

SPONSOR AND PARTNER OPPORTUNITIES 2026-27



Celebrating Dancers, Building Futures
Career Development with the Dancer Transition Resource Centre

About the DTRC



Founded in 1985, the Dancer Transition Resource Centre (DTRC) is a national, charitable organization dedicated to helping dancers make necessary transitions into, within, and from professional performing careers.

We support healthy career transitions that improve the lives and livelihoods of professional Canadian dancers.

Our mission is to serve professional Canadian dancers from diverse backgrounds, dance forms and practices, both at home and abroad, by being a resource for career development and transition.

Help us help dancers!

Be part of creating a sustainable future for the dance sector in Canada. Through shared resources and services, we support career longevity and financial stability for dance professionals.



<https://dtrc.ca/>



Join us in our Learning Programs



dance your FUTURE: Career Orientation and Career Planning Workshops, offered yearlong in person and digitally at studios, training hubs and dance companies across Canada.

Wellness Series: 3 digital workshop/presentations providing tips, strategies and tactics for dancers. (Workshop streams: Financial, Mental, Career, Life)

on the MOVE: Launch Pad: an intimate career coaching cohort covering fundamentals over 5 sessions including balance & values, self-promotion, entrepreneurship, networking and money matters.

MOMENTUM: our national flagship career conversation and digital networking opportunity with acclaimed dance artists and industry leaders from across the country.

May is for Our Members: featuring member success stories, resources, one-on-one consultations and special programming for DTRC members.

Join us in our Member Services



Empower Yourself: Access Counselling

Move through challenge or change with short-term professional support:

- Personal & Career Counselling,
- Financial & Legal Advice,
- Employability & Entrepreneurship Coaching

Expand Your Range: Skills Grants

Build transferrable and life skills to facilitate your general employability.

Explore Your Options: Career Exploration Grants

Test a new career direction or method of study to inform your decision-making with our Career Exploration Grants.

Extend Your Finances: Subsistence Grants

Offset a portion of your basic living expenses while in full-time studies.

Embark on Your Path: Study Grants

Study or train in a new career with support for tuition and related course costs.



Your Presence



Sponsor - Be the SPARK behind the movement

Sponsorship fuels the growth and impact of our core offerings, bringing your brand to the heart of the Canadian dance sector. By partnering with us as a sponsor, you showcase your commitment to the arts and gain exposure to diverse audiences across Canada.

Partner - Help SHAPE the future of dance

As a partner, you collaborate closely with us to create meaningful opportunities within Canada's dance community. Together, we develop initiatives, build resources, and expand reach, all while aligning your organization with our mission to strengthen the arts ecosystem.

Advertiser - Amplify your BRAND within the dance community

Reach Canada's dynamic dance sector through targeted advertising opportunities. From digital channels to event materials, your brand will connect with a dedicated audience of dance professionals, educators, and enthusiasts while supporting a cause that resonates.

Donor - Celebrate Dancers, BUILD Futures

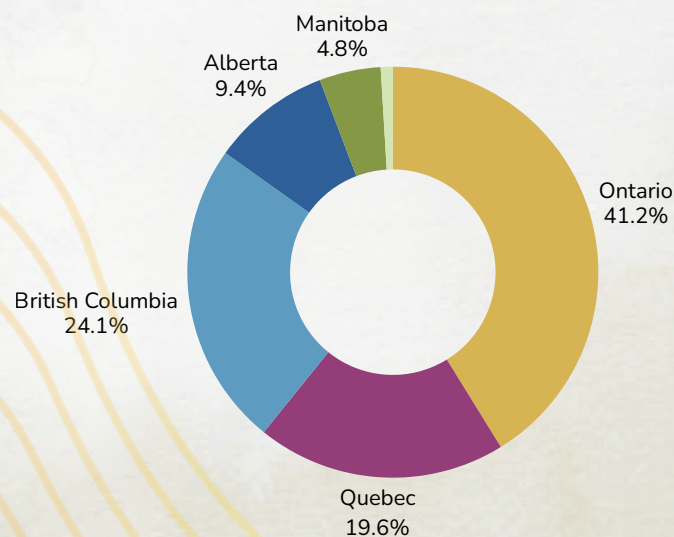
Your donation directly impacts the lives of dance artists and dance communities across Canada. Contributions enable us to provide accessible learning, professional resources, and career support, helping dancers flourish while enriching Canada's cultural landscape.

