



NYC Dance Week 2015 (DANCE WEEK 2015) invites you to be a part of an extraordinary 10-day festival celebrating Dance & Fitness in our city.

DANCE WEEK 2015 will be held from Thursday, June 18 through Saturday, June 27, 2015. It will be free and open to the public.

NYC Dance Week ("Dance Week") is an annual 10-day festival where the whole community comes together to celebrate movement through dance and fitness while highlighting participating studios and instructors. By offering 10 days of FREE and DISCOUNTED classes, workshops, and events to the public in different formats and dance styles, the festival makes fitness and dance accessible to our community. We believe that budget should not be a limiting factor for individual participants to try a dance or fitness class, and with this as part of our mission, the festival brings immense value to the people of New York by encouraging them to be active, to be healthy and to celebrate life.

Participation Benefits:

- Bring new students/clients into your doors
- Targeted marketing exposure
- Promotion to over 100,000 & growing Dance Week network subscribers through the 10 days of the festival
- Reinforce and enhance brand image
- Show dedication and appreciation by inviting your student body to participate in an event that supports the entire dance community

Attached you will find the participant guide, instructions on submitting forms, and event marketing details.

Thank you in advance for your generous support of our community. **Nicole Touzien, our Studio Relations Director**, will be contacting you in a few days to follow up. If you have any questions or for more information, please feel free to contact her at **(347) 770-4348** or nicole@nycdanceweek.org.

For more information:
www.nycdanceweek.org

NYC Dance Week
PO Box 6750
New York, NY 10150
dance@nycdanceweek.org

**studio
opportunities**



june 18-27, 2015

participant guide

To participate in Dance Week, you must offer at least one free class, discounts, workshop or event during our 10-day festival. This will provide you with **Basic Participant** status. The enhanced participation levels below have added benefits with optimal exposure. Please note that ALL PARTICIPANTS need to fill out the forms online.

DEADLINES:

April 15, 2015 - Participant form submission and payment received (inclusion on press release)

April 22, 2015 - Logo / marketing materials submission

May 15, 2015 - Your offer submission

June 2, 2015 - Dance Week participant bag materials received

1. Choose your level of participation:

<input type="checkbox"/> PARTNER STUDIO	<input type="checkbox"/> PREMIERE STUDIO	<input type="checkbox"/> FEATURED STUDIO	<input type="checkbox"/> REWARD FEATURE
<ul style="list-style-type: none"> • Access to e-mail database (all 2015 registered participants) • Studio name announced at events • Logo included in Dance Week event coverage videos • Create promotional video on studio to place on Dance Week website, e-blast and social media networks • Inclusion in Partner's webpage on Dance Week website • Feature event on Dance Week app • Dedicated E-blasts (3) (10k+ subscribers) • Most prominent hyperlinked logo or banner placement on Dance Week Website (www.nycdanceweek.org) and weekly e-blasts • Most prominent studio listing on Dance Week Social Media Networks • Feature Studio Name in all Media/Press Release • Weekly dedicated social media posts (all year) • Insert in Dance Week participant bags • FitEngine to review a class <p>*This package is customizable.</p>	<ul style="list-style-type: none"> • Dedicated E-blast (2) (10k+ subscribers) • Hyperlinked logo placement on Dance Week Website and weekly e-blasts • Prominent studio listing on Dance Week Social Media Networks • Listed Company Name in press release schedule • Bi-monthly dedicated social media posts (all year) • Insert in Dance Week participant bags • FitEngine to review a class 	<ul style="list-style-type: none"> • Dedicated E-blast (1) (10k+ subscribers) • Hyperlinked listing on Dance Week Website • Studio listing on Dance Week Social Media Networks • Studio listing in the weekly Dance Week e-blast • Featured section on DW e-blasts (2) • Monthly dedicated social media post (all year) • FitEngine to review a class 	<ul style="list-style-type: none"> • Hyperlinked listing on Dance Week Website • Featured section on DW e-blast (1) (10k+ subscribers) • Dedicated social media post (1)

Please read page 4, Event Marketing Details, to see the amount of exposure you will get as a participant.

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June 18-27, 2015

participant & class/event form

Please use the link below to fill in our online participant and class/event form.

https://docs.google.com/forms/d/1tmqaX7batM-xVX1MWUX5m9vYa2uAGpQNG_LxwbjYelU/viewform

To ensure listing in the Dance Week program and other advertisements, please do the following by
April 15, 2015:

Fill out the online participant form (at least the Studio's Information & Level of Participation section)
and send check payable to NYC Dance Week to:

NYC Dance Week
PO Box 6750
New York, NY 10150

We understand that your offers may not be ready by January 15th so we are giving you until **May 15, 2015** to submit the Class/Event Offer Information. After you fill out the top section of the online form, you will receive a confirmation e-mail containing the link to your response. Please keep this handy for when you are ready to fill out the Class/Event Offer section of the form.

If you have questions or need clarification, please call Nicole Touzien at (347) 770-4348 or email nicole@nycdanceweek.org.

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May 15, 2015 - You offer submission

June 3, 2015 - Dance Week participant bag materials received

Thank you for keeping dance alive in NYC!

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event marketing details

LOCAL SUPPORT & MEDIA

- ⇒ Media partnerships with local media
- ⇒ Event postings on local media event calendars
- ⇒ Working with public relations firm to contact media
- ⇒ NYC boroughs' proclamation awareness for Dance Week

GRASS ROOTS CAMPAIGN

- ⇒ Volunteers will join in the marketing effort by making telephone calls and e-mails to numerous media contacts—including newspapers, news channels, and by volunteering at the event.
- ⇒ Members of the community will be promoting through their personal contacts in their local neighborhoods
- ⇒ Dance Week, NYC10, FitEngine, and participating dance studios and schools will promote through their database of numerous organizations, community leaders, and city officials.

ONLINE CAMPAIGNS

- ⇒ E-Blasts to a list of over 10,000 recipients and through various partners working within the community.
- ⇒ Event listing placed on high volume, high viewer online calendars and lifestyle related sites
- ⇒ Utilize social media strategies for daily promotion, videos of Dance Week events and interactive campaigns (trivia, sweepstakes, etc.)

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