



RACE DANCE COLLECTIVE

SPONSORSHIP PROPOSALS

2023-24 PERFORMANCE SEASON

Igniting social awareness and change through dance performance,
education, and community engagement.

RADICAL APPLICATION
OF CREATIVE ENERGY



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AUDIENCE & REACH

Learn about RACE's recent growth, its impact on its community, and its social media engagement.

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SPONSORSHIPS & BENEFITS

For this season, RACE has full season and single show sponsorships available.

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CONTACT RACE

Information is provided to contact RACE for further questions.



ABOUT RACE DANCE COLLECTIVE

RACE is guided by its mission to ignite social awareness and change through dance performance, education, and engagement. Founded by a Korean immigrant, Hui Poos sought to challenge societal perceptions of what dance companies look like and their artistic content. As a result, RACE has redefined the traditional dance company structure and organizational models by developing a collective of professional dancers that ebb and flow throughout the performance season.

Having produced over **38 full-length shows**, RACE has reached over **10,000 audience members** and has hired over **500 local artists**. Through its efforts to grow and retain the arts sector in OKC, RACE offers over **500 drop-in professional adult dance classes** a year, engaging with **3261 participants**. RACE also partners with dozens of organizations to create accessible arts programming for the local community. In the FY22, RACE collaborated with **13 entities to organize 35+ community engagement events** in Central Oklahoma.

Participants of RACE's programming affirm that RACE provides a professional dance experience where individuality is celebrated, rejecting the notion of a standardized dancer archetype. RACE is revered as a space where all dancers can learn and thrive, fostering connectivity, individuality, and empowerment. Following the collective's final FY22 performance, a company dancer expressed how the show dismantled years of stigma and instilled unshakable self-confidence. Another dancer emphasized, "Being able to move with RACE Dance Company has inspired my life."



RACE BOARD & LEADERSHIP



Hui Cha Poos

*Founder
Academy Director*



Chanh Le

Board President



Sheri Hayden

Executive Director



Jesus Martinez

*Community Engagement
Director*

PROGRAMMING



RACE THE SPACE

An inclusive dance training facility that offers classes of all levels and styles geared towards adults that are looking to begin, sustain, or revisit their love of dance. Offering an array of over 500 classes annually, RACE the Space caters to more than 3000 participants, featuring both popular and culturally unique dance genres.

ACADEMY

A pre-professional training program for young artists to hone their craft and gain experience in professional settings that mirror the competitive industry. This extra-curricular activity prepares dancers for artistic endeavors beyond high school and equips them with the creative skills, leadership and work ethic necessary to be successful as a career dancer.

COMPANY

RACE's professional company breaks the traditional dance stereotypes by hiring a collective of local dancers that ebb and flow throughout its performance season. Artists from multiple backgrounds and disciplines are hired and featured in thought-provoking performances, including the celebrated RACE's Hip Hop Nutcracker.

ENGAGEMENT

RACE firmly believes that dance should be accessible to all. Through collaboration with strategic partners like Myriad Gardens and Metropolitan Library System, RACE continues to redefine who engages with dance while fostering inclusivity and inspiring change through dance experiences.

IMPACT



- Increase the representation of dancers from non-Eurocentric backgrounds in performances.
- Development of new artistic and cultural initiatives, addressing social realities and fostering community empowerment.
- Encourage cultural sensitivity and cross-cultural collaboration among dancers, promoting mutual respect and appreciation for different dance styles and traditions.

OVER 7,000

individuals connected with annually, from performing artists, teaching artists, community partners, audiences, and studio participants.

50+ TEACHING ARTISTS

hired at RACE the Space.

OVER 256 HOURS

of professional training through a typical RACE Season.

3261 REGISTRANTS

for classes at RACE the Space.

100+ COMMUNITY EVENTS

events and classes throughout the year with partners like Metropolitan & Pioneer Libraries.

50+ ARTISTS

within RACE Company and Academy programs.