Our Impact

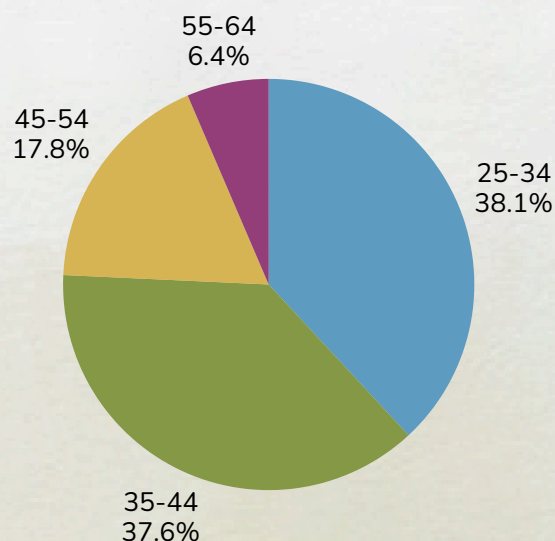


Our multi-platform reach includes the following audiences:

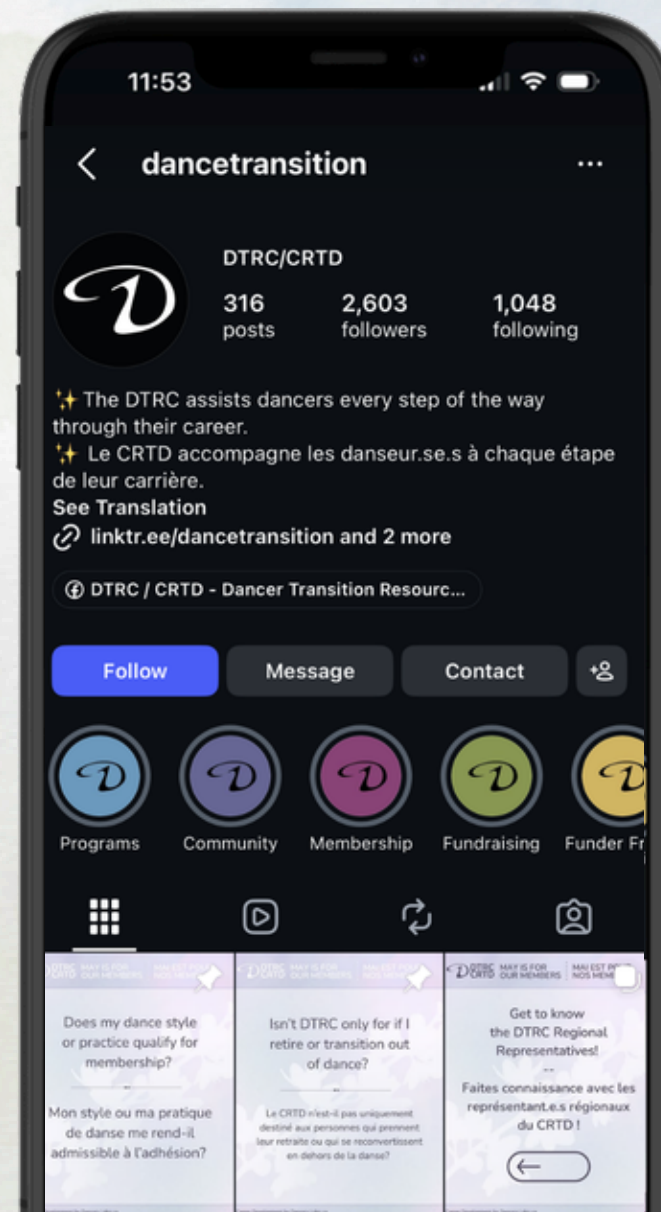
-  Newsletter: 4,200+ readers per year
- Facebook: 4,000+ per post
-  Instagram: 2,600+ per post
- LinkedIn: 400+
- Members: 600+
-  Donors/Supporters: 500+
- Community Network: 90+
-  Educational Institutions: 30+



Place of Residence



Age Range



Join us in building futures for dancers

"I was excited to hear about the DTRC as a young dancer. Just knowing that there would one day be support for me when I make the (somewhat scary) decision to transition out of dance and into another industry. I think it gave me the freedom to enjoy my dance career just a little more. Support as a dancer by a small, tight-knit community and support for taking a large leap into another industry – both have been paramount."

