THE MISSION

Dance TV's mission is to provide levity, promote an inclusive space, build community, inspire movement, and create an incredibly joyful evening of entertainment. Dance TV is not just a show - it is an experience. This one-of-a-kind production will not only be performed for live audiences, it will also be filmed and distributed on digital platforms to broaden its reach. Dance TV lets you escape to a place where you are free to be who you want. All are welcome to this party!

THE SYNOPSIS

Inspired by shows like Solid Gold, Club MTV, and Soul Train, Dance TV takes you behind the scenes of the number one show on the planet, Dance TV. When cameras are rolling, the characters perform over-the-top production numbers, reveal the countdown of the latest hits, and share all the hottest gossip...but when they break for commercial, the backstage comedy, chaos, and romances all come out.

THE TONE

Think Hairspray meets A Chorus Line meets The Rocky Horror Picture Show. Dance TV puts a modern twist on the old school dance television show format, and in doing so, does not take itself too seriously. If John Waters, RuPaul & Cyndi Lauper had a baby - Dance TV would be their campy, crazy, beautiful, bouncing baby. Dance TV's rating: a healthy PG-13.

THE MUSICAL NUMBERS

With all original music developed and created by MN artists, Dance TV consists of a full album of toe tapping, hit the dance floor, catchy fun songs created solely for this production. Each song has a themed concept to create a show-stopping musical number - from “Outer Space” musical number, to “Football” musical number, to “Spin Class” musical number, to “Marie Antoinette” musical number - Dance TV has a musical number for everyone. A Musical Number Sponsorship will pay for the costume designs, scenic elements, and, of course, the contagious choreography for each specified musical number.

PILLOW TALK

What is Pillow Talk? Pillow Talk is a popular segment in Dance TV where the fabulous drag queen host, Miss Dick, shares her favorite things: People making a difference, products that will change your life, and news you won’t hear anywhere else.
DANCE TV
THE PACKAGES & BENEFITS

SHOW SPONSOR - $20,000

• :30 second commercial that starts the show
• Intro to the opening musical number: “Dance TV Theme Song”
• “Dance TV presented by: (your logo)” on posters & all marketing material
• Your logo on swag fans used in the show and given to audience members
• 8 show tickets
• Your logo on Dance TV’s website
• 5 social media post shoutouts on Dance TV’s Facebook, Instagram & TikTok

AFTER PARTY SPONSOR - $10,000

• Intro to the #1 song in the country music countdown
• :30 second commercial in the show
• Your logo on swag condoms given to audience members
• “After party brought to you by: (your logo)” on posters & marketing material
• 6 show tickets
• Your logo on Dance TV’s website
• 5 social media post shoutouts on Dance TV’s Facebook, Instagram & TikTok

MUSICAL NUMBER SPONSOR - $2,250
*Product placement within musical number for an additional - $750

• Intro to a musical number
• :15 second commercial in the show
• “Musical Numbers brought to you by: (your logo)” on posters & marketing material
• 4 show tickets
• Your logo on Dance TV’s website
• 5 social media post shoutouts on Dance TV’s Facebook, Instagram & TikTok

PILLOW TALK SPONSOR - $1,000

• Product Mention - Your company & product talked about within the show
• 2 show tickets
• Your logo on Dance TV’s website
• 5 social media post shoutouts on Dance TV’s Facebook, Instagram & TikTok

DIGITAL MEDIA SPONSOR - $500

• Your logo on Dance TV’s website
• 5 social media post shoutouts on Dance TV’s Facebook, Instagram & TikTok