3250+ ATTENDEES

to all of RACE's annual performances.

350+ CLASSES

offered annually at RACE the Space.

GROWTH



51% INCREASE

in audiences attending Company performances, including RACE's Hip Hop Nutcracker, the RACEy Show, and Company Show.

52% INCREASE

in dance class attendance at RACE the Space, the organization's adult dance studio.

30% INCREASE

in revenues brought in by RACE's community dance studio, RACE the Space.

600% INCREASE

in grant support for RACE's Hip Hop Nutcracker, where RACE was a first-time applicant for 60% of its funders.

32% INCREASE

in the number of hired performing artists for the professional company.

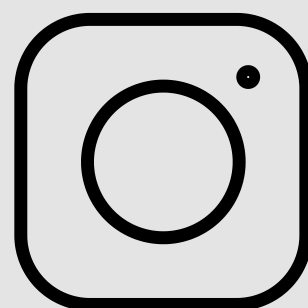
98% INCREASE

in annual organization gross revenues over the last three fiscal years.

SOCIAL MEDIA



4.53 K
FOLLOWERS



4.31 K
FOLLOWERS



3.1 K
TOTAL VISITS

The most recent 30-day period:

- 8,555 post reach
- 1,838 post engagement
- 37 new page followers
- Top post impressions: 2,098

Audience

- Top city is Oklahoma City at 1,791
- Top age ranges are 35-44 at 25% and 25-34 at 24%
- 82.2% of demographics are female-identifying individuals

The most recent 90-day period:

- 13,812 accounts reached with 10.7k being non-followers
- 242,435 impressions
- Top content is reels with 12.2k views
- 9,881 profile views

Audience

- Top city is Oklahoma City at 36.3%
- Top age ranges are 25-34 at 33.3% and 18-24 at 30.1%
- 77.3% of demographics are female-identifying individuals
- 9,881 profile views

The most recent 30-day period:

- 2.5k unique visitors
- 55.3% are direct searches
- RACE the Space is the page with the most traffic at 2,216
- 25% are using search engine tool

Audience

- 1,036 visitors are from Oklahoma City
- 305 visitors are from Edmond



SPONSORSHIP OPPORTUNITIES

Join hundreds of community members and help support RACE's mission of igniting social awareness and change through dance.



RACE PERFORMANCES

FOR THE 2023-24 PERFORMANCE SEASON, RACE HIRED 29 LOCAL DANCERS, 55% OF WHICH COME FROM MULTIETHNIC COMMUNITIES.

RACE's Hip Hop Nutcracker

- Professional collaboration with Oklahoma City Public School dance programs to provide performance opportunities and mentorships
- Target demographic is all ages, but specifically children, families and Spanish-speaking communities
- 3142 audiences in 2022, a 43% increase from the previous year



Company Show: Disorder

- Artistic company performance that channels the power of dance to shine a light on profound societal issues
- Target demographic is adults ages 18-34 and mental health advocates
- 214 audiences in 2023, a 64% increase from the previous year



The RACEy Show: Bonded

- A cabaret-style show that tastefully promotes body and gender inclusivity, empowering dancers and audiences to feel confident in their own skin
- Target demographic is adults ages 18-44, and members of the LGBTQIA+ community
- 176 audiences in 2023, a 45% increase from the previous year



SEASON VENUE SPONSOR

\$25,000

Offers financial support to cover the entirety of facility rental expenses for the production of each show.

- **Twelve (12) season tickets to all events**
- Craft a digital media promo with RACE dancers to spotlight your brand and share your story articulating the why behind your support
- 45-second commercial to be aired during pre-performance
- Full page advertisement in event program
- Opportunity to provide promotional material of choice in season subscriber gift box
- Acknowledgement as presenting season sponsor on all collateral
- Verbal recognition as presenting sponsor at event
- Digital recognition on social media platforms
- Prominent logo on website as presenting sponsor for one year

FULL SEASON SPONSOR PACKAGES & BENEFITS



LIGHTING SPONSOR

\$20,000

Offers financial support to cover the entirety of professional lighting for the production of each show.

