

Sponsorships

THE PDSM COMPETITION 2024



What is PDSM?

*PDSM RUNS EVENTS THAT ARE SEX WORKER INSPIRED,
SEX WORKER LED AND SEX WORKER CENTRIC.*

PDSM stands for *Pole Dance Stripper Movement*. PDSM was founded in December 2021 to combat the injustices strippers face in the pole industry, as well as society in general. These challenges include whorephobia, othering, erasure, exclusion and glamourisation. Our aim is to provide a sex worker centered platform which uplifts marginalised communities, in turn uniting the overlapping sex work and pole dance communities.



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The PDSM Competition live final 2023



Gemma Rose is the founder of PDSM and organises all PDSM events. Gemma has been a pole dancer since 2015 and has worked as a pole instructor and stripper for 5 years. Gemma is very loud and proud about sex worker rights and spends much of her time conducting activism work. Gemma considers PDSM to be a channel to progress sex worker rights on a community and societal level.

Gemma performing at The PDSM Competition 2023



Gemma speaking at The PDSM Showcase 2023

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What is The PDSM Competition?

The PDSM Competition is a Stripper Style Pole Dance Competition. We are the most libertine pole competition on the market and believe we offer a fresh approach to competing. We offer:

- A fully transparent and detailed handbook. We consult with our expert panel to collaborate on this document. We will review this year on year to improve. With this handbook, the same information is provided to the judging panel and competitors.
- A detailed inclusion policy.
- A vetted and interviewed judging team.
- A moderator and invigilator to ensure the competition's standards are upheld.
- Genre-based instead of level-based categories.
- The inclusion of different execution levels with the live final Upcoming Performers categories.
- The freedom to perform nude if competitors wish.
- The absolute inclusion of sex workers.



The PDSM Competition live final 2023

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What is The PDSM Competition?



We ensure the inclusion of sex workers through:

- Ensuring **paid roles on the team are sex workers** wherever possible. Our judging panel are all strippers or ex-strippers. We do this because this is the best way to pay homage to the roots of pole dancing; we have the most qualified people to judge stripper style and it recenters the narrative around strippers.
- Currently holding events in strip clubs. It is stripper's authentic environment and it's an act of reclaiming spaces of work. It welcomes non-sex workers to experience these venues, as we encourage spectators to stay after the event to directly support the local dancers and give back to the community.
- Providing opportunities to low-income sex workers by offering our Sex Worker Champion scheme. This funds grants, bursaries. If we surpass our goal, we pay towards local dancer's club house fees.
- Including talks during breaks with sex worker interventions.
- Inviting and raising money for sex worker organisations and charities. Last year we raised over £800 from raffle tickets and profit split for Sex Workers United.

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The PDSM Competition Information

We held our first competition January 2023 which was a huge success- we sold out live final tickets within 7 hours of release! Anyone is welcome at our event (competing and spectating). We mainly attract folks from the pole dance community, sex workers and sex worker supporters. Our event is currently limited in size with around 150 in person spectators. We offer recordings of our events to those who could not make it in person.

This year, the event is during the day on **Saturday 20th January 2024** at **Medusa Lodge, Birmingham**. *Exact times TBA.*

Why do we need sponsors?

In order to continue running The PDSM Competition, we need the help of sponsors. We are looking for brands, businesses and individuals to sponsor our endeavours. Sponsor's financial contributions are essential to us. It allows us to properly compensate our team and expand paid opportunities. It allows us the opportunity to gift competition winners monetary as well as physical prizes. It also allows us to give back to the sex worker community through our low-income sex worker scheme. Sponsors also help us reach a wider audience, allowing us to continue to grow our community. We aim for sponsorship to be mutually beneficial, as you would be able to in turn reach our audience.

We only wish to work with brands who align themselves with our ethos. It is important for our partnerships to be with sex worker inclusive brands.

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What are we offering sponsors?



CONNECT WITH PDSM'S AUDIENCE

Reach new audiences through PDSM's social media and spectators at our event. Engage with folks from the pole industry and sex work industry. With PDSM, you have the opportunity to increase brand awareness.

STAND WITH OUR MESSAGE

PDSM currently runs the only sex worker-centered pole competition. Aligning your brand with PDSM will communicate your commitment to your clients. You are helping to provide sex worker opportunities and directly demonstrating the importance of supporting the founders of the pole industry.



BE A PART OF THE MAGIC

Whatever level package you choose, we are excited to have you be a part of the unique experience that PDSM brings. We have a whole range of sponsorship options, you can be in the middle of all the action and present prizes on stage to our winners! Maybe you'd prefer to sit back and sip champagne in the audience? You could drum up business with our stall options. Perhaps you'd prefer to solely connect with us online. We welcome any level of sponsorship involvement.

