Canadian Dance Assembly
L’Assemblée canadienne de la danse

National Conference
Sponsorship Package

K’ALT
LANDSLIDE
MÉTAMORPHOSE

DANCE FOR THE FUTURE
15-16 NOV 2019
OTAWA

DANSER POUR L’AVENIR
About Canadian Dance Assembly’s National Conference

Landslide: Dance for the Future
November 15, 16
Ottawa ON

Canadian Dance Assembly’s Conference, Landslide, focusses on the urgent needs facing the dance sector, cultural competency training, and how we can collectively shape a sustainable future for all practices. The Canadian Dance Assembly has initiated a multi-year investigation to re-imagine service for the dance sector with the intention to radically transform service for dance. That process has been titled “Landslide” as we shift our thinking, structure, and future landscape of dance in Canada.

Time and again we have heard how our members value our in-person gatherings, specifically our National Conferences. This networking event will help set the tone for the year and get people excited and enthused about our collective work.

It is timely for CDA to host its next gathering in Ottawa in order to share information and resources and help connect local, regional and national artists. Hosting conferences in other cities proves costly, but it is necessary in order to continue to connect with members in all corners of Canada. To ensure a successful conference, sponsorships are vital. This will ensure that we offer the best possible programming to all our delegates and patrons!

Takes place at the Alt Hotel Ottawa and in partnership with CAPACOA

Conference will include showcase events from multiple disciplines
Anticipated Audience at National Conference

- Over 200 participants from the performing arts sector
- Attendees will be in attendance from across Canada
- 60% Female, 40% Male
- Members from diverse and Indigenous dance practice
- Funders and Arts organizations (Presenters, service organizations, dance companies)

CDA Communication Statistics

- 1553 Page Followers
- 1293 Page Likes
- 2508 Followers
- 808 Followers

E-bulletin & Announcements

- Sent 15
- Average Open Rates 30.92%
  (21.8% Industry Average)
- Average Click Rate 3.78%
  (2.5% Industry Average)

CDA Website

- 133,343 Annual Unique Visitors

*Data collected for CDA website and e-bulletin between April 1, 2019 - March 31, 2019
Thank you for supporting the Canadian Dance Assembly National Conference!

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