- **Ten (10) season tickets to all events**
- Craft a digital media promo with RACE dancers to spotlight your brand and share your story articulating the why behind your support
- 30-second commercial to be aired during pre-performance
- 1/2 advertisement in event program
- Verbal recognition at event
- Opportunity to provide promotional material of choice in season subscriber gift box
- Digital recognition on social media platforms
- Prominent logo on website for one year as event sponsor

ARTIST SPONSOR

\$15,000

Offers financial support to cover the entirety of local artists fees to perform in each show.

- **Eight (8) season tickets to all events**
- Craft a digital media promo with RACE dancers to spotlight your brand and share your story articulating the why behind your support
- 1/4 Page Advertisement in event program
- Opportunity to provide promotional material of choice in season subscriber gift box
- Verbal recognition at event
- Digital recognition on social media platforms
- Prominent logo on website for one year as event sponsor

MARKETING SPONSOR

\$10,000

Offers financial support to cover the entirety of engaging marketing for each show.

- **Six (6) season tickets to all events**
- Craft a digital media promo with RACE dancers to spotlight your brand and share your story articulating the why behind your support
- 1/4 page advertisement in event program
- Opportunity to provide promotional material of choice in season subscriber gift box
- Verbal recognition at event
- Prominent logo on website for one year as event sponsor

PLATINUM SPONSORSHIPS

LIGHTING SPONSOR \$15,000
VENUE SPONSOR \$10,000

8 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Acknowledgement as presenting sponsor on all press releases
- Verbal recognition onstage as presenting sponsor at event
- Print recognition on front page of event program
- Featured as event sponsor on website for one year
- Digital recognition on social media platforms
- Full page ad in event program
- Logo on event T-shirts, press releases, and event signage

RACE'S HIP HOP NUTCRACKER PACKAGES & BENEFITS



GOLD SPONSORSHIPS

MARKETING SPONSOR \$7,000
VIDEO SPONSOR \$5,000
ARTIST SPONSOR \$4,500

6 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program
- Featured on website for one year as event sponsor
- Digital Recognition on social media platforms
- 1/2 advertisement in event program
- Logo on event t-shirts, press releases, and event signage

SILVER SPONSORSHIPS

COSTUMES \$2,000
HOSPITALITY \$1,500

4 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program
- Featured as event sponsor on website for one year
- 1/4 page advertisement in event program

BRONZE SPONSORSHIPS

CHOREOGRAPHER \$1,000
NUTCRACKER \$1,000

2 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program
- Digital recognition on social media platforms & website

PLATINUM SPONSORSHIPS

TRAVEL SPONSOR \$10,500
VENUE SPONSOR \$9,500

8 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Acknowledgement as presenting sponsor on all press releases
- Verbal recognition onstage as presenting sponsor at event
- Print recognition on front page of event program
- Featured as event sponsor on website for one year
- Digital recognition on social media platforms
- Full page ad in event program
- Logo on event T-shirts, press releases, and event signage

DISORDER SPONSORSHIP PACKAGES & BENEFITS



GOLD SPONSORSHIPS

ARTIST SPONSOR \$8,400

6 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program
- Featured on website for one year as event sponsor
- Digital Recognition on social media platforms
- 1/2 advertisement in event program
- Logo on event t-shirts, press releases, and event signage

SILVER SPONSORSHIPS

VIDEO SPONSOR \$3,500
LIGHTING SPONSOR \$3,000

4 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program
- Featured as event sponsor on website for one year
- 1/4 page advertisement in event program

BRONZE SPONSORSHIPS

MARKETING SPONSOR \$1,500
COSTUME SPONSOR \$1,000
HOSPITALITY SPONSOR \$750

2 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program
- Digital recognition on social media platforms & website