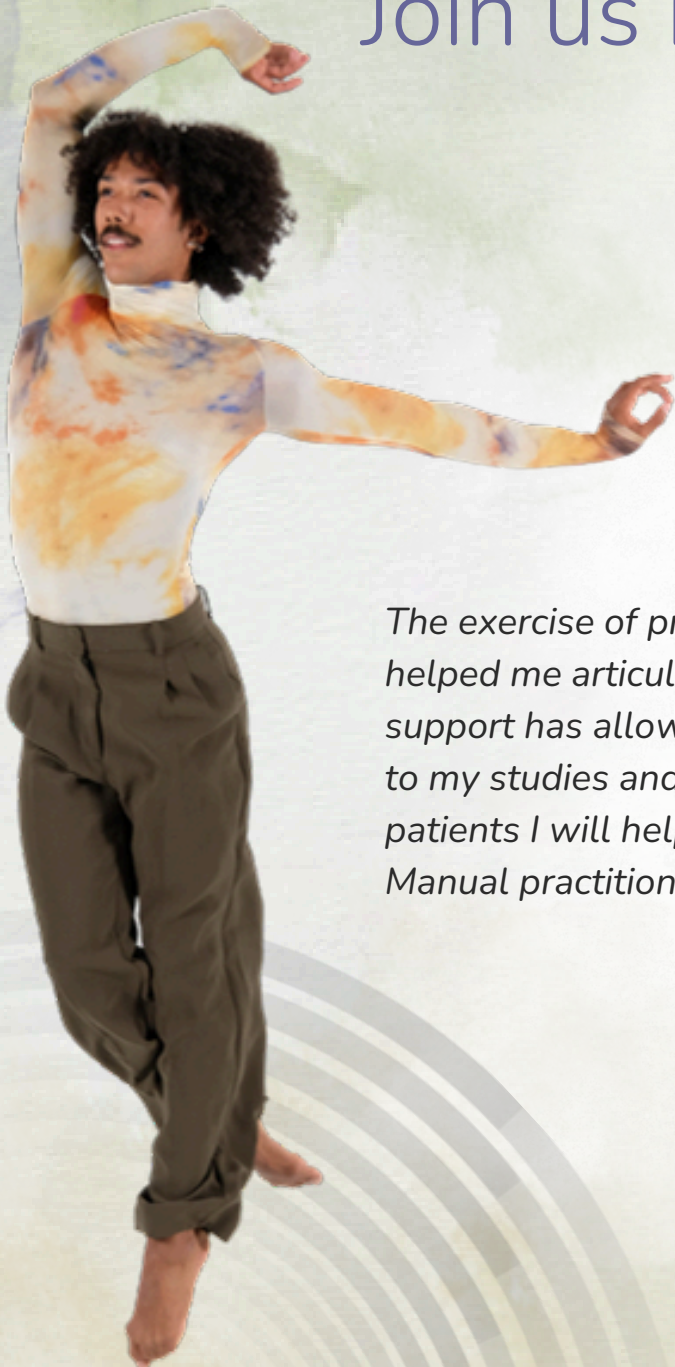
- Ontario Member

The exercise of preparing requests for support from the DTRC alone has helped me articulate and structure my career transition. The financial support has allowed me to dedicate the most time and energy possible to my studies and practice, which is invaluable to me and to the future patients I will help as I launch into my new career as an Osteopathic Manual practitioner in 2025."

- Quebec Member

"With the support of the DTRC, I have been able to see the potential for a new chapter in my life, which has fortunately been an organic transition and an evolution of my dance practice. I am so grateful that I have received skills and training that can allow me to support myself in a different, flexible, and meaningful way."

- British Columbia Member



Sponsorship Levels & Benefits



	Logo & Name: website sponsors page	Logo & Name: program materials <i>(linked where applicable)</i>	Named Acknowledgment: program delivery	Logo & Feature: Winter or Summer newsletter <i>(50 words/100 words)</i>
Visionary: \$5000	X	X	X	X
Champion: \$2500	X	X	X	X
Advocate: \$1000	X	X	X	X
Ambassador: \$500	X	X	X	
Companion: \$250	X	X		
Friend: \$100	X			

Nurturing Talent, Building Resilience

Join us in shaping the future of Canadian dance by supporting the next generation of artists and industry leaders. Our programs offer unique learning paths, networking, and career support to keep Canada's dancers thriving on stage and off.



Digital Advertising (In LEARNING PROGRAMS)



Artwork
deadline:
August
14th!

OPTIONS	SPECS	RATE	EARLY*
FULL PAGE (horizontal)	11" wide x 8.5" high	\$395	\$350

Year-Round Digital Spotlight

Put your services, products, or programming in front of Canada's dance community through DTRC's Learning Programs. As a key digital advertising partner, your message will be featured within pre-recorded and/or live virtual sessions throughout the year, reaching dancers, choreographers, educators, and arts leaders when they are most engaged in professional growth.

This unique visibility positions your organization as a trusted resource and champion for the dance sector nationwide.

