





NYC Dance Week 2021 invites you to be a part of an extraordinary 10-day festival celebrating Dance & Fitness in our city. This year's event will be held **June 10-19, 2021** and it is going to be virtual & global.

DANCE WEEK is an annual festival that makes fitness and dance accessible to our community by offering 10 days of FREE and DISCOUNTED classes, workshops, and events to the public in different formats and dance styles, highlighting participating studios and instructors. The festival brings immense value to the people of New York and around the world by encouraging them to be active, to be healthy and to celebrate life.

Participation Benefits:

- Bring new clients into your doors
- Targeted marketing exposure (paid levels only)
- Promotion to over 100,000+ network subscribers
- Reinforce and enhance your brand image
- Illustrate your community and arts support

| | PARTNER \$300 *This package is customizable. | □ PREMIERE \$200 | □ FEATURE \$100 | □ SPOTLIGHT \$50 |
|--|---|---------------------|--------------------|----------------------|
| Access to e-mail database (all 2021 registered participants) | √ | | | |
| Inclusion in Partner's webpage on Dance Week website | 1 | | | |
| Feature your Dance Week class offers on e-blast and social media | 3 classes | 2 classes | 1 class | |
| Logo inclusion in all Dance Week promo videos | ✓ | ✓ | | |
| Studio Name in all Media/Press Release | Featured | Listing | | |
| Studio listing on Dance Week Social Media Networks | Most prominent | Prominent | Listing | Listing |
| FitEngine to review a class | √ | √ | √ | |
| Hyperlinked logo/banner/listing placement on Dance Week Website (www.nycdanceweek.org) and weekly e-blasts | Most prominent | Prominent | Listing | Listing |
| Dedicated social media posts (all year) | Weekly | Bi-monthly | Monthly | 2 |
| Dedicated E-blasts (30k+ subscribers) | 3 | 2 | 1 | Featured Section (2) |
| Instagram Live interview (instructor, studio mgnt, etc.) | ✓ | | | |

Fill in the online participation here: <u>https://forms.gle/DiL1gec4fjeaXK4K7</u>

studio opportunities



june 10-19, 2021

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:

May 1, 2021 - Participant form submission and payment received Logo /marketing materials submission

June 4, 2021 - Your offer submission

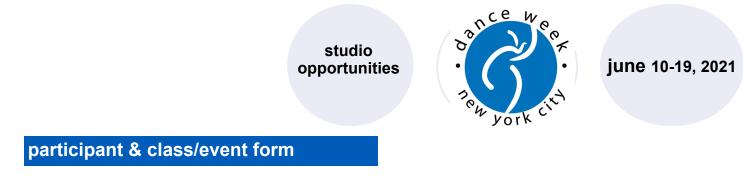
1. Choose your level of participation:

| □ PARTNER STUDIO \$300 | PREMIERE STUDIO \$200 | □ FEATURED STUDIO \$100 | □ SPOTLIGHT STUDIO \$50 |
|--|---|---|---|
| Access to e-mail database (all 2021 registered participants) Inclusion in Dance Week's Partners webpage on Dance Week website Feature three of your Dance Week class offers on e-blast and social media Dedicated E-blasts (3) (20k+ subscribers) Weekly dedicated social media posts (all year) 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 FitEngine to review a class Instagram Live interview with one of your instructors, studio mgnt. rep, &/or loyal student. | Dedicated E-blast (2) (20k+ subscribers) Hyperlinked logo placement on Dance Week Website and weekly e-blasts Feature two of your Dance Week class offers on e-blast and social media Prominent studio listing on Dance Week Social Media Networks Listed Company Name in press release schedule Bi-monthly dedicated social media posts (all year) Listing in all Media/Press Release FitEngine to review a class | Dedicated E-blast (1) (20k+ subscribers) Hyperlinked listing on Dance Week Website & weekly e- blast Feature one of your Dance Week class offers on e-blast and social media Studio listing on Dance Week Social Media Networks Monthly dedicated social media post (all year) Listing in all Media/Press Release FitEngine to review a class | Featured section (2) on Dance Week weekly e- blasts Listing on Dance Week's featured studios webpage Studio Listing on Dance Week Social Media Networks Two dedicated social media post Studio listing in the weekly Dance Week e-blast |

For more information:

NYC Dance Week 37 W 46th St., 2nd Fl New York, NY 10036 dance@nycdanceweek.org

www.nycdanceweek.org



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

https://forms.gle/DiL1gec4fjeaXK4K7

To ensure listing in the Dance Week program and other advertisements, please do the following by **May 1, 2021:**

- ⇒ Fill out the online participant form (at least the Studio's Information & Level of Participation section) and send payment via Venmo (@Tendu-Inc) or PayPal (dance@nycdanceweek.org). If paying by check, please contact Pooja Uberoi.
- \Rightarrow Submit the Class/Event Offer Information

If you have questions or need clarification, please call Pooja Uberoi **at (917) 900-2643** or email **pooja@nycdanceweek.org.**

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Thank you for keeping dance alive!

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