PLATINUM SPONSORSHIPS

VENUE SPONSOR \$5,000
ARTIST SPONSOR \$3,900

8 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Acknowledgement as presenting sponsor on all press releases
- Verbal recognition onstage as presenting sponsor at event
- Print recognition on front page of event program
- Featured as event sponsor on website for one year
- Digital recognition on social media platforms
- Full page ad in event program
- Logo on event T-shirts, press releases, and event signage

RACEY SHOW: BONDED PACKAGES & BENEFITS



GOLD SPONSORSHIPS

LIGHTING SPONSOR \$2,000
6 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program.
- Featured on website for one year as event sponsor
- Digital Recognition on social media platforms
- 1/2 advertisement in event program
- Logo on event t-shirts, press releases, and event signage

SILVER SPONSORSHIPS

VIDEO SPONSOR \$1,000
COSTUME \$1,000
4 TICKETS TO EVENT

SPONSORSHIP INCLUDES:

- Print recognition in event program
- Featured as event sponsor on website for one year
- 1/4 page advertisement in event program

BRONZE SPONSORSHIPS

CHOREOGRAPHY SPONSOR \$500
HOSPITALITY SPONSOR \$300
2 TICKETS TO EVENT

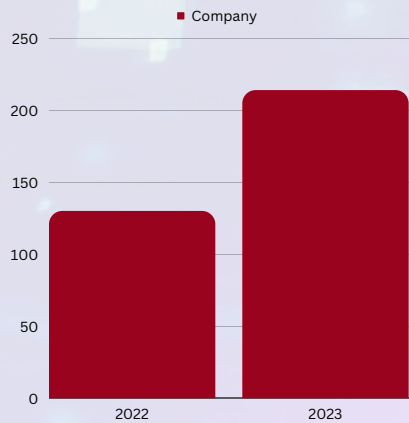
SPONSORSHIP INCLUDES:

- Print recognition in event program
- Digital recognition on social media platforms & website

