

VANCOUVER BROTHERHOOD

DANCERS ARE THE NEW ATHLETES.

PARTNERSHIP DECK

BROTHERHOODCREW.COM

01 / WHO WE ARE

THE WORLD'S #1 DANCE TEAM

Brotherhood has been dominating the world's biggest stages and going viral online for 14 years. Representing Canada in the International Dance League, they won all 5 series events as well as the hearts of fans worldwide.

IDL 2026 SERIES CHAMPIONS · 5 FOR 5

- **IDL NEW YORK** – 1ST PLACE
- **IDL VANCOUVER** – 1ST PLACE
- **IDL SYDNEY** – 1ST PLACE
- **IDL SEOUL** – 1ST PLACE
- **IDL LOS ANGELES** – 1ST PLACE

BEFORE THIS SEASON

IDL Season Champions '25 · **VIBE** 1st Place '17, '19 · **Hip Hop International** World Champions '13, '14 · **Body Rock** Champions '15 · **World of Dance Vancouver** Champions '13–'15 · **NBC's World of Dance** 2018







02 / THE GROUND FLOOR

THE NEXT PRO LEAGUE.

Pickleball showed how fast a new sport can go pro. Dance is next. The IDL has teams, seasons, home games and a championship, with two new teams joining in 2028. It's still early.

2B
SOCIAL VIEWS, INAUGURAL SEASON

6M
LIVESTREAM VIEWS, INAUGURAL SEASON

ESPN2
MEDIA-RIGHTS DEAL, PLUS DISNEY+ INTERNATIONALLY

$15M
SERIES A RAISED

6 / 6
EVENTS SOLD OUT

Series A led by Elysian Park Ventures, the Dodgers ownership group's fund, with Sony Corporation, KB Partners, APEX, Yamaha Music Innovations Fund and October Ventures.



"DANCERS ARE SOME OF THE BEST ATHLETES IN THE WORLD."

JESSE BIDDLE · EX-MLB, GENERAL PARTNER, OCTOBER VENTURES

03 / OUR REACH

EVERYONE'S WATCHING

375M+
views on our channels in the past year

1.36M
followers across platforms

29.8M
likes, comments and shares in the past year

+265% increase in followers over the 2026 IDL season

340K average views per Instagram Reel

86% of TikTok viewers are 18 to 34

INSTAGRAM
536.8K followers
246.3M views (1 year)

TIKTOK
466K followers
87.8M views (1 year)

FACEBOOK
287.4K followers
36.1M views (1 year)

YOUTUBE
74.7K subs
4.8M views (1 year)

AS SEEN IN · THE NEW YORK TIMES · BILLBOARD · MEN'S FITNESS · GLOBAL NEWS · VANCOUVER SUN · VANCOUVER IS AWESOME

04 / THE TEAM

MEET THE ROSTER

5.1M+ FOLLOWERS ON THEIR OWN INSTAGRAM & TIKTOK

20 athletes, each with a personal brand and a loyal following. Partnering with Brotherhood means tapping into 20 communities at once, each with its own style, influence and global reach.



05 / PROOF · ON STAGE

THE RECEIPTS

ON STAGE · TOP SETS



VANCOUVER · ROUND 2

2.4M

views on YouTube



SYDNEY · ROUND 1

2.1M

views on YouTube

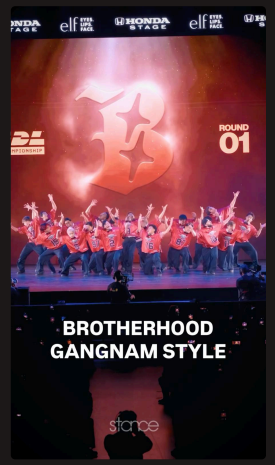


NEW YORK · ROUND 1

1.7M

views on YouTube

ON STAGE AND OFF · TOP CLIPS



13.6M

Gangnam Style on stage

Collab Reel with @stanceelements



6.9M

Toxic: rehearsal vs. stage

Instagram + Facebook Reels



4.8M

Back to back to back

TikTok

Views as of October 21, 2026.

06 / PROOF · ON SCREEN

STORIES PEOPLE ALREADY WATCH

LONG-FORM · YOUTUBE DOCUSERIES



281K views on the first episode



184K views on Vancouver's episode

PODCAST · FULL EPISODES ON YOUTUBE



215K views on YouTube



73K views in the first week

CLIPS · TIKTOK



394K

views on TikTok on one podcast clip

Every episode in the package comes with 3 clips like this.

Views as of October 21, 2026, on Brotherhood's own channels.

07 / ROLLOUT

THE 2027 SEASON

Six events. Four countries. One championship.

MAY 1

LOS ANGELES

USA

MAY 29

SEOUL

KOREA

JUNE 26

VANCOUVER

CANADA

HOME GAME

JULY 24

NEW YORK

USA

AUG 21

SYDNEY

AUSTRALIA

SEPT 18

CHAMPIONSHIP

USA

DATES SUBJECT TO CHANGE

DANCERS ARE THE NEW ATHLETES.
LET'S PROVE IT.



Brotherhood Crew
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