possible.**

Increase your brand visibility, build stronger relationships with our audiences, and deepen your corporate social responsibility aims by becoming a sponsor of our programmes:

## U.Dance National Festival

U.Dance National Festival is the largest celebration of youth dance hosted in a new region every year, showcasing the strength and talent of young dancers from across the four nations. The National Festival includes performance showcases, talks with HE providers, dance workshops, career sessions and networking with leading industry professionals. After taking part in festival activities, over **86%** of U.Dance participants are looking to pursue dance training at a college/HE institution\*. This is a unique opportunity for you to reach aspiring young dancers and their supporters in a positive, nurturing environment, as they look to take the next step in their training and career pathways.

## The One Dance UK Awards

The One Dance UK Awards is an annual celebration for people from across the dance sector to unite, celebrate, acknowledge and reward the people who have made an impact on the vibrant UK dance landscape. Championing the work of dance artists, teachers, practitioners, educators, schools, choreographers, companies, venues, scientists, and writers. The Awards celebrate those who contribute to improving and ensuring the UK dance sector remains relevant.

## Young Creatives

A national programme for young choreographers between the ages of 15-25 to investigate, develop and share creative ideas and talent. This 2-year programme is designed to improve and increase young people's choreographic skills from process to product. It has been running for over 10 years and is delivered by One Dance UK. Your sponsorship directly supports young choreographers as they take the next step in realising their creative vocation. By directly associating with this programme, you will be connected to the future generation of leaders in dance.

*\*Figures referenced 2022*



## Contact us

If you would like to take advantage of these opportunities, get in touch with the team today:

**Business Development and Membership Officer, Amelia Bickley**  
Email: [amelia.bickley@onedanceuk.org](mailto:amelia.bickley@onedanceuk.org)

For general enquires, contact:  
[info@onedanceuk.org](mailto:info@onedanceuk.org) or call **020 7713 0730**



Supported using public funding by  
**ARTS COUNCIL  
ENGLAND**

Image credits: Dani Bower for One Dance UK

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



[www.onedanceuk.org](http://www.onedanceuk.org)



@onedanceuk