



Dancewave Through College & Beyond

DTCB 2020

Co-presented by **DANCE**
magazine



- Why & Purpose Career?
- How do you lay the foundation in your college years?
- Freshman year – Learning from Trial and Error
- Sophomore year – Identifying Skills and Interests
- Junior year – Focusing and Exploring Outward
- Senior year – Planning Forward
- Year 5 – Creating Your Support Network

MEDIA KIT

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Special Events Producer

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DATES: October 16-18 & 23-25

WEBSITE: dancewave.org/dtcb

Photos by Effy Grey

COLLEGE FAIR - AUDITIONS - PANELS & WORKSHOPS

Sponsored in 2019-2020 by Dance Magazine, Dancewave Through College & Beyond (DTCB) is a one-of-a-kind nationwide event **helping hundreds of high school students each year fully explore college dance opportunities** and to assist them in navigating the college admissions process. **DTCB Auditions bring panelists from premier colleges from across the U.S. and internationally**, maximizing families' time and resources. DTCB attendees leave better prepared for their college careers in dance, and schools benefit from meeting our highly motivated and diverse group of attendees.

Without the physical limitations of an in-person event, going virtual in 2020 increases our potential capacity for Audition panelists by 100%! This year, up to 60 colleges may participate in our Complete Fair & Auditions Package.

over
\$10 million
in college scholarships
offered through DTCB
auditions to date!

"My daughter was able to get accepted into all the (dance degree program) schools she applied to without even having to go on campus—and has even gotten scholarship money from some schools as well! Such an amazing program and an amazing way to kick off audition season!"

- Nanette F. - Parent of DTCB 2019 Auditionee

DTCB 2020: OCTOBER 16-18 & 23-25

Presenting the 10th Annual DTCB as a Virtual Event!

College Fair, Auditions, Panels & Workshops



Traditionally held on an NYC college campus with nearly 1000 attendees, Dancewave has adapted its professional networking event DTCB to be completely virtual in 2020, providing a web-based platform for its College Fair, coveted Auditions, education panels, workshops and more.

Academically, high school juniors and seniors have perhaps been hit the hardest by COVID-19.

Those committed to pursuing dance may feel more vulnerable than ever. Proud to be one of very few college dance fairs responding to the COVID-19 crisis, DTCB remains steadfast as a trusted institution designed to empower and inform college-bound dancers with relevant skills that they need to succeed in college and in their exciting careers beyond.

Creating life-changing connections among up to 1000 DTCB attendees: including representatives from up to 60 colleges, over 900 students and parents, and up to 200 auditioning high school seniors!

Virtual College Fair & Website Booths



VIRTUAL COLLEGE FAIR PANELS

Up to 60 top dance degree programs from across the world have reserved seats for their reps in our 90-minute College Fair Zoom panels. Similar to guests visiting the college tables at the real fair, recruiters will have the opportunity to network with interested students in a private 30-minute breakout room built into the session.

Additionally, one current student or alumni per school may participate in our Peer-to-Peer panel: a DTCB favorite among students, giving them a unique "insider" view!



Another silver lining of our virtual event: increased promotions! Our expanded DTCB website (launching early July!) gives graduating high school seniors and college representatives alike more convenient, web-based access to the critical information they need.

DTCB Premium Virtual College Booth Sample

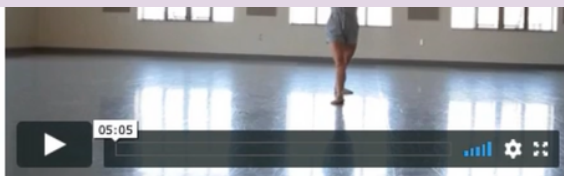
DTCB 2020 colleges and non-degree programs will receive their own custom Virtual Booth, giving all schools a landing page and up to 10-month "lease" on our expanded DTCB website from July 2020 - May 2021.

Each Virtual Booth includes:

- Program overview
- Website link
- Brochure link
- Contact information
- Notable Alumni
- Video link*
- 3 photo highlights*

*Premium promotions

[Click here to tour a Virtual Booth!](#)



HIGHLIGHTS:

The Bachelors of Fine Arts (BFA) in Dance provides a comprehensive education across the field of contemporary modern dance with a core focus on the dancing experience. To that end, students are offered a solid foundation during their first two years of study in the following curricular areas: movement practice, performance, choreography, dance

Non-event/Marketing-only Package options available!

Virtual Booths released to general public starting November 1st, 2020, following the DTCB virtual event

Virtual Audition and Brand New Senior Auditionee Database



VIRTUAL AUDITIONS

In the absence of live, in-person auditions this year, DTCB 2020 Audition Panelists will receive a password to view the web-based Audition Database, accessible at their own convenience. **The DTCB Audition Database features up to 200 graduating senior audition video links of pre-designed Ballet and Modern choreography as well as Improvisation solos, headshots and resumes—all organized under our simple website login.** In the weeks leading up to the October event, Dancewave staff provides detailed video guidelines for students to produce the best possible quality recordings.

DTCB Audition Senior Profile Sample



Amber Brown (Graduating Senior)

Middleton High School - Madison, Wisconsin

[Ballet Audition Video link \(Barre & Adagio\)](#)

[Modern Audition Combination \(incl. Improvisation\)](#)

[Resume](#) | **BONUS OPPORTUNITY:** Auditionees may submit a third video of any dance style, giving them full expression of their culture or passion

SENIOR PROFILES also available for non-auditioning seniors on a separate page, which include headshot & resume only, no video links.

WHAT PEOPLE ARE SAYING ABOUT DTCCB

DTCCB is a tried-and-true model for making meaningful connections among college recruiters and motivated high school students, even as a virtual event! Each year, Dancewave staff and volunteers produce a high-quality, high-value, organized event for up to 1000 attendees. Join us for the magic!

"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 Intern at José Limón Dance Company

"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



ATTENDEE & MEDIA STATISTICS

over \$10 million

in college tuition scholarships
facilitated by DTCB auditions
to date

CURRENT REACH:

- **10,000** Email
- **3,500** Instagram
- **2,900** Facebook
- **1,500** Twitter

EMAIL OPEN RATE:
(above industry standard)

34%

student
contacts

25%

college
contacts

over
17,000
dance enthusiasts

2019 audition
slots sold out in
4 weeks

High event
demand!

49%

students from
outside NY

48

colleges represented
in 2019 event

51%

students from
New York State
& metro area

Advertising Specs for Colleges & Sponsors

- Audition & College Fair Plus Packages - Full Page (vertical) 5.25"w x 8.25"h
- College Fair & Booth Only Packages - Half Page (horizontal) 5.25"w x 4" h

All advertisements featured in color for our 2020 digital event program!

Provide a high resolution PDF or JPG file, emailed to marketing@dancewave.org



Photo: Laura Nitz



Dancewave
Celebrating 25 Years

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.

DANCEWAVE CENTER:

182 4th Avenue
Brooklyn, NY 11217
718.522.4696

DANCEWAVE SOCIAL:

dancewave.org
@dancewave
#dancemakeswaves

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 70+ public schools & senior centers across all five NYC boroughs

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.