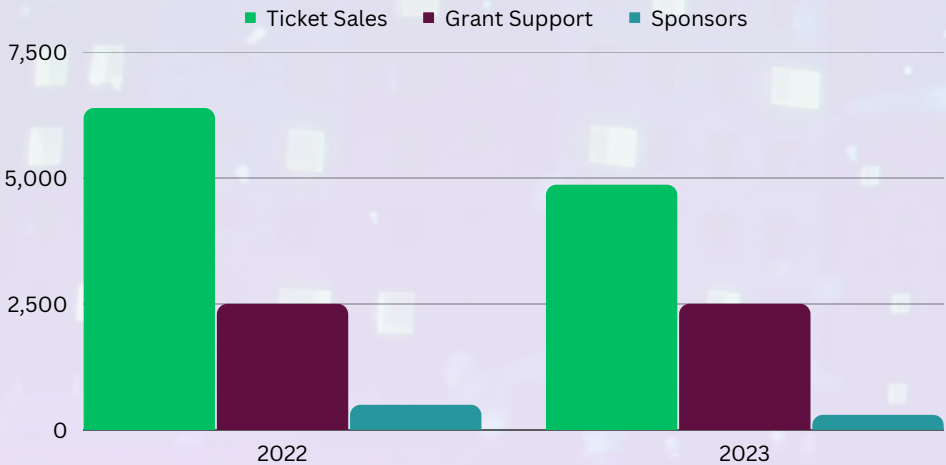
PERFORMANCE DATA ANALYSIS



COMPANY SHOW



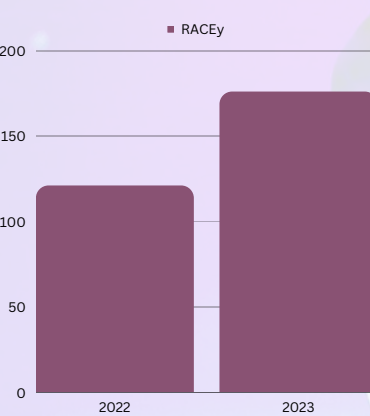
2022 130 audiences
2023 214 audiences



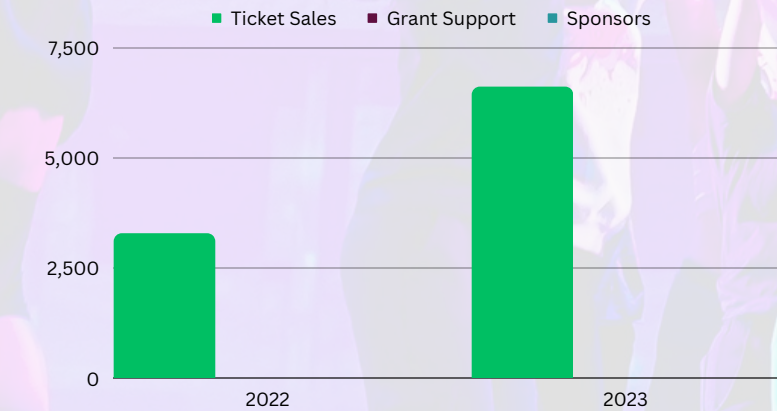
	2022	2023
Ticket Sales	\$6,380	\$4,858*
Grant Support	\$2,500	\$2,500
Sponsorships	\$500	\$300

**In 2023, RACE offered a variety of ticket prices, including students at \$10 and experimented with a "pay-what you can" strategy, versus a single cost across all community members. This is why audiences were larger in 2023, but the revenues fell short of the previous years' earnings.*