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Sponsorship packages

Email pdsmuk@gmail.com to enquire about sponsorships.
If you wish to propose an alternative sponsorship, please get in touch.

10" PACKAGE- ONLY 4 SPOTS!

£400

Cash only option

- Choose to sponsor one of our categories: Sensual, Show, Strip Tease or SS Twerk.
- You will get to present a cash prize on stage to your category's first place winner.
- 2 complimentary VIP live final tickets.
- Optional brand promotion table at our live final. *You can set yourself up at our marketplace's small fixed tables to promote directly to potential clients.*
- 'Supreme' brand promotion: your brand logo, brand description, website and instagram handle on our digital programme for our live final; sponsor announcement at our live event- your brand description will be read out by our compere; your brand featured with its own section on our website; 2 sponsor announcement social media posts and multiple instagram story sponsor announcements.

9" PACKAGE

£200

Cash only option

- 2 complimentary live final tickets with reserved seating.
- 'Luxe Plus' brand promotion: your brand logo, website and instagram handle on our digital programme for our live final; your brand featured on our website; 1 sponsor announcement social media posts and 2 instagram story sponsor announcements.

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Sponsorship packages

Email pdsmuk@gmail.com to enquire about sponsorships.

8" PACKAGE- LIMITED SPOTS

£150

Stall option - Cash donation - Prize donation

13 prizes required*

- Double stall spot at the live final.**
- 2 complimentary live final tickets with reserved seating.
- 'Supreme' brand promotion: your brand logo, brand description, website and instagram handle on our digital programme for our live final; sponsor announcement at our live event- your brand description will be read out by our compere; your brand featured with its own section on our website; 2 sponsor announcement social media posts and multiple instagram story sponsor announcements.

7" PACKAGE- LIMITED SPOTS

£80

Stall option - Cash donation - Prize donation

13 prizes required*

- Single stall spot at the live final.**
- 1 complimentary live final ticket.
- 'Luxe Plus' brand promotion: your brand logo, website and instagram handle on our digital programme for our live final; your brand mentioned on our website; 1 sponsor announcement social media posts and 2 instagram story sponsor announcements.

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Sponsorship packages

Email pdsmuk@gmail.com to enquire about sponsorships.

6" PACKAGE

£50

Cash donation - Prize donation

13 prizes required*

- 1 complimentary live final ticket.
- 'Luxe' brand promotion: your brand mentioned on our website; 1 sponsor announcement social media posts and 1 instagram story sponsor announcement.

** 13 prizes to include in winners' goodie bags. This is for 1st and 2nd place in the 4 original categories and for 1st place in the 4 Upcoming Performer categories. 1 prize also to be provided for our raffle, to raise money for dedicated sex worker charities. Prizes can be physical (like clothes) or in voucher form. Vouchers must cover the whole cost of a prize (no discount vouchers). 13 prizes to be provided in total.*

*** If you are wishing to purchase a stall option, this is just for your place, you will need to bring a table with you. This is because our venue is a strip club and does not already have tables, unlike other typical venues.*

We made a loss on sponsorship stall spots last year as we needed to hire tables in and transport them. We are therefore unable to continue to do this. We apologise for any inconvenience.

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Sponsorship packages

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SEX WORKER CHAMPION SPONSOR

Cash donation

£50

SUGGESTED
AMOUNT

Contributing solely to our low-income sex worker scheme.

We appreciate **any** amount of sponsorship. Our suggestion is £50. If you sponsor this amount or more, you will receive:

- 'Basic' brand promotion: 1 sponsor announcement post on social media and a mention on our website.

SEX WORKER BUSINESS OFFERS

We know many sex workers are passionate entrepreneurs who often set up businesses alongside their work in the sex industry! Some use this as a 'side-hustle', others use it as a means to build their dream business which they one day wish to do full time.

PDSM wants to facilitate as many sex worker opportunities as possible, *especially* to small, independent and newly-founded sex worker-owned businesses who need that extra boost to make their business dreams fly!

If this is you and you cannot afford our above packages, please get in touch with us.

Don't need a stall? At PDSM, we will have a stall area, acting as a 'sex worker corner', where we would like to promote sex worker businesses and offer the following:

- You can display business leaflets/business cards/promotional materials for FREE (or a 'pay what you feel' donation).
- Sex worker charities and organisations can access FREE stall spaces. You can also either give our compère information about the work you do, or you can have a talking spot on stage to promote the work you do.

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THANK YOU FOR READING OUR
SPONSORSHIP INFORMATION.
WE HOPE TO WORK WITH YOU SOON!

Email [pdsmuk@gmail](mailto:pdsmuk@gmail.com) to enquire about sponsorships.

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