



Photo: Anna Kuzmina

DANCEWAVE

A 501c3 Nonprofit Organization
Presents **the 9th Annual**



Dancewave Through College & Beyond

DTCB 2019

Co-presented by **DANCE**
magazine

MEDIA KIT & EVENT OVERVIEW

OCTOBER 5 & 6, 2019

EVENT CONTACT

dancewave.org/DTCB | (347) 408-0643 | DTCB@dancewave.org

DTCB SPONSORS & PARTNERS:





Preparing students for their futures in dance

Event dates: OCTOBER 5-6, 2019

Event location: Hunter College

The City University of New York
West Building - 695 Park Ave
New York, NY 10065

DTCB SOCIAL MEDIA:

  [DancewaveDTCB](#)

[#dancewavethroughcollege](#)

Dancewave Through College & Beyond (DTCB) is a unique nationwide event that includes free workshops, auditions, a college fair and more to prospective college students seeking continued education in Dance. Providing a much-needed service to college dance programs and to high school students and their families, Dancewave Through College & Beyond offers the opportunity for students to connect, one-on-one, with renowned faculty from up to 40

colleges across the country and audition for up to 30 programs in one place. Panel discussions and workshops help students dream and translate their dance study and skills into exciting career paths beyond stage performance. **Dancewave's integral DTCB College Guide** assists in navigating the college admissions process and scholarship opportunities. Overall, DTCB attendees are better prepared to make the most of their college dance experience. **Join us!**

- 🌐 **\$4.5 million in scholarships given to date**
- 🌐 **40 Colleges & Universities represented**
- 🌐 **300 Prospective College Freshmen**

WHAT DTCCB OFFERS FOR COLLEGES

College Fair

College representatives recruit and speak one-on-one with highly motivated students and gauge interest in their program from year to year

Smaller colleges get increased traffic and the opportunity to stand out to top-quality candidates

Auditions

College audition panelists see up to 140 prospective students, organized by Dancewave staff and volunteers

Dancewave provides colleges with video footage of the entire audition

Panels & Workshops

With access to career panels and portfolio workshops, DTCCB attendees are better equipped to make a maximum impact in their chosen program

Showcase

Participating colleges can further represent their department in the DTCCB Showcase performance (limited performance slots available)

"In my view Dancewave Through College and Beyond is an essential event for college reps looking to recruit talented high school dancers who are serious about their ambitions to study dance for their Baccalaureate degree. It attracts dancers from across the country, standard of technique and performance is consistently high, and the audition process itself is very well organized."

Victoria Watts Chair of the Dance Department
at Cornish College of the Arts

WHAT DTCCB OFFERS FOR STUDENTS & FAMILIES



Photo: Linneah Anders

■ College Fair

Students interface one-on-one with reps from up to 40 colleges to help narrow down their college search

■ Auditions

Auditionees are seen by up to 30 college representatives at once, saving families valuable time and resources

■ Panels

■ Workshops

Including Admissions and Financial Aid information; Conservatory vs. Certificate programs; How to Design a Portfolio; Careers in Dance Panel & more

■ Peer-to-Peer

■ Meet & Greets

Prospectives and parents share their college search experience and gain insight to programs directly from graduates, current college students and their parents first-hand in an intimate group setting

■ Scholarships

For many schools on the audition panel, dancers are also considered for scholarship opportunities

“

I am so grateful and appreciative to Dancewave and their DTCCB event. It gave me the tools to understand the college dance process, which is totally different from the general college search. Each time I attended I gained clarity and reaffirmed my passion for dance.”

Waverley Leung Three-time DTCCB attendee, 2019 Graduate of Montclair State University, former Dancewave Intern and current Intern at José Limón Dance Company

ATTENDEE & MEDIA STATISTICS

\$4.5 million

in college tuition scholarships facilitated by DTCB audition

audition slots sold out in
4 weeks

High event demand!

over
17,000
dance enthusiasts

DANCEWAVE REACH:

10,000 Email
2,900 Instagram
2,700 Facebook
1,500 Twitter

45%
from across the U.S.

75%
graduating high school seniors

EMAIL OPEN-RATE:
(well above industry standard)

34% students
25% colleges

55%
from New York State & NYC

Advertising Specs for Colleges & Sponsors

Senior Package - Full Page (vertical orientation) 5.25"w x 8.25"h

Junior Package - Half Page (horizontal orientation) 5.25"w x 4"h

*Featured in DTCB Program - all advertisements printed in black & white
Provide a high resolution PDF or JPG file, emailed to DTCB@dancewave.org*



DANCEWAVE PROGRAMS:

- **Youth Company Program**
- **Youth Leadership Council**
- **Arts Educator Training**
Supported by the National Endowment for the Arts
- **Year-round Youth and Adult Classes**
- **Summer Camps & Intensives**
- **Scholarship Initiatives**
- **College Preparedness/DTCB**
- **Public School Programs**
Operating in 35 public schools across all five NYC boroughs

Photo: Laura Nitz



Dancewave **MISSION**

Dancewave provides access to a community dance experience that encourages individuality and whole-person development throughout New York City and beyond. Through innovative programming we use dance as an expressive vehicle for transformation.

HISTORY & CULTURE MODEL

Founded in 1995 by Artistic/Executive Director Diane Jacobowitz, Dancewave's unique model combines rigorous training with artistic integrity in a supportive environment. Students are mentored by accomplished dance professionals, which allows for personal growth as well as superior dance education.

The Dancewave Culture Model (DCM) is grounded in restorative practices, a social science that studies how to build social capital and achieve social discipline through participatory learning and decision-making. DCM is also guided by The Young Artist Citizens focus (YAC), which is designed to empower students to lead, take ownership of their learning, and become active members of their learning community.