

SPONSORSHIP PROPOSAL

ANNUAL



SUPPORT CANBERRA'S NEXT GENERATION OF DANCERS

ABOUT US

SEPTEMBER 2026 - SEPTEMBER 2027

LCDC began as Lisa Clark School of Ballet, with just 30 students dancing once a week in a small community centre. Today, we offer seven different styles of dance over 6 days a week, with many of our students training upwards of 10 hours per week.

Graduates from LCDC have gone on to study and perform with some of the worlds best schools and companies, and take with them our core values which help set them up for sucess and long careers.

Over the past 10 years, LCDC has welcomed the children of students who themselves attended LCDC, connecting 3 generations as grandparents love coming back and being involved in the wonderful community they fondly remember.

While we are incredibly proud of these achievements, success at LCDC is not measured only by professional careers. For every student, dance builds confidence, discipline, resilience, creativity and lifelong friendships. Whether a dancer attends one class a week or trains with professional aspirations, our goal is to ensure they feel supported, inspired and part of a community where they can grow both on and off the stage.

36

years nurturing
young dancers

260

students in the LCDC
family

3+

generations
connected



OUR GUIDING VALUES

Our values are at the heart of everything we do at LCDC. They guide the way we teach, support our students and engage with our families, ensuring that every dancer is given the opportunity to grow in confidence, develop their creativity and achieve their personal best. Together, these values help us create a dance community where passion is encouraged, excellence is pursued and every student feels welcomed, valued and inspired.



LOVE OF DANCE

We foster a deep passion and appreciation for the art of dance, encouraging every student to express themselves joyfully and creatively through movement.



COMMUNITY ENGAGEMENT

We build a supportive and inclusive community where everyone feels welcome, valued and connected, promoting collaboration and mutual respect among students, families and staff.



DEDICATION TO EXCELLENCE

We are committed to providing high-quality dance education, emphasising discipline and hard work, and continuous improvement to help students achieve their full potential.



CREATIVE EXPRESSION

We encourage creativity and individuality, allowing students to explore and develop their unique artistic voices through various dance styles and performances.

YOUR SUPPORT AT WORK



At LCDC, we are committed to making every sponsorship dollar count. By combining the generous support of our sponsors with LCDC's own investment, we have been able to complete projects and provide opportunities that benefit our students, staff and wider community.

Throughout 2025–2026, sponsorship support has helped us:

01

CREATE OUR NEW PILATES STUDIO AND PURCHASE REFORMERS

Our Day School students now incorporate Pilates-based strength and conditioning into their dance training, while parents can attend Pilates classes at the same time as their children attend dance classes—helping us build an even stronger parent community.

02

UPSKILL STAFF MEMBERS THROUGH PILATES TRAINING

This has allowed us to expand our programs while creating meaningful opportunities for LCDC graduates to remain involved with the centre and develop careers beyond their own dance training.

03

BRING OUR NEW SPECIALIST FLOORING TO LCDC

Sponsorship helped cover the significant freight costs involved in transporting the flooring to Canberra, allowing us to direct more of our own investment towards its purchase and installation.



In addition, the donation was made with the request that a portion be directed towards the dance fees of an LCDC family selected at the Centre's discretion. LCDC chose to use these funds to assist a family experiencing financial difficulty, helping their children remain connected to dance and the LCDC community.

WHAT YOUR SPONSORSHIP CAN DO

At LCDC, we are always looking ahead and thinking about how we can make our studios, training and opportunities even better for our dancers and the wider community. We have some exciting long-term goals, but many involve significant investment. Sponsorship would help us bring these plans to life sooner, without passing the full cost on to our families.



REPLACEMENT OF FLOORING

Continue replacing and maintaining our specialist dance flooring, ensuring every studio provides a safe and professional surface for our dancers.

OPPORTUNITIES FOR DANCERS

Welcome inspiring guest teachers to Canberra and expand access to workshops, masterclasses, Performance Groups, competitions and other special experiences.

UPSKILLING OUR STAFF

Provide more technical training and professional development so our teachers can continue growing, learning and bringing the very best dance education back to their students.

IMPROVING OUR PUBLIC AND STUDIO SPACES

Continue upgrading our equipment, stereos, speakers and studio technology so LCDC remains a safe, welcoming and inspiring place for dancers and families, while enhancing the quality of our daily classes, rehearsals, workshops and events.

DIAMOND SPONSORSHIP - \$5,000 INVESTMENT

An opportunity to join LCDC as a Diamond Annual Sponsor and become one of our leading partners for 2026–2027. Our Diamond Sponsors will be celebrated across LCDC’s performances, programs and events from September 2026 to September 2027, including our annual concert, *Wonderfully Wicked*.

Your support will help us work towards important long-term goals, including vital studio upgrades, professional development for our teachers and expanded opportunities for our dancers. It will allow us to bring these plans to life sooner and continue providing exceptional training, experiences and opportunities for every LCDC dancer.

