

UN PLAZA DANCE PROGRAMMING SPONSORSHIP



About this Program

Over the past two years, UN Plaza has been transformed into a recreational destination. The twelve weekly free dance classes led by Rae Studios have become the anchor of community programming in the Plaza.



[click above for video](#)

- Classes, led by certified instructors, are held twice daily, Saturday through Thursday, and include Afro-Dance, Jazz Funk, Hip Hop, K-Pop, Salsa, Shuffle and Zumba.
- Over 12,000 participants have enjoyed high-quality dance classes in UN Plaza to date, directly contributing to the safety, vitality, and foot traffic in UN Plaza.
- In 2025, almost 600 free classes were taught in UN Plaza, with class sizes consistently growing month after month.

About CCCBD

Civic Center Community Benefit District plays a vital role in managing and activating public spaces in the Civic Center community.



CCCBD ambassadors staff the UN Plaza 'Rec Shed' daily to lend games equipment and share programming information.



CCCBD hosts the annual Civic Center Tree Lighting event, a tradition for local families.



CCCBD ambassadors set up outdoor seating at the Heart of the City farmers' market, a popular lunchtime destination.



The UN Plaza dog park is a community gathering spot for neighborhood dog owners.



CCCBD supports the Limoncello café in Civic Center Plaza, by providing outdoor café furniture.



Free Sunday chess and mahjong classes are a programming mainstay in UN Plaza.



CCCBD invested in new outdoor furnishings to support live music performances on Fulton Plaza.



A former newspaper stand is repurposed as an information kiosk at Market and Grove Streets.



Sponsor Opportunities

We are seeking a total of \$200,000 in sponsorship support to cover instructor fees, sound equipment, and on-site stewardship for the 2026-2027 season.





Sponsor Benefits

The Groove Maker: \$15,000

Digital Shout-outs: Logo placement on the CCCBD and Rae Studio's event calendar websites and mentions in regular CCCBD newsletters.

On-Site Recognition: Inclusion of company name or logo on large A-frame signage displayed daily in UN Plaza at the dance studio fitness courts.

Social Media: One dedicated "Thank You" post on CCCBD's social media platforms, highlighting your contribution to the program.

The Rhythm Partner: \$25,000

All the benefits associated with the Groove Maker level.

Branded Activation: Opportunity to set up a branded table or activity station once a month before and after classes to engage directly with participants.

Enhanced Visibility: Company logo featured on all promotional flyers distributed to residents and businesses throughout the Civic Center area.

The Plaza Presenter \$50,000

All the benefits associated with the Rhythm Partner level.

Title Recognition: Official "Presented By" status on all marketing materials.

Premier Signage: Large-scale, exclusive signage or banners placed prominently at the UN Plaza fitness courts during dance classes.

Media Inclusion: Primary logo placement on all press releases and media kits sent to local news outlets.

Press & Media: Featured quote from your leadership in the official season launch press release and top-tier logo placement on all TV/news backdrops.