

Girls In Dance Festival

Where Girls Move the World

Sponsorship Pack



Awa
DANCE

ADVANCING
WOMEN'S
ASPIRATIONS
WITH
DANCE

WELCOME TO AWA DANCE

The charity where women and girls thrive as creative leaders

AWA DANCE (Advancing Women's Aspirations with Dance) is a CIO (Charitable Incorporated Organisation) based in the UK, founded by award winning choreographer Avatâra Ayuso. AWA DANCE is dedicated to the leadership development of women and teenage girls, using the transformative power of dance as the tool to empower their voices. AWA DANCE sits at the intersection of three areas: Dance + Leadership + Women & Girls issues. We consider ourselves a participant led organisation: we gather data, we listen to feedback, take action and include our participants in the decision making process of our activities. We are especially committed to engaging with women and girls of the global majority and those in marginalised background.

Gender Equality, Leadership and Creativity are at the core of what we do. We are looking for organisations, companies and individuals whose values connect with ours, to help us create a world where women and girls thrive as leaders of their personal and professional lives.

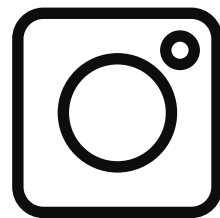


OUR REACH AND IMPACY



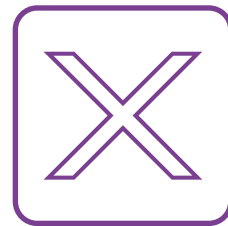
774

Followers



1390

Followers



395

Followers



386

Followers



850

Subscribers

100 %

of organisations we worked with in
2023 rated our workshops 'excellent'
or 'very good'

3238

participants across the UK
since 2020

95 %

of girls attending our workshops in
2022 and 2023 said the session was
worth their time

'Empowered', 'Confident', 'Ready'

are the top 3 words chosen by our participants
after our workshops

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No one had ever told me I'm good at anything before



I liked how the class incorporated communicating in a team to show different ideas to help with problem solving



I think the workshop came at a great time so I know how to change my negative thought process to a more positive one



GIRLS IN DANCE FESTIVAL

Where Girls Move the World

What it is

The first ever Girls in Dance Festival is a festival for girls aged 13-19 years who enjoy dancing to get inspired and empowered, learn about leadership and be part of a community of like-minded girls. This festival aims to change the way girls see themselves by offering a safe space to connect, grow and be themselves, using dance as a transformative tool in that journey.

Curated and organised by the Birmingham based charity AWA DANCE, this will be a unique in person event that aims to celebrate girls' futures with workshops, interactive stalls, Q&A and plenty of role models from leading organisations and individuals to inspire the next generation of girls through the power of dance. The festival aims to be a platform that will not only offer a good time but also be a space for critical thinking, where girls acquire skills to become change-makers in their personal and future professional lives. This festival will put special emphasis in representation and role models, celebrating global majority artists and people, reflecting the diversity of Birmingham and the Midlands.

When is it

28th July 2025
in Birmingham
at the Midlands Arts Center

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GIRLS IN DANCE FESTIVAL

Where Girls Move the World

The challenges of today's girls

Today's girls face many challenges, recent research shows that:

