

POLE THEATRE SYDNEY 29 JULY 2023

MARKETING THAT WORKS WITH YOU



Our Story.

As recounted by co-founder Michelle Shimmy.

After watching the evolution of pole performances, I began to wonder, how could judges possibly compare two performances, so different in style?

"Well, it began with a pole dancing grandma, believe it or not."

Really," I said to Maddie one day over a coffee, "There should be a competition that separates performance styles by category, so that the judges are comparing like for like."

And that's how 'Pole Theatre' was founded by world-renowned sisters Michelle Shimmy and Maddie Sparkle over a cup of coffee

'Pole Theatre' is a global franchise with competitions running in 22 countries around the world; with the finalists competing in the 'Pole Theatre World' competition held in a different city each year. Pole Theatre Sydney is now in its 7th year and will be held on July 8th at the beautiful NIDA Parade Theatre, Kensington NSW.



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

#POLETHEATREYSYDNEY

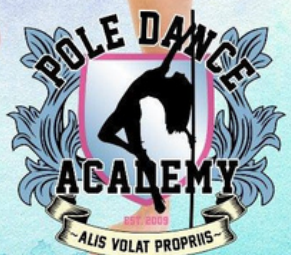
We want you to connect with our community.

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

A minimum of 500+ (410 seat tickets + competitors, human props and volunteers) attended last years event at the spectacular NIDA theatre and 180 paid to tune in via live streaming.

The pole dancer demographic is majority female aged 20-35 from all walks of life and professions. Our community embraces the empowering of gender identity, personal health and fitness, body acceptance, community and positivity.

Pole is for everybody



Get fit the fun way

EVENT PROMOTION PLAN

**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



SHINE BRIGHT LIKE A

DIAMOND

**SPONSORSHIP INVESTMENT: \$10 000
(ONE AVAILABLE)**

PRE EVENT RECOGNITION

Shimmy & Maddie post/product reviews X20**

XL Logo on sponsor screen on email to PDA subscribers**

Website listing

Social media promotion (Facebook/Instagram)

PDA newsletter

EVENT RECOGNITION

Step & repeat media wall**

XL logo on screen pre show & intermission**

Thank the sponsor on stage**

Participate in awards ceremony (overall semi-pro & pro winner)**

Flyers/samples on chairs for audience members

Vendor booth entry

Logo printed on event program/flyer

MC sponsor mentions

Welcome on stage photograph with all winners


EVENT EXTRAS

4X VIP Tickets

POST EVENT RECOGNITION

Solo logo display before performance video**

****asterisk indicates key benefit of sponsor level over next level down**



YOU'RE JUST GOLDEN

GOLD

**SPONSORSHIP INVESTMENT: \$5 000
(THREE AVAILABLE)**

PRE EVENT RECOGNITION

Shimmy & Maddie post/product reviews X10**

Large logo on sponsor page to PDA email subscribers**

Website listing

Social media promotion (Facebook/Instagram)

PDA newsletter

EVENT RECOGNITION

Large logo on screen pre show & intermission**

Participate in awards ceremony (category winners - pro)**

Flyers/samples on chairs for audience members

Vendor booth entry

Logo printed on event program/flyer

MC sponsor mentions

Welcome on stage photograph with all winners

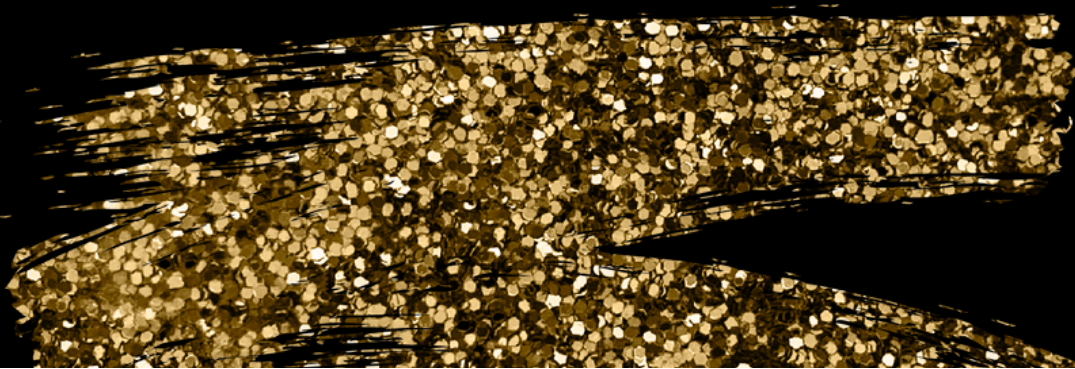
EVENT EXTRAS

2X VIP Tickets

POST EVENT RECOGNITION

Large logo display after performance video**

****asterisk indicates key benefit of sponsor level over next level down**



SIMPLY CLASSIC

SILVER

**SPONSORSHIP INVESTMENT: \$3 500
(FIVE AVAILABLE)**

PRE EVENT RECOGNITION

Shimmy & Maddie post/product reviews X5**

Medium logo on sponsor page to PDA email subscribers**

Website listing

Social media promotion (Facebook/Instagram)