All prices are subject to applicable taxes.

All graphics submitted must be digital press quality PDFs.



Unique Partnership Portfolios



COMMUNITY PARTNER (*DANCE NON-PROFITS ONLY)

- Promote our Learning Programs to your networks (*based on capacity*)
- Offer DTRC members discounted rates on your membership fees
- Send a dedicated representative to speak at and participate in our MOMENTUM Career Conversation & Networking Event



- Reciprocal promotion of your programs (*based on capacity*)
- Discounted DTRC membership fees for your members
- Acknowledgments at sessions (where applicable) PLUS logo & website link in 'Sponsors & Partners' section of event program and on our website

AFFILIATE PARTNER

- Support DTRC membership fees for your company or roster of dancers
- Make an equivalent matching contribution to support our member service delivery



- Logo and Name recognition on the Affiliate Companies on our website
- Website Badge & Certificate of Good Standing in Dancer Futures Program

INDUSTRY OR ALUMNI PARTNER

- Offer DTRC a minimum 10% discount on your product/services specific to one of our programs/events AND/OR
- Offer our members a minimum 10% standing discount for your product/service



- Linked Logo and Name recognition on our Sponsors & Partners Page along with Offer details (if applicable)
- Offer details on our Member Benefits Page

INNOVATION PARTNER

Collaborate with us to bring new ideas, innovations or approaches to a project.

Expanding Horizons in Dance

By partnering with us, you'll enable dance professionals to expand their horizons through quality education and practical resources. Together, we create pathways to skill enhancement and career resilience for Canadian dance artists.





To join us as a sponsor, partner or advertiser, or
to discuss custom combined packages or
Innovation Portfolios, please contact:

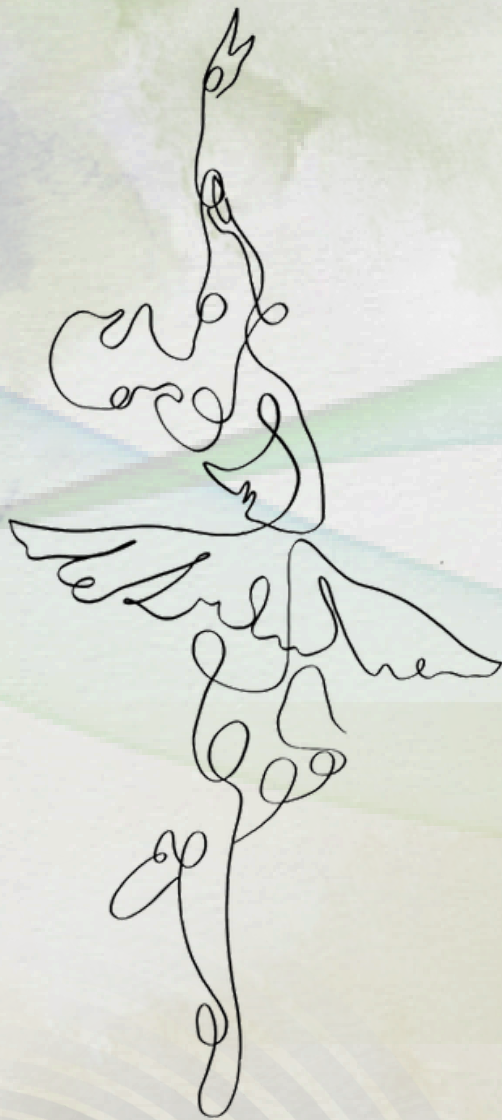
Carola Jaque
Development & Fundraising Director
development@dtrc.ca

**** IMPORTANT DATES ****

Early Discounted Rate: July 10th

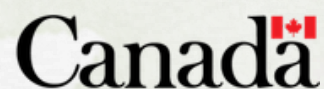
Booking Deadline: July 31st

Artwork Deadline: August 14th



The DTRC gratefully acknowledges the financial support of the Government of Canada through the Canada Arts Training Fund at the Department of Canadian Heritage.

Funded by the Government of Canada
Financé par le gouvernement du Canada



The DTRC is grateful for the support of our funders:



Canada Council
for the Arts

Conseil des arts
du Canada



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario



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**TORONTO
ARTS _ COUNCIL**

The Catherine and Maxwell
MEIGHEN FOUNDATION



Culture Works Canada
Empowering Canada's Cultural Workforce



NATIONAL OFFICE:

The Lynda Hamilton Centre
1000 Yonge Street, Suite 303
Toronto, ON M4W 2K2

www.dtrc.ca

Charitable Registration number:
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