



vancouver **circus** school

REACH FOR THE TOP

Vancouver **Circus** School

Sponsorship Package

2010



What Is The Vancouver Circus School?



The Vancouver Circus School is an independent acrobatic program operating in B.C.'s Lower Mainland. The school is owned and operated by circus coaching professionals, and offers Lower Mainland residents, both young and young at heart, to experience the thrill and excitement of participating in circus arts.

The School operates under the direction of Aaron Johnson, former Canadian National Trampoline Coach and Acrobatic/Artistic Coach for Cirque du Soleil. The Vancouver Circus School offers recreational programs suitable for students of all ages and abilities. Participants in our programs can expect to have fun, improve strength, flexibility, fitness, spatial awareness and performance skills, all in a creative and collaborative working environment.

The Vancouver Circus School also supports professional development in the field of performing arts and recreation. Aspiring circus artists are offered paid performing opportunities with the Inner Ring. The Inner Ring is the professional performing division of the Vancouver Circus School. It exists as a stand-alone company but also motivates students and helps make the dream of a career in circus arts a reality.

Our senior coaches have a combined 75 years of high-level acrobatic and circus experience. Our school is second to none in the quality of its instructional personnel and programs. We also engage international guest teachers, for student and teacher development.

No other program, west of Montreal can match the quality, passion and dedication of the coaches at the Vancouver Circus School.



Our Mission

Our Mission is twofold; first, to support personal and community development by offering top quality instruction and diverse programming in circus arts; second, to grow and provide employment opportunities within the field of circus arts.

Our Vision

We envision a community in which all people experience the benefits of participating in circus arts.



Our Students

Teens & Adults

Almost half of our students are teens and adults. They range in age from 15 to 72. Teen and adult programs offer beginner and advanced circus students classes where they learn new skills and techniques. Classes cultivate fitness, strength, spatial and kinesthetic awareness and mental focus in a dynamic learning environment that is fun and rewarding.

School-Age Students

Our non-competitive, performance-based circus classes offer school-aged children physical development through a variety of aptitudes. These programs give students the opportunity to discover talents they may not know they have and to confront challenges with encouragement and support.

Pre-School Students

The Vancouver Circus School offers classes for children 4-6 years old. Children are engaged and directed in play while experiencing a diversity of activities that exist outside the normal gymnastics programs. These include trampoline, tight wire walking, scarf juggling, climbing and hanging activities such as trapeze, aerial hoop, and aerial silks.





Why Should You Be Interested?

Arts funding and sponsorships are vital to the Vancouver Circus School accomplishing its vision and mission. Over the past 5 years our mission and vision has proven positive and realistic. The school's students are loyal to our brand and truly value the circus arts they've learned to practice. Our part time location in North Vancouver is currently at capacity and continues to draw business from as far away as Maple Ridge. A second, full-time location will be opening June 1st, 2010 so we can better serve the Tri Cities area.

Circus has proven to have a broad appeal. It can be thrilling, exploratory, emotional, and provide dynamic learning experiences. Circus arts foster social bonding, physical fitness, coordination, expressive communication, and creativity.





Top 3 Reasons for Sponsorship

1) **Build Your Brand in our school:**

Whether you aim to generate awareness, interest, action, or loyalty, sponsoring the Vancouver Circus School will help you reach your goals. Your product and/or promotional materials on site, will receive consistent exposure. Among our students and their families, your brand will achieve top-of-mind awareness and become associated with dynamic positive experiences.

2) **Market to your Target Audience:**

Our school's students and their families are affluent and are open to new ideas and experiences. They appreciate arts and culture and are loyal to that which is healthy, stimulating and improves their overall quality of life.

In sponsoring our school, your brand will be endorsed by a respected organization that brings value to its community.

3) **Community Initiatives and Involvement:**

Sponsoring the Vancouver Circus School is a unique opportunity to show your stakeholders that you support education, the arts, and the local community in which your business operates. There further exists the opportunity to create campaigns with Vancouver Circus School partners including; the Inner Ring, the New West River Market, BOUNCE, the Massey Theatre as well as online, print and broadcast media exposure that reaches both local and global markets.

Sponsoring the Vancouver Circus School will help build and market our second school. In turn, you'll be improving the quality of lives of children, teens, and adults and the community as a whole.



Sponsorship Benefits by Type

Benefits	Friend \$500+	Bronze \$2,500+	Silver \$5,000+	Gold \$7,500+	Platinum \$10,000+
Your URL on www.vancouvercircusschool.ca	✓	✓	✓	✓	✓
Your logo on www.vancouvercircusschool.ca		✓	✓	✓	✓
Your Logo on On-site Signage			✓	✓	✓
Your advertisement on our Bulletin Board					✓
Your logo placed on giveaways					✓
Your Logo on on-site Registration Computer Screensaver			✓	✓	✓
Your own ad in our quarterly newsletter					✓
Your name mentioned in radio advertisements					✓
Your name mentioned in press releases				✓	✓
Your URL and logo on New West location Web Page			✓	✓	✓
Your print and/or outdoor ad placement at special shows and festivals				✓	✓
Your logo on outdoor visual projection at special shows				✓	✓
Complementary team building event for your staff at the Vancouver Circus School					✓
Complementary drop-in session at the Vancouver Circus School for you and your staff					✓



Sponsorship Form

Vancouver Circus School Contact:

Colleen Powell
Marketing Manager
Phone: 604.568.2181
Email: colleen@vancouvercircusschool.ca

Organization Contact

Name: _____
Phone: _____
Email: _____
Fax: _____

Sponsorship Opportunity

Please select your preferred sponsorship type below:

- Friend Sponsor (\$500+)**
- Bronze Sponsor (\$2,500+)**
- Silver Sponsor (\$5,000+)**
- Gold Sponsor (\$7,500+)**
- Platinum Sponsor (\$10,000+)**



Sponsorship Form Cont'd

Please fill out the form below and return to Colleen Powell.

By signing this form, I, _____ acting as the _____ agree that the company _____ will sponsor the Vancouver Circus School in the amount of \$_____ in cash/product.

Signature _____

Date: __/__/__

Additional Information:

Please make your sponsorship cheque payable to "Vancouver Circus School inc" and that the cheque subject line reads, "Vancouver Circus School Sponsorship".

Address Envelope to:

Vancouver Circus School

405-55 Water Street

Vancouver, BC

V66 1A1

Thank you for your generous contribution

For more information on the Vancouver Circus School please visit www.vancouvercircusschool.ca