Inclusions:

- Recognition as one of LCDC’s Diamond Annual Sponsors from September 2026 to September 2027
- Leading sponsor recognition for *Wonderfully Wicked*, with Diamond Sponsors acknowledged collectively as: “*Wonderfully Wicked* — proudly supported by our Diamond Sponsors [Business Name] & [Business Name]”
- Priority logo placement across major concert promotional materials, banners, foyer displays and advertising.
- Premium logo placement on selected concert merchandise, including the official *Wonderfully Wicked* T-shirt
- A full-page premium advertisement and prominent logo placement in the official concert program

- Sponsor logo displayed within LCDC’s designated sponsor area for the duration of the partnership
- Year-round recognition across LCDC activities, including Performance Groups and eisteddfods, the Australian Classical Challenge, guest workshops and masterclasses, and studio events.
- Logo and hyperlink on the LCDC website throughout the sponsorship period
- A feature story and regular sponsor acknowledgements across LCDC’s Facebook and Instagram pages
- Opportunities to be included in selected LCDC email communications, where appropriate and agreed in advance
- Six complimentary VIP tickets, which may be used across the Junior and Senior performances of *Wonderfully Wicked*
- On-stage acknowledgement during concert speeches, pre-show presentations and relevant LCDC events
- Recognition in media releases and community press, where applicable
- The opportunity to support a scholarship or annual award carrying your business name, subject to availability and mutual agreement
- A framed certificate of appreciation and commemorative concert photograph

A Diamond Sponsorship places your business among LCDC’s most valued supporters, helping us create a stronger future for our studio and meaningful opportunities for Canberra’s next generation of dancers.

EMERALD SPONSORSHIP - \$2,000 INVESTMENT

An opportunity to be recognised as a Major Annual Sponsor of Lisa Clark Dance Centre from 2026 to 2027. Your business will receive strong visibility across our concert season, studio activities and selected events throughout the year.

Your support would help us bring our long-term plans to life sooner and continue providing exceptional training and opportunities for every LCDC dancer.

Inclusions:

- Recognition as a Major Annual Sponsor of Lisa Clark Dance Centre from September 2026 to September 2027.
- Recognition as a Major Sponsor of *Wonderfully Wicked* across concert promotional materials and foyer displays.
- A half-page premium advertisement and prominent logo placement in the official concert program
- Logo placement on selected concert merchandise, including the official concert T-shirt.
- Sponsor logo displayed within LCDC in a designated sponsor area for the duration of the partnership.
- Recognition across selected LCDC activities, which may include Performance Groups and eisteddfods, the Australian Classical Challenge, guest workshops and masterclasses, and studio events.

- Logo and hyperlink on the LCDC website throughout the sponsorship period.
- A dedicated sponsor feature and regular acknowledgements across LCDC's Facebook and Instagram pages.
- The opportunity to sponsor a featured concert item, scene or segment, with acknowledgement in the program and on foyer displays.
- Opportunities to be included in selected LCDC email communications, where appropriate and agreed in advance.
- Five complimentary VIP tickets, which may be used across the Junior and Senior performances of *Wonderfully Wicked*.
- Acknowledgement during concert speeches and relevant LCDC presentations.
- A framed certificate of appreciation and commemorative concert photograph.

This partnership recognises your organisation as a significant supporter of LCDC's students, programs and future development.



GOLD SPONSORSHIP - \$1,000 INVESTMENT

An opportunity to be recognised as a Supporting Annual Sponsor of Lisa Clark Dance Centre. Your business will receive valuable exposure across our concert season and selected activities throughout the year.

Your support will contribute to improvements in our studios, technology and training, while helping us create more opportunities for our dancers and teachers.

Inclusions:

- Recognition as a Supporting Annual Sponsor of Lisa Clark Dance Centre from September 2026 to September 2027.
- Recognition as a Supporting Sponsor of *Wonderfully Wicked* across selected concert promotional materials displays.
- A quarter-page premium advertisement and prominent logo placement in the official concert program
- Logo placement on selected concert merchandise, including the official concert T-shirt.
- Sponsor logo displayed within LCDC in a designated sponsor area for the duration of the partnership.
- Recognition across selected LCDC activities, such as Performance Groups and eisteddfods, guest workshops and masterclasses and studio events
- Logo and hyperlink on the LCDC website throughout the sponsorship period.

- Three sponsor acknowledgements across LCDC's Facebook and Instagram pages during the sponsorship period.
- The opportunity to include an approved promotion or special offer in one selected LCDC email communication.
- Four complimentary tickets, which may be used for either a Junior or Senior performance of *Wonderfully Wicked*.
- Acknowledgement during concert speeches and on foyer sponsor displays.
- A framed certificate of appreciation and concert photograph.

Gold Sponsorship provides meaningful year-round recognition while directly supporting the continued growth of LCDC's facilities, programs and opportunities.



