

POLE THEATRE SYDNEY 2023

MARKETING THAT WORKS WITH YOU



POLE THEATRE



Tell your story...

CATEGORIES: ART / DRAMA / CLASSIQUE / COMEDY

DEVISIONS: SEMI-PRO & PRO

**29TH
JULY
2023**

NATIONAL INSTITUTE OF
DRAMATIC ARTS (NIDA)
PARADE THEATRE
KENSINGTON NSW 2033



POLE THEATRE IS THE MOST EXCITING AND ENTERTAINING POLE COMPETITION THAT'S TAKING OVER THE POLE INDUSTRY AROUND THE GLOBE! POLE THEATRE IS NOW THE BIGGEST POLE DANCE COMPETITION IN THE WORLD!

It started in Sydney in 2013, and has run in over 25 countries around the world and counting!

Pole Theatre encourages competitors to share their story through original and exciting performances in a style that they prefer. It is a performance-based competition.

Pole Theatre is more than a pole competition - Pole Theatre is an opportunity for pole performers to display their many and varied talents, in the creation of a visual spectacular to thrill and inspire their audience. The focus of this competition is on the art of performance. Performers are encouraged to delve deep into their creative consciousness and envision a performance that will astonish and delight.

Competitors must nominate one category that they wish to enter. A winner will be announced in each category, and an overall winner will also be announced.

**There are four categories in the competition:
Pole ART, Pole DRAMA, Pole COMEDY, Pole CLASSIQUE**

REACH OUT

This is an exciting opportunity to get your brand exposure to a live audience and active members via our numerous social media profiles.

The pole dancer demographic is majority female aged 20-35 from all walks of life and professions.

Our event will be promoted across our numerous social media profiles.

110K Facebook visitors

12,652+ newsletter subscribers

29.7k IG followers @poledanceacademy

192K IG followers @michelleshimmy

220K IG followers @maddiesparkledancer

26.5K IG followers @katyevepoledancer

5,736 IG followers @thebrassroom

We have a few sponsorship opportunities left for brands both near and far and to suit all budget. - Join us on the night with a vendor stall- Let our MC Michelle Shimmy talk about your brand and products on stage- Take advantage of our social media following to promote your brand (our combined accounts have over 400,000 followers)

Want more? Let us know what your after and we can customise a package to suit your brand.



CONNECT WITH EXISTING AND NEW CUSTOMERS

BE A STALL HOLDER

#POLETHETRESYDNEY



Vendor stalls for just \$350

(Bonus entry to watch the show on us! - subject to availability)



500+

A min. of 500+ (410 seat tickets + competitors, human props & volunteers) attended Pole Theatre 2019. Contact us to secure your spot today.

Complimentary entry to watch the show on us
for 2 stall holders!

subject to availability

BONUS

**ONSITE
PARKING**

Drive into the loading dock, drop off your things
and then continue round to the free car park next
to the venue.

1 x free trestle table (W:736mm H:736mm L:1835mm).

Additional table may cost \$20 (Charged by the venue).

BYO tables are welcomed.

FREEBIE



**REACH A WIDER AUDIENCE OF OVER 2000 POLE
DANCERS AROUND THE WORLD WITH**

LIVE STREAM

**ADVERTISE WITH A VIDEO AND
SHOWCASE YOUR PRODUCT FOR
OUR AUDIENCE OF 500 AND 2000+
VIEWERS WHO TUNE INTO THE LIVE
STREAM AROUND THE GLOBE!**

**FOR \$200 YOU CAN PLAY A 1MIN VIDEO
ADVERTISEMENT WHICH THE MC WILL
INTRODUCE BEFORE IT PLAYS ON THE
BIG SCREEN. EMAIL US TO BOOK!**

POLETHEATRESYDNEY

ADVERTISING

A LA CARTE

MONETARY AWARDS SPONSOR

Semi Pro Overall Champion	\$ 500
Professional Overall Champion	\$1000

PRIZE SPONSOR

Prizes in the form of merchandise, gifts & vouchers for winners/all competitors are FREE also welcomed on the evening.

TITLES

In Semi Pro and Professional Divisions, there will be:

Art Winner, Drama Winner, Comedy Winner, Classique Winner

Plus an Overall Champion

Prize donors may choose to upgrade for \$250 to have additional advertising. add \$250
 This will include: MC mention, Facebook post + instagram post on DF pages,
 logo on seating flyer, Logo & web link on website)

OTHER

Vendor stalls.....	\$350
Sponsor Pole Cleaners (Pole gets cleaned after each performance).....	\$250
Flyers/samples on chairs for audience members.....	\$100
2 minute spot on stage for fashion show or mini performance showcasing your merchandise or products.....	\$150
Sponsor the MC and Special Guest Performers' outfits*.....	\$100
Sponsor details printed in the program & poster adverts.....	\$100
MC announcements on the night.....	\$50
Collect spectator's names and contacts.....	\$50
Putting your banners/posters up at event.....	\$50
Advertising on website (Link to website OR logo)	\$50each
Social Media Posts (per post)	\$50-\$80
	(PT) - (PDA)

*Subject to MC and guest performer approval

ARE YOU AFTER SOMETHING ELSE? CONTACT US TO DISCUSS YOUR
 PERSONALISED REQUIREMENTS.



WILL YOU BE PART OF THE STORY?

**CONTACT OUR TEAM TODAY TO
DISCUSS YOUR INVOLVEMENT.**

Call: 0413 373 883

Email: poletheatresydney@gmail.com

Address:

Bondi Junction studio

88 Bronte Road,

Bondi Junction, Sydney, NSW

#POLETHEATRESYDNEY