



Dancewave Through College & Beyond

# DTCB 2021

Co-Presented by **DANCE**  
magazine



# OCTOBER 22-24

Pre-Event App Engagements October 8-21

## CONTACT

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Photos by Effy Grey

# COLLEGE FAIR - AUDITIONS - PANELS & WORKSHOPS

**Sponsored two years in a row 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.



*Over*  
**\$13 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 2021: OCTOBER 22-24**

# Presenting the 11th Annual DTCB as a Virtual Event!

College Fair, Auditions, Panels & Workshops



Traditionally held on an NYC college campus with nearly 1000 attendees, Dancewave successfully 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.