SILVER SPONSORSHIP - \$500 INVESTMENT

An opportunity to be recognised as a Community Sponsor of LCDC's 2026 concert, *Wonderfully Wicked*. This package offers an accessible way to support an exciting performance opportunity for young Canberra dancers while connecting your business with LCDC families and concert audiences.

Inclusions:

- Recognition as a Community Sponsor of LCDC's 2026 production of *Wonderfully Wicked* in the official concert program and advertising displays.
- Prominent logo placement in the sponsor section of the official concert program.
- Logo placement in the sponsor panel on selected concert merchandise, including the official concert T-shirt.
- Sponsor logo displayed within LCDC in a designated sponsor area for the duration of the partnership.
- Logo and hyperlink on the LCDC website throughout the sponsorship period.
- One sponsor acknowledgement across LCDC's Facebook and Instagram pages.
- Acknowledgement on Presentation Day.
- A framed certificate of appreciation.

Silver Sponsorship is a practical way to support young dancers while building recognition for your business within the LCDC community.



BRONZE SPONSORSHIP - \$250 INVESTMENT

An opportunity to be recognised as a Supporter of Lisa Clark Dance Centre and Wonderfully Wicked. This package provides a simple way for local businesses and community members to support performance opportunities for young Canberra dancers.

Inclusions:

- Logo placement in the sponsor section of the official *Wonderfully Wicked* concert program.
- Sponsor logo displayed within LCDC in a designated sponsor area for the duration of the partnership.
- Logo and hyperlink on the LCDC website throughout the sponsorship period.
- One sponsor acknowledgement across LCDC's Facebook and Instagram pages.
- Two complimentary tickets, which may be used for either a Junior or Senior performance of *Wonderfully Wicked*.
- Acknowledgement on Presentation Day.
- A framed certificate of appreciation.

Bronze Sponsorship demonstrates your organisation's commitment to local arts and youth development while connecting your business with the LCDC community.



WHY SPONSOR US?

Yes, LCDC is a small local business—but we are so much more than that. For more than 35 years, we have been a second home, a support network and an important part of growing up for generations of Canberra dancers. For many of our students, LCDC is the place where they feel they truly belong. It is somewhere they feel safe, supported, loved and valued—not only for the dancer they are, but for the person they are becoming.

It is a place where:

- Students and parents form lifelong friendships, creating connections that continue long after dance classes have finished.
- Young people are encouraged to be themselves, building confidence and discovering their own voice in a welcoming and inclusive environment.
- Success is celebrated in every form, whether that means mastering a new step, performing on stage, completing an exam or pursuing a professional career.
- Students learn far more than dance. Through discipline, teamwork and shared experiences, they develop kindness, resilience, respect, responsibility and the importance of supporting others.

- Families become part of something bigger. Parents, grandparents, teachers, graduates and students all contribute to the strong sense of community that makes LCDC so special.

By sponsoring LCDC, you are not simply supporting a dance school. You are helping us protect and strengthen a place where young people can feel secure, build lasting relationships, grow in confidence and become the very best versions of themselves.

Your support also connects your business with a loyal and engaged community of local families who value organisations that genuinely invest in young people and their future.



SPONSORSHIP INFORMATION

- Sponsorship benefits commence once the selected package has been confirmed and payment has been received.
- Annual Diamond, Platinum and Gold partnerships run from September 2026 to September 2027. The Silver and Bronze packages pertain specifically to *Wonderfully Wicked* and its associated concert season.
- A tax invoice will be provided for all sponsorship payments. Sponsors should seek their own financial or taxation advice regarding the deductibility of sponsorship expenses.
- All sponsorship amounts are exclusive of GST.
- Sponsors must provide their logo and any required advertising material in a suitable high-resolution format by the advised deadline.
- Inclusion on concert merchandise, programs and other printed materials is subject to artwork and production deadlines. Benefits cannot be guaranteed where materials are received after the relevant deadline.
- The size, position and presentation of sponsor logos will be determined by LCDC in accordance with the selected sponsorship package and the requirements of each item.
- All advertisements, promotions and supplied materials must be suitable for a family audience and are subject to approval by LCDC.
- Complimentary concert tickets have no cash value and cannot be sold.
- Event dates, programs and promotional opportunities may change. If a listed benefit cannot reasonably be provided, LCDC will endeavour to offer a suitable alternative of comparable value.
- Sponsorship does not imply that LCDC endorses a sponsor's products or services.
- By supplying a logo or promotional material, the sponsor gives LCDC permission to reproduce it for the agreed sponsorship and promotional purposes.
- Any category exclusivity or specially negotiated benefit must be confirmed in writing.
- Sponsorship payments are non-refundable once promotional benefits or production of sponsored materials have commenced, except where otherwise agreed in writing.
- Final sponsorship arrangements and any tailored benefits will be confirmed in writing between Lisa Clark Dance Centre and the sponsor.

THANK YOU FOR TIME

Your support helps us keep making LCDC a truly wonderful place.

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