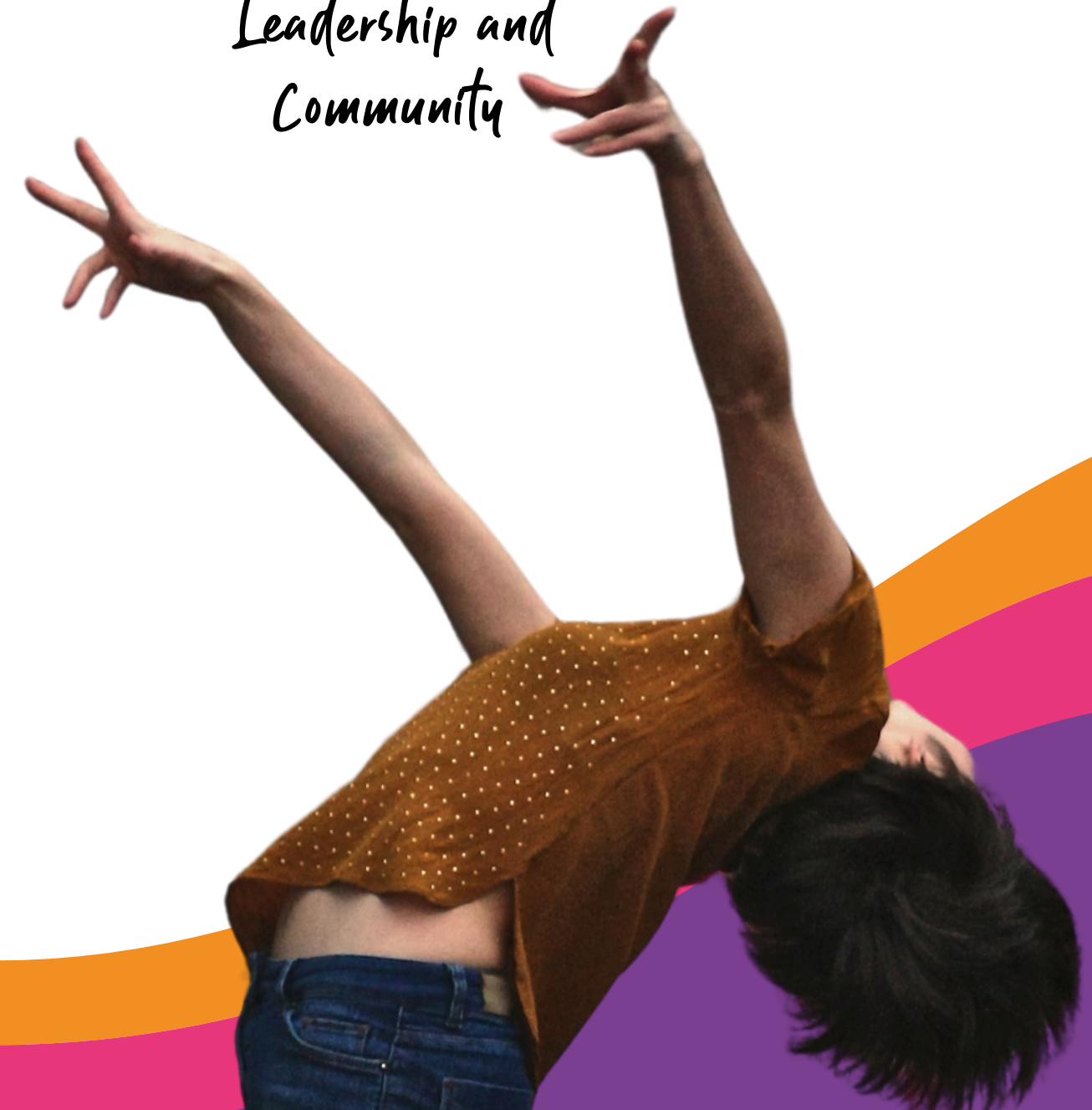
- Girls face significant appearance pressures from a young age (Girl Guides, 2021)
- 47% of girls aged 11-21 say how they look holds them back most of the time
- By age 7, girls are already less active than boys, and this disparity widens as they transition from childhood to adolescence
- 64% of girls will have quit sports altogether by the age of 16 or 17 (Girl Up, United Nations website)
- Despite dance being one of the most popular activities among girls, with 22% participating (Youth Sport Trust: Girls Active Survey), there is a significant drop-off in sports participation as girls grow older

Our festival aims to provide a supportive platform to boost girls' confidence and self-expression. By creating a safe environment free from pressures, we empower girls to pursue their passions and develop their skills.

Our festival values

*Creativity, Inspiration,
Wellbeing,
Leadership and
Community*

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WHY SPONSOR OUR FESTIVAL

1) Your brand will get access to 200-300 girls based in the Midlands at once and beyond with our resource pack

3) Your brand will support women's businesses taking part in the event

5) You will be working with AWA DANCE, a charity with substantial experience working with women and girls

6) You can rest assured our safeguarding practices have been reviewed and implemented by experts in the field

2) Your brand will align with the International Women and Girls strategy set up by the UK Government in 2023

4) You will sponsor workshops that promote leadership and social change in the next generation of women in the UK

7) You will get a three page impact report with data about the festival for you to use in your reports



SPONSORSHIP PACKAGES

PACKAGE 1

£500 +

- Thank you in our social media channels
- Receive one festival pack in your home
- 1 tickets for a girl to attend
- 25% discount on tickets

FRIEND

PACKAGE 2

£1,000 +

All from previous package PLUS

- Logo/name in our sponsor website section
- 2 tickets for girls to attend
- 25% discount on tickets

BRONZE

SPONSORSHIP PACKAGES

PACKAGE 3

£3,000 +

All from previous packages PLUS

- Logo in promotional materials online (newsletter, press release, etc)
- Logo in printed materials (flyers, posters), including the resource pack for girls
- 3 tickets for girls to attend, items in the goodie bag for girls
- A stall/area/banner with your products/brand

SILVER

PACKAGE 4

£5,000 +

All from previous packages PLUS

- A special 1min video message on social media channels from our director thanking you for the support
- 8 tickets for girls to attend the event and items in the goodie bag for girls
- A bespoke impact report with data and feedback from participants to use in your organisation's reporting
- Verbal public recognition at the event
- Main Photocall with your logo featured as an event sponsor

GOLD

OUR CURRENT FESTIVAL PARTNERS, SUPPORTERS AND ADVISORS



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

STYLIST
MAGAZINE





FUNDERS OF OUR CHARITY ACTIVITIES



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ENGLAND**



**THE INCLUSIVE
COMMUNITIES FUND**



Funded by
UK Government

Commonwealth Games
Legacy Fund



West Midlands
Combined Authority



Together we can move the world

To become a sponsor of the Girls In Dance
Festival, email us or call us to discuss it with
Hannah ElMohankr on 07761 838177
fundraising@awadance.org



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