



again
again

Sponsorship Package

SHOW RUN

March 10-13, 2027

CITADEL: ROSS CENTRE for DANCE
304 Parliament St., Toronto



A Note from Tracey

again again is a full-length, ensemble dance work for eight performers which premieres as A DanceWorks CoWorks Series Event in March 2027. *again again* interrogates starting over and how trust develops, breaks, and can be rebuilt. The work centres on community and how it is developed over time.

In the current economic climate, it takes more time and resources for independent artists to develop and bring new work to the public. After three years of an evolving creative process, this dance project is ready to be shared with audiences in Toronto and then beyond.

We are seeking partners—individuals and companies—who value the arts and want to play an active role in Toronto's vibrant cultural community. Sponsorship offers an opportunity to support the development and presentation of new local work while connecting your organization with a diverse, multigenerational audience.

Tracey Norman



Our Goals

The performing arts are facing a critical shortage of funding across Canada. In Ontario, the Ontario Arts Council has not had an operational budget increase since 2009. At the same time, competition for grants have intensified as the size of the province’s arts communities have grown while the value of awards has steadily decreased. Not only does that mean that the funding pool available for OAC grants is being stretched into smaller awards, but thanks to 48% inflation since 2009 each grant is worth less.

In 2007 the OAC awarded \$40M through 2,091 grants.

In 2025 it awarded \$52M through 2,999 grants.

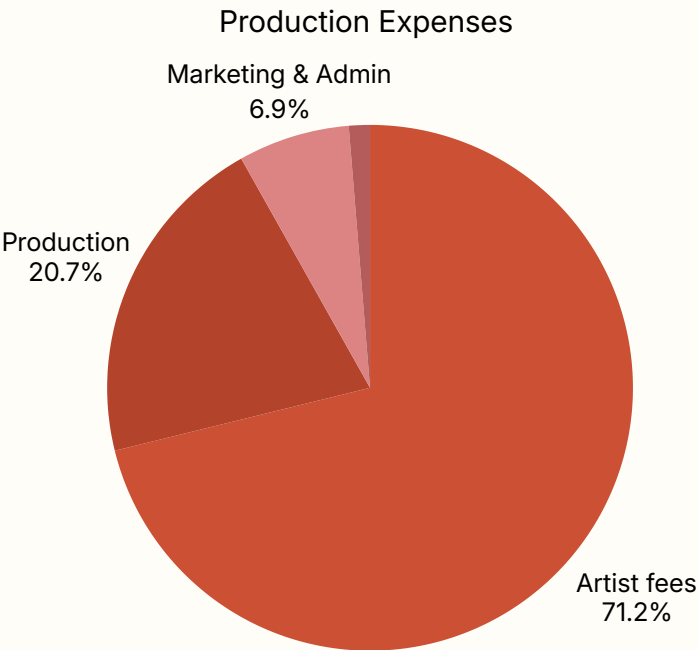
Inflation has risen 52% since 2007.

Source: OAC, BOC, & CBC archives

Funding shortages mean that the creation process can only happen in starts and stops, for as long as the funds last. We were lucky enough to have support from private and public funders for parts of the creation process for *again again*, but mounting a full scale production requires multiple rounds of applications with limited to no guarantee of success.

We have diversified our sources of income to cover production expenses but still have a large funding gap that needs to be met by January 2027.

That’s where you come in.





Your Impact

By supporting this project, you are not only helping one dance reach the stage—you are investing in the artists, collaborators, and audiences that make our local arts community possible.

Your support directly helps bring this new dance work from the studio to the stage. Every contribution—financial, in-kind, promotional, or community-based—helps create the conditions for artists to keep making ambitious work and for audiences to experience it. Strengthening Toronto's arts ecosystem generates more business for independently owned enterprises, keeps their workers employed, and our community spaces open and active.





Ways to Support

There are many ways to support the development and presentation of this project, and we welcome partnerships that align with your interests, resources, and goals.

Ways to support our production include

- **Financial Sponsorships** — Make a direct contribution toward artist fees, rehearsal space, production, costumes, technical needs, and presentation costs.
- **Advertising Sponsorships** — Support the project through paid advertising or promotional placement, with opportunities for your brand to be featured across project materials and at performances.
- **In-Kind Supports** — Contribute goods or services that can help bring the project to life, such as venue support, printing, photography, video, equipment, transportation, hospitality, or professional services.
- **Social Media & Promotional Support** — Help us reach new audiences by sharing the project through your social media channels, newsletter, website, or community networks.
- **Community Partnerships** — Collaborate with us to connect the project with your audience, organization, or community through events, outreach, or other creative initiatives.

Financial Support & Advertising Tiers

\$4000	Presenter Program Sponsor - 'presented with support from' logo on website, program cover, full page ad in program, social media video post, comp tickets
\$2000	Platinum Program Sponsor - logo on website, program cover, full page ad in program, social media feature, comp tickets
\$1000	Premium Program Sponsor - logo on website, full page advertisement & social media feature, comp tickets
\$500	Gold Sponsor - full page program advertisement & social media feature
\$200	Silver Sponsor - ½ page program advertisement
\$100	Community Sponsor - ¼ page program advertisement

Fill out our sponsorship form by clicking the link below or email Tracey to get started.

[Become a Sponsor](#)

[Email Tracey](#)



We are happy to work with sponsors to create a partnership that feels meaningful and mutually beneficial. Every contribution helps make it possible for new dance work to be developed, presented, and experienced by Toronto audiences.

Questions? We'd love to hear from you!

Join Our Partners

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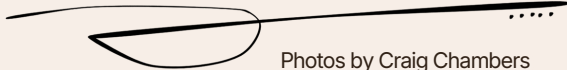
Tracey Norman (she/her) is an independent artist, spending her time as a choreographer, educator, performer, outside eye, writer, and mother of two. Tracey's choreography has been commissioned by numerous organizations across Canada.

She has been a contract faculty member in the Department of Dance at York University since 2010 and is a resident artist of the Intergalactic Arts Collective (IGAC).



Thank You.

TRACEY NORMAN DANCE



Photos by Craig Chambers

