



DANCERS' STUDIO WEST
Sponsorship Kit
DRAFT ONLY September 27, 2007

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Who We Are

Dancers' Studio West was founded in 1981 by Elaine Bowman and her husband Peter Hoff. Born in the spirit of building a dance community in Calgary's then-tiny artistic community, DSW has embodied a ethos of brave creation for more than 25 years.

DSW is committed to the professional development of emerging dance artists, providing unique and essential opportunities for the creation of new work through our Artist in Residence program and Dance Explosions Festival. DSW has also been dedicated to audience development in Calgary since 1981, and is responsible for presenting some of the first contemporary dance acts this city had ever seen. DSW broke new ground presenting companies such as LaLaLa Human Steps and Compagnie Marie Chouinard – now stars on the Canadian dance scene.

Playing an essential role in the development of a vibrant dance scene in Calgary, DSW has entered into a new phase of exciting growth. As Calgary grows into a city of more than one million people, the time has come for Dancers' Studio West to rise to the challenge. It's time for DSW to become a dance presenter fitting for a cosmopolitan urban centre – and it's time for Calgary to sustain a community of working contemporary dance artists.

Why Support DSW

Young and emerging dance artists in this city rely on Dancers' Studio West's unique and focused mandate – using DSW as an essential springboard into their professional careers. Without DSW – and your valuable assistance – young Calgary artists may not have the opportunity to pursue their dreams and help create a vibrant arts culture in Calgary. This city suffers from a 'creative drain' as young artists unable to find enough work migrate to larger

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cultural centres such as Vancouver, Toronto and Montreal. Dancers' Studio West provides a critical role in keeping working artists in Calgary.

What You Are Supporting

Dancers' Studio West exists – and has for more than 25 years – to create opportunities for dance artists to grow and thrive. Operating on a very small administrative budget, DSW funnels the lion's share of our funding to presenting local, national and international dance, with a strong commitment to developing emerging artists.

Dance Explosions

Our annual Dance Explosions Festival is a unique three-week showcase of new works from local artists from a broad range of levels and stages in their careers. This annual gathering of artists plays an essential role in creating a cohesive and vibrant dance community in Calgary and Alberta. Generating sold-out houses every year, Explosions is a jewel in DSW's crown, and something for which we are very proud. We have big dreams for expanding and enriching Explosions into a nationally renowned dance festival with several venues and a strong workshop/professional development aspect.

Sponsorship opportunities abound for Dance Explosions – from naming opportunities and festival sponsorships to workshop series sponsorships.

Artist in Residence Program

Our annual Artist in Residence program is another unique and very special one. Dancers' Studio West provides selected emerging dance artists the opportunity to create and stage a new work in the DSW Studio Theatre. DSW provides these artists with studio space, rehearsal time, production and marketing support – a rare and precious gift for a burgeoning dance artist who would otherwise have to foot the bill themselves.

Sponsorship opportunities for the Artist in Residence program include naming opportunities, program sponsorships and Adopt-An-Artist patronage opportunities. Adopt-An-Artist patronage allows visionary individuals to actively partake in the enhancement of a dance artist's career and professional development by providing a valuable performance opportunity.

Sponsor Benefits

Sponsors of the Dancers' Studio West Society are active contributors to the development of the arts in Calgary by supporting the creation and production of contemporary dance – and the development of exceptional professional dance artists.

Our sponsors receive our undying gratitude, fierce loyalty and never-ending support in the form of high-profile recognition for audiences at our Studio Theatre, large performance venues in the city and the broader reach of DSW's marketing efforts. Specific benefits are related to the Sponsorship Level – contact us for more information!

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