

SEATTLE INTERNATIONAL DANCE FESTIVAL

Art on the Fly



Sponsorship

JUNE 2015

SEATTLE INTERNATIONAL DANCE FESTIVAL

Art on the Fly



EVENT

Art on the Fly is a day-long celebration of dance and art. As the kick off event for the 10-day Seattle International Dance Festival, local, national and international performers bring cityscapes to life: roving performers delight, interactive events invite, and family friendly activities abound. Free classes like Salsa, Tango, West African and others are also offered.

NUMBERS

This year, 5,000 people are expected.

- 3,600 in 2014 • 3,500 in 2013 • 2,800 in 2012 (at 2200 Westlake)

DEMOGRAPHICS

The event attracts attendees from all over the Seattle area, drawn to its international and local artist programming.

PARTNERS AND SPONSORS

Art on the Fly was created by a coalition of SLU businesses including Vulcan Inc., Cornish College of the Arts, the SLU Chamber of Commerce and others.

Many sponsors have since joined including Umpqua Bank, Pemco, NBBJ, Quality Inn, local restaurants, The Stranger, City Arts Magazine and others.

SEATTLE INTERNATIONAL DANCE FESTIVAL FUNDING

Over 25 major institutions including:

- 4Culture • Office of Arts and Cultural Affairs
- Western State Arts Federation (NEA) • The Paul G. Allen Family Foundation.

MEDIA

- 8,000 magazine quality brochures distributed to SLU and Seattle Businesses one month prior to event.
- 300 Posters distributed throughout Seattle two weeks prior to the event.
- Priority placement ads in The Stranger and City Arts (over 50k impressions).
- 10,000 impressions in 4 weeks leading to event through www.SeattleIDF.org.

SEATTLE INTERNATIONAL DANCE FESTIVAL

Art on the Fly



DATE/TIME

Saturday June 13th 5-11pm
Load In/Out: One hour prior and after.
(event may adjust to be earlier in the day)

LOCATION

South Lake Union Park and Valley Street
between Westlake and Fairview Ave.

FEATURES

- Live Dance and Other Entertainment
 - Free Dance Classes
 - Kids Activities
- Neighborhood Restaurant Food
 - Alcoholic Beverages Area
- Vendors Booths and Food Trucks

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ATTENDANCE

This year over 5,000 expected

- 2014 attendance: 3,600
- 2013 attendance: 3,500
- 2012 attendance: 2,800

CONTACT

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Event Overview

SEATTLE INTERNATIONAL DANCE FESTIVAL

Art on the Fly

June 13 - 2015



Event Map



Main Stage



Crossroads Stage



Courtyard Stage & Free Classes



Spontaneous & Roving Events

Map and Stages

SEATTLE INTERNATIONAL DANCE FESTIVAL

Art on the Fly



EVENT DETAILS

DATE/TIME: Sat. June 13 from 5-11pm

LOCATION: South Lake Union Park at Valley Street between Westlake

FEATURES: A celebration of dance and neighborhood. Performers from near and far enliven Terry Avenue with interactive events and family-friendly activities. Attendees enjoy food from our restaurant row, sample local take-out at our dedicated booth, enjoy beer gardens, free dance classes and performance events – while the streets come to life with art.

ATTENDANCE: This year over 5,000 expected
• 3,600 in 2014 • 3,500 in 2013 • 2,800 in 2012

Main Stage Sponsor \$7,500

One sponsorship at this level including:
+ large logo on poster and brochure, logo banner at stage, optional full page brochure ad or video ad*.

VIP Reception Sponsor \$5,000

One sponsorship at this level including:
+ large logo on poster, logo banner and swag at reception, optional large ad in brochure or video ad*.

Courtyard Stage Sponsor \$3,500

One sponsorship at this level including:
+ Booth at the event, logo banner at stage.

Crossroads Stage Sponsor \$2,500

One sponsorship at this level including:
+ Booth at the event, logo banner at stage.

Business Partner Sponsor \$1,500

+ Booth at the event, medium logo and evening sponsors table (9 total).

Spontaneous Event Sponsor \$1,000

+ Logo banner at event location and logo on program

Community Partner Sponsor \$500

+ Logo on the program

Sponsorship Opportunities

HERE



Walking Tall

"Performing high kicks and spins on stilts always surprises people and I love how visible we are in large crowds since we tower over everything. It's so fun to surprise people who weren't expecting to see entertainment—they just happened upon it. These costumes are influenced by the popularity of burlesque, cabaret and circus in Seattle."

—leigh Reynolds, director of *Animate Objects Physical Theater*, seen here performing with Lauren Kehl on June 15 at South Lake Union's *Art On The Fly*, an all-day "urban art fiesta" that kicked off the 10-day Seattle International Dance Festival.

Dance, Party

Booze, Bands, and Bodies at the Seattle International Dance Festival

BY [MELODY DATZ](#)



ALLIE HANKINS

SEATTLE INTERNATIONAL DANCE FESTIVAL Ten days of local and international dance including Allie Hankins (above).

At noon this coming Saturday, June 15, the Seattle International Dance Festival (SIDF) will kick off its “Art on the Fly” street party in South Lake Union, with free performances (including local b-boy heroes Massive Monkees), open classes, bands, margaritas, and a beer garden. Even I, who will freely throw down dozens of dollars for a three-hour ballet in a chilly theater, am much happier about seeing dance if I can watch it while sitting on the grass with a keg cup in hand.

The two-weekend SIDF, produced by Khambatta Dance Company, melds professional dance culture—including an Inter|National series with performers from Israel, Guinea, and Ghana—with an easygoing summer atmosphere. The goal, in part, is to make Seattle’s aesthetically strong and varied dance world a little more welcoming to newcomers, seasoned professionals, and the rest of us in between.

SIDF’s “Spotlight on Seattle” series will offer a different perspective on Northwest choreographers Kiyon Gaines, Amy O’Neal, and Tere Mathern. Instead of performing, they will curate some of their favorite works by Beth Graczyk (of Salt Horse), Jody Kuehner (of Cherdonna and Lou), Danny Long (who weaves together ballet and African dance), and several others. “Spotlight” will give us an intriguing peek into the influences and preferences of the choreographer-curators.

The mysterious “Sanity Cafe,” a cabaret of new pieces based on themes picked by SIDF audiences, will wrap up the nine-day festival with a late-night event in a secret location. That’s another clever tactic in SIDF’s dance/party approach—people love to feel like they’re in on something. ★

For a full list of festival events, see seattleidf.org.