



**JUNE 11 - 20, 2020**



NYC Dance Week 2020 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 11-20, 2020** 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

	<input type="checkbox"/> <b>PARTNER</b> <b>\$300</b> *This package is customizable.	<input type="checkbox"/> <b>PREMIERE</b> <b>\$200</b>	<input type="checkbox"/> <b>FEATURE</b> <b>\$100</b>	<input type="checkbox"/> <b>SPOTLIGHT</b> <b>\$50</b>
Access to e-mail database (all 2020 registered participants)	✓			
Inclusion in Partner's webpage on Dance Week website	✓			
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: <https://forms.gle/8H8UpDHHUr49RiLcA>

Contact: Pooja Uberoi at [Pooja@nycdanceweek.org](mailto:Pooja@nycdanceweek.org) or 917-900-2643

## studio opportunities



june 11-20, 2020

## 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:

**June 1, 2020** - Participant form submission and payment received  
Logo /marketing materials submission

**June 4, 2020** - Your offer submission

### 1. Choose your level of participation:

<input type="checkbox"/> <b>PARTNER STUDIO</b> <b>\$300</b>	<input type="checkbox"/> <b>PREMIERE STUDIO</b> <b>\$200</b>	<input type="checkbox"/> <b>FEATURED STUDIO</b> <b>\$100</b>	<input type="checkbox"/> <b>SPOTLIGHT STUDIO</b> <b>\$50</b>
<ul style="list-style-type: none"> <li>• Access to e-mail database (all 2020 registered participants)</li> <li>• Inclusion in Dance Week's Partners webpage on Dance Week website</li> <li>• Feature three of your Dance Week class offers on e-blast and social media</li> <li>• Dedicated E-blasts (3) (20k+ subscribers)</li> <li>• Weekly dedicated social media posts (all year)</li> <li>• Most prominent hyperlinked logo or banner placement on Dance Week Website (www.nycdanceweek.org) and weekly e-blasts</li> <li>• Most prominent studio listing on Dance Week Social Media Networks</li> <li>• Feature Studio Name in all Media/Press Release</li> <li>• FitEngine to review a class</li> <li>• Instagram Live interview with one of your instructors, studio mgnt. rep, &amp;/or loyal student.</li> </ul> <p>*This package is customizable.</p>	<ul style="list-style-type: none"> <li>• Dedicated E-blast (2) (20k+ subscribers)</li> <li>• Hyperlinked logo placement on Dance Week Website and weekly e-blasts</li> <li>• Feature two of your Dance Week class offers on e-blast and social media</li> <li>• Prominent studio listing on Dance Week Social Media Networks</li> <li>• Listed Company Name in press release schedule</li> <li>• Bi-monthly dedicated social media posts (all year)</li> <li>• Listing in all Media/Press Release</li> <li>• FitEngine to review a class</li> </ul>	<ul style="list-style-type: none"> <li>• Dedicated E-blast (1) (20k+ subscribers)</li> <li>• Hyperlinked listing on Dance Week Website &amp; weekly e-blast</li> <li>• Feature one of your Dance Week class offers on e-blast and social media</li> <li>• Studio listing on Dance Week Social Media Networks</li> <li>• Monthly dedicated social media post (all year)</li> <li>• Listing in all Media/Press Release</li> <li>• FitEngine to review a class</li> </ul>	<ul style="list-style-type: none"> <li>• Featured section (2) on Dance Week weekly e-blasts</li> <li>• Listing on Dance Week's featured studios webpage</li> <li>• Studio Listing on Dance Week Social Media Networks</li> <li>• Two dedicated social media post</li> <li>• Studio listing in the weekly Dance Week e-blast</li> </ul>

For more information:

[www.nycdanceweek.org](http://www.nycdanceweek.org)

NYC Dance Week  
37 W 46th St., 2nd Fl  
New York, NY 10036  
[dance@nycdanceweek.org](mailto:dance@nycdanceweek.org)

studio  
opportunities



june 11-20, 2020

## participant & class/event form

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

<https://forms.gle/8H8UpDHHUr49RiLcA>

To ensure listing in the Dance Week program and other advertisements, please do the following by  
**June 1, 2020:**

- ⇒ 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.
- ⇒ 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](mailto:pooja@nycdanceweek.org).*

### DEADLINES:

**June 1, 2020** - Participant form submission and payment received  
Logo /marketing materials submission

**June 4, 2020** - Your offer submission

**Thank you for keeping dance alive!**

For more information:

[www.nycdanceweek.org](http://www.nycdanceweek.org)

**NYC Dance Week**  
37 W 46th St., 2nd Fl  
New York, NY 10036  
[dance@nycdanceweek.org](mailto:dance@nycdanceweek.org)