PDA newsletter

EVENT RECOGNITION

Large logo on screen pre show & intermission**

Participate in awards ceremony (category winners - semi pro)**

Flyers/samples on chairs for audience members

Vendor booth entry

Logo printed on event program/flyer

MC sponsor mentions

Welcome on stage photograph with all winners

EVENT EXTRAS

2X VIP tickets**

POST EVENT RECOGNITION

Medium logo display after performance video**

**asterisk indicates key benefit of sponsor level over next level down



SUN-KISSED GLOW

BRONZE

**SPONSORSHIP INVESTMENT: \$2 000
(TEN AVAILABLE)**

PRE EVENT RECOGNITION

Shimmy & Maddie post/product reviews X3

Small logo on sponsor page to PDA email subscribers

Website listing

Social media promotion (Facebook/Instagram)

PDA newsletter

EVENT RECOGNITION

Small logo on screen pre show & intermission

Flyers/samples on chairs for audience members

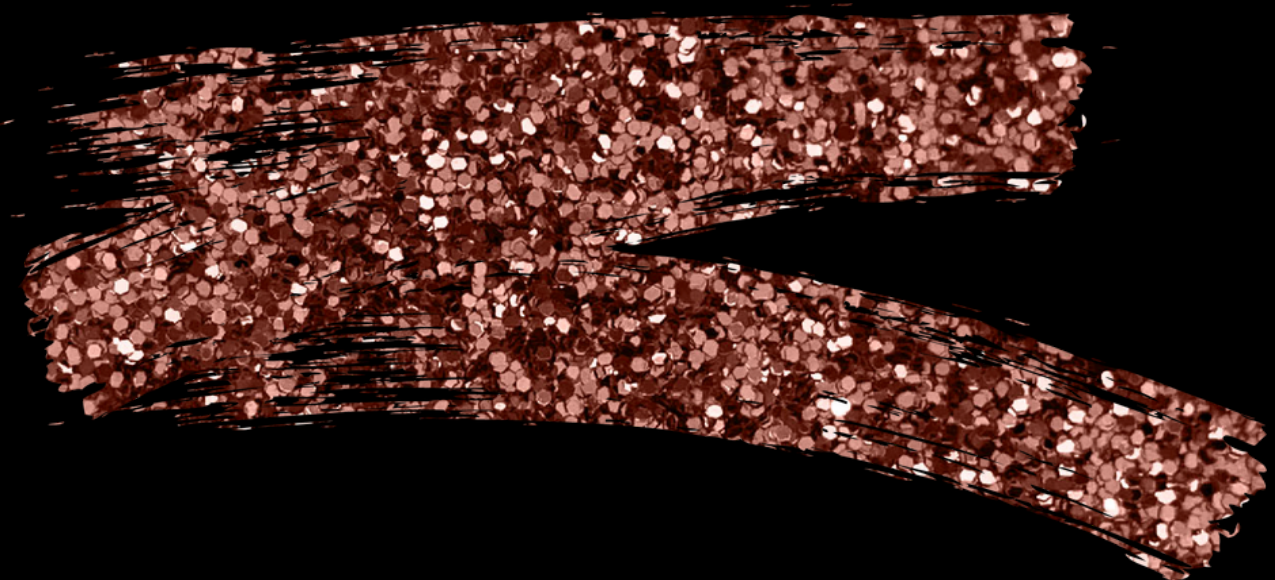
Vendor booth entry

Logo printed on event program/flyer

MC sponsor mentions

POST EVENT RECOGNITION

Small logo display after performance video



CONNECT WITH EXISTING
AND NEW CUSTOMERS

BE AN EXHIBITOR

#POLETHETRESYDNEY



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!**
**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 will cost \$20 (Charged by the venue). BYO tables are welcomed.

FREEBIE

REACH AND GROW

ADVERTISE WITH US

#POLETHETRESYDNEY



email us:

poletheatresydney@gmail.com to obtain an a la carte advertising list. We can also discuss your personalised requirements.



WILL YOU BE PART OF THE STORY?

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

Email: poletheatresydney@gmail.com

Address:

Bondi Junction studio

88 Bronte Road,

Bondi Junction, Sydney, NSW

#POLETHEATRESYDNEY