RACEY SHOW

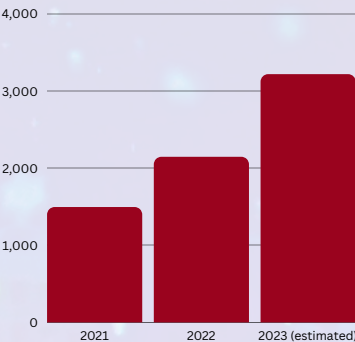


2022 121 audiences
2023 176 audiences

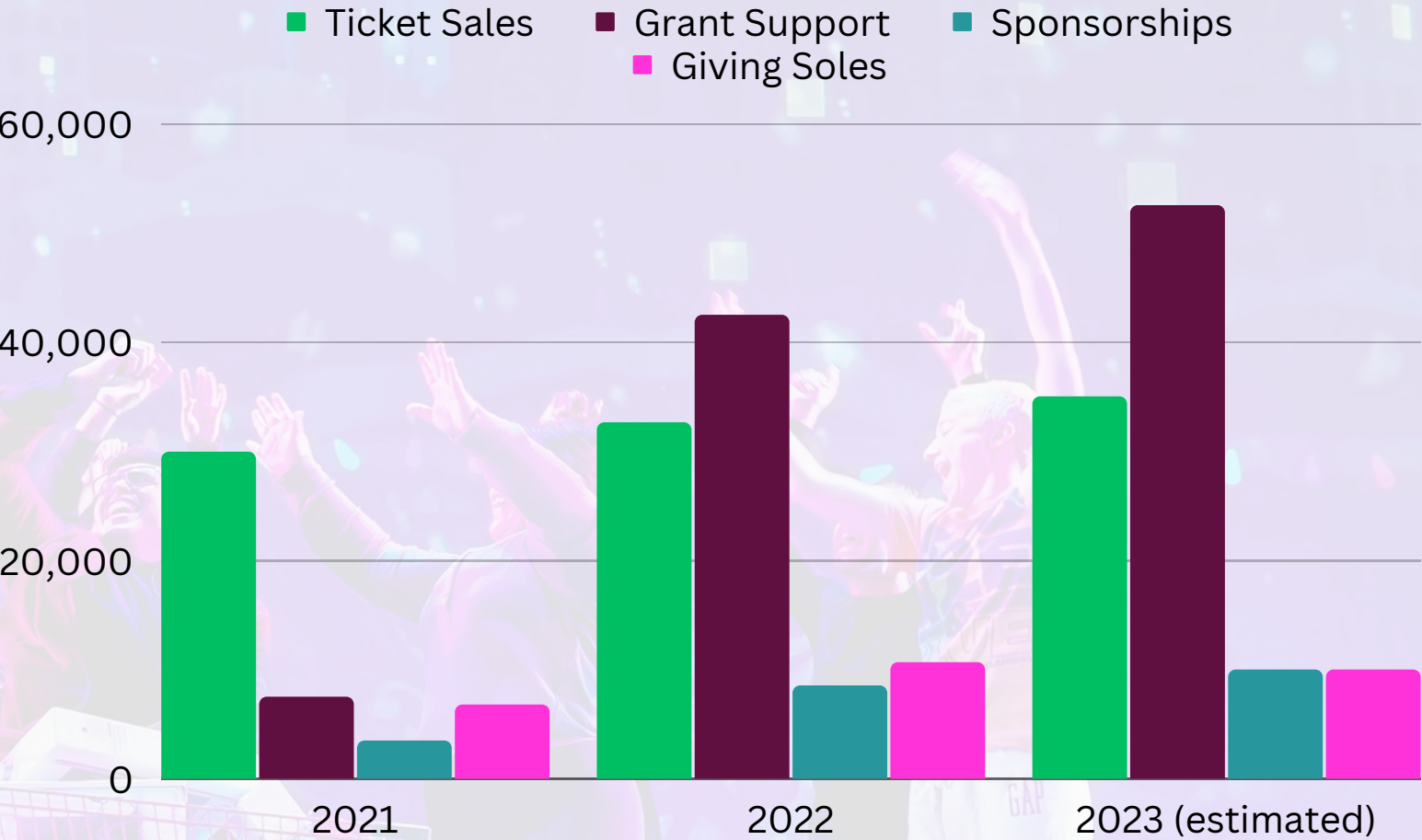


	2022	2023
Ticket Sales	\$3,277	\$6,606
Grant Support	\$0	\$0
Sponsorships	\$0	\$0

RACE'S HIP HOP NUTCRACKER



2021: 1492 attendees
2022: 2143 attendees
(488 attended free performances)
2023: 3214 attendees



2021

Ticket Sales	\$29,904
Grant Support	\$7,500
Sponsorships	\$3,500
Giving Soles	\$6,790

2022

Ticket Sales	\$32,614
Grant Support	\$42,450
Sponsorships	\$8,540
Giving Soles	\$10,665

2023

Ticket Sales	\$35,000
Grant Support	\$45,000
Sponsorships	\$10,000
Giving Soles	\$10,000

THANK YOU TO LAST YEARS SUPPORT!

