

ALBERTA
DANCE
THEATRE



for young people

SPONSORSHIP PACKAGE

45th Anniversary Season
Fall 2025



Serious Art, Joyfully Made



Alberta Dance Theatre is a supportive, non-competitive, inclusive environment for Youth Artists to make life long friends while creating high quality performance art that is uniquely theirs.

Unique to ADT, Youth Artists in grades 1-12 engage in a creative process alongside professional performance artists during an intense 11 week process to create a full length production. It is through this mentorship experience that dancers not only learn to create choreography, but also develop skills such as creative problem solving, healthy risk taking, collaboration, and leadership.

Every fall we use a piece of children's literature as inspiration for the production. We seek rights from the author and often get to speak with them as part of the creation process. The company presents the production every November with original music specifically composed for ADT. In addition to public performances and school matinees at professional performance venues the cast performs at seniors homes and pop up venues to engage over 600 Calgarians with imaginative and affordable family entertainment every year.



**"ADT fuelled [our children's] passion for dance, helped them build amazing friendships and allowed them to learn valuable lessons in dance and life ... Moreover, these kids are not merely dancers, they quickly become friends who feel more like family."
- ADT Parent**

Come As You Are. Grow Into Who You Are Becoming.

Celebrate 45 Years With Us!

Formerly known as Children in Dance, Alberta Dance Theatre has been a part of the Calgary dance community since 1979.

Works of the company have also been performed around the world in Brazil and The Netherlands, and province-wide in Edmonton, Banff and Lethbridge.



2023 - 2024 BY THE NUMBERS

YOUTH ARTISTS	31
VOLUNTEERS	45
BOARD OF DIRECTOR MEMBERS	8
LOCAL PROFESSIONAL ARTISTS	14
MINUTES OF ORIGINAL MUSIC	59

2024 - 2025 BY THE NUMBERS

YOUTH ARTISTS	28
VOLUNTEERS	55
BOARD OF DIRECTOR MEMBERS	10
LOCAL PROFESSIONAL ARTISTS	11
MINUTES OF ORIGINAL MUSIC	43

"I've never received a scholarship before but getting one made me feel really validated and seen, and I'm so glad that I got one because it meant that I could be a part of this amazing company for another year."
- ADT Scholarship Recipient



Sponsorship Levels

Ticketing Sponsor \$5000

This season we are offering sliding scale tickets for every audience member to be able to choose the ticket price that suits their needs. We want audience members to be able to engage with arts experiences with confidence, independence and with dignity. It's a huge risk for us! Our ticket revenue often covers our theatre rental expense. This sponsorship level helps us keep ADT accessible to Calgarians while remaining fiscally successful! **This is change making!**

Benefits

- Primary placement of your company logo on Alberta Dance Theatre's website ("What's On" and "Home" pages) with direct link back to your organization's website.
- Principal signage at the performances.
- Primary placement of your company logo on the sponsor page of the online show program.
- Company logo on show posters and postcards.
- Company mentioned in pre-show announcements
- Cast photograph and signed card.
- Twelve tickets to any performance of ADT's annual production.
- Creative volunteer opportunities.

Off Season Sponsor \$4000

Outside of our show the Youth Artists meet to celebrate their hard work, learn new dance and theatre skills, and broaden their horizons both personally and artistically. This sponsorship level helps us host local artists for workshops and our annual Summer Intensive, rent studio space, and offer fun opportunities for the Youth Artists to engage in. **This is connection!**

Benefits

- Primary placement of your company logo on Alberta Dance Theatre's website ("What's On" and "Home" pages) with direct link back to your organization's website.
- Signage at the performances.
- Primary placement of your company logo on the sponsor page of the online show program.
- Company logo on show posters and postcards.
- Cast photograph and signed card.
- Ten tickets to any performance of ADT's annual production.
- Creative volunteer opportunities.

Costume Sponsor \$2000

The costumes are an audience and Youth Artist favourite of every ADT season. They are creative, expressive, surprising, and lovingly made by our Volunteers. We have a huge selection of costumes in our storage that we have saved from past seasons to reuse and repurpose. This sponsorship level helps us update, maintain, and hire costume experts! **This is where the magic happens!**

Benefits

- Your company logo on Alberta Dance Theatre's website ("What's On" and "Home" pages) with direct link back to your organization's website.
- Your company logo on the sponsor and supporter recognition page of the online show program.
- Your company logo on show posters and postcards.
- Cast photograph and signed card.
- Eight tickets to any performance.
- Creative volunteer opportunities.

Inspiration Sponsor \$1000

Each season we purchase rights to a piece of children's literature to adapt to the stage over the course of 11 weeks. This sponsorship level helps us give the book to each Youth Artist as part of their Season's Welcome Package. **This is where the season begins!**

Benefits

- Your company logo on Alberta Dance Theatre's website ("What's On" and "Home" pages) with direct link back to your organization's website.
- Company logo on the sponsor page of the performance program.
- Cast photograph and signed card.
- Six tickets to any performance.
- Creative volunteer opportunities.

Season Sponsor \$800

This sponsorship level helps us respond readily to the Youth Artist's needs throughout the rehearsal and show process. Whether that means providing financial assistance or adding an extra puppet to the show. **This is where ideas come to life!**

Benefits

- Your company logo on Alberta Dance Theatre's website ("What's On" and "Home" pages) with direct link back to your organization's website.
- Company logo on the sponsor page of the performance program.
- Cast photograph and signed card.
- Four tickets to any performance.
- Creative volunteer opportunities.

A Place To Belong

Volunteer Opportunities



Alberta Dance Theatre offers a novel volunteer experience. Our beautifully designed and executed productions are a unified effort between volunteers, Youth Artists and their families, and professional artists. All volunteer hours spent with ADT actively contribute to the success of our annual production and give volunteers a unique behind the scenes look at producing a dance production.

Sponsorship of Alberta Dance Theatre helps us make fiscal and fabric ends meet. Sponsors of Alberta Dance Theatre are able to participate in these creative volunteer opportunities as a group or as individuals.

Pick your area of greatest interest. No previous experience necessary.
We'll train you on site!



"The fact that my ideas were heard and taken on board felt so powerful and so amazing. I really enjoyed being a part of that process ... [ADT] taught me just how much I love dance and how much I wanted it to be part of my life going forwards and just to have confidence in myself. Those are really important lessons."

- Krista White

ADT Alumni, Artist &
Board Member

Contact Us

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