

DANCING with the *Williamsburg* STARS



SPONSORSHIP OPPORTUNITIES

MARCH 13, 2027 • PHI BETA KAPPA HALL • WILLIAM & MARY

2027 EVENT DETAILS

THE LIGHTS DIM. THE MUSIC STARTS. YOUR BRAND TAKES CENTER STAGE.

DATE	Saturday, March 13, 2027
TIME	7:00 p.m. (VIP reception at 6:00 p.m.)
THEME	A Night at the Movies
LOCATION	Phi Beta Kappa Hall (PBK), William & Mary
SPONSORSHIP GOAL	\$25,000 to cover event costs

WHAT IS DWTWS?

Dancing With the Williamsburg Stars is Greater Williamsburg’s signature night of entertainment and community impact. The event pairs prominent locals with professional dancers for a one-night performance before a live audience and a panel of judges — compliments only!

Proceeds benefit Literacy for Life, which teaches literacy skills to adults, and Big Brothers Big Sisters of the Greater Virginia Peninsula, which supports young people through professionally supported mentoring relationships.

18TH YEAR A high-quality stage tradition	\$1.4M+ Raised over 17 years	\$1.1M Donated to benefiting organizations
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WHY SPONSORSHIP MATTERS

Sponsorship covers the cost of producing the show, allowing funds raised through public donations and ticket sales to go directly to the benefiting organizations.

AUDIENCE REACH

DWTWS nearly always sells out, placing sponsor recognition before approximately 500 in-person attendees. Sponsors also gain visibility through the event website, email, social media, ticket promotions, and event video. Current digital reach figures are available for customized proposals.

SPONSOR BENEFITS

- **Year-round visibility.** Logo or name recognition on the DWTWS website through fall 2027.
- **Media and video promotion.** Higher-tier packages include dedicated social posts, event video ads, and show recognition.
- **VIP access.** Select packages include the cocktail reception, premier seating, and hosted beverages.
- **Community goodwill.** Demonstrate meaningful support for adult literacy and professionally supported youth mentoring.

FEATURED SPONSORSHIP OPPORTUNITY

PRESENTING SPONSOR \$10,000 • “DWTWS presented by [Sponsor Name]” on major event materials • Opening recognition and top logo placement • Premium seating and VIP hospitality • Exclusive opportunity — only one available

RESERVE YOUR SPONSORSHIP

HELP MAKE THIS THE BIGGEST NIGHT ON THE LOCAL MARQUEE

BECOME A SPONSOR

Contact the Sponsorship Committee:

sponsorshipdwtws@gmail.com

williamsburgstars.com/be-a-sponsor



SCAN TO RESERVE

SPONSOR CHECKLIST

1

Select your
sponsorship level

2

Confirm your included
benefits

3

Submit your
commitment and logo

4

Coordinate ads, video,
and recognition details

SPONSORSHIP LEVELS

FIVE WAYS TO JOIN THE CAST — AND MAKE A LOCAL IMPACT

LEVEL	GIFT	BENEFITS
PLATINUM	\$5,000	• 6 VIP tickets* with front-row seats • Full-page program ad • 45-second video ad during event • Full thank-you slide in pre-show roll • 9 social media posts (3 each on Facebook, Instagram, LinkedIn) • Recognition at show opening and intermission • Large website homepage logo through fall 2027 • Star in Lobby Walk of Fame
GOLD	\$2,500	• 4 VIP tickets* with front-row seats • Half-page program ad • 30-second video ad during event • Half thank-you slide in pre-show roll • 6 social media posts (2 each on Facebook, Instagram, LinkedIn) • Recognition at intermission • Medium website homepage logo through fall 2027 • Star in Lobby Walk of Fame
SILVER	\$1,000	• 2 VIP tickets* with front-row seats • Quarter-page program ad • Logo on thank-you slide in pre-show roll • 3 social media posts (1 each on Facebook, Instagram, LinkedIn) • Recognition at show opening • Small website homepage logo through fall 2027 • Star in Lobby Walk of Fame
BRONZE	\$500	• Name on pre-show thank-you slide • Name on program thank-you page • Name on website homepage through fall 2027 • Star in Lobby Walk of Fame
COPPER	\$250	• Name on program thank-you page • Name on website homepage through fall 2027

* VIP tickets include the cocktail reception, premier seating, and hosted beverages during the VIP reception and intermission.