\$10,000 - \$20,000

Kirkpatrick Foundation
Oklahoma City Community
Foundation

\$5,000 - \$9,999

Allied Arts
Arvest Bank
E.L. & Thelma Gaylord
Foundation
Oklahoma Arts Council

*(support through the National Endowment for the
Arts)*

\$1,000 - \$4,999

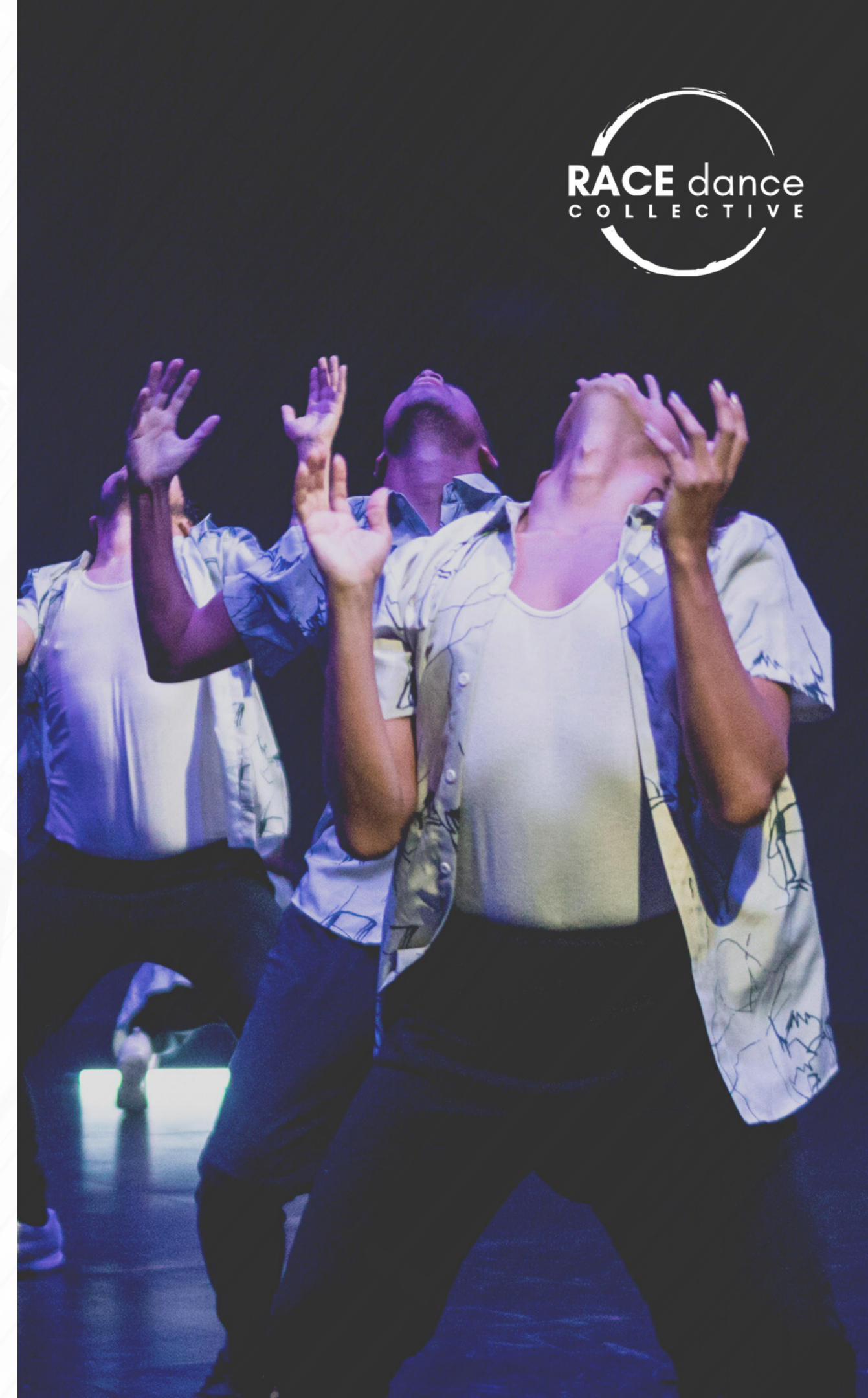
Inasmuch Foundation
KERR Foundation
Oklahoma Humanities

*(support through the National Endowment for the
Humanities)*

Oklahoma Midtown Rotary

\$500 - 999

OnCue Express
JB Cases



SPONSORSHIP BENEFITS



- Increased **brand visibility** with **exposure** through RACE's various media channels.
- More **traffic** and **engagement** to event sponsors.
- Opportunity to **enhance reputation** with **community engagement** by aligning with RACE's and its mission.
- **Positive association**, as RACE is considered one of the leaders of shaping the artistic landscape of Oklahoma City.
- **Networking** opportunities as **new connections** are built with **new markets**.
- Access to **target markets** relevant to your **brand**.
- A commitment to **igniting social awareness and change** in Oklahoma.

DON'T SEE WHAT YOU NEED?

Ask us about customized sponsorship packages! RACE will happily meet the specific needs and goals of your organization. Call or email us at (405) 259-5050 or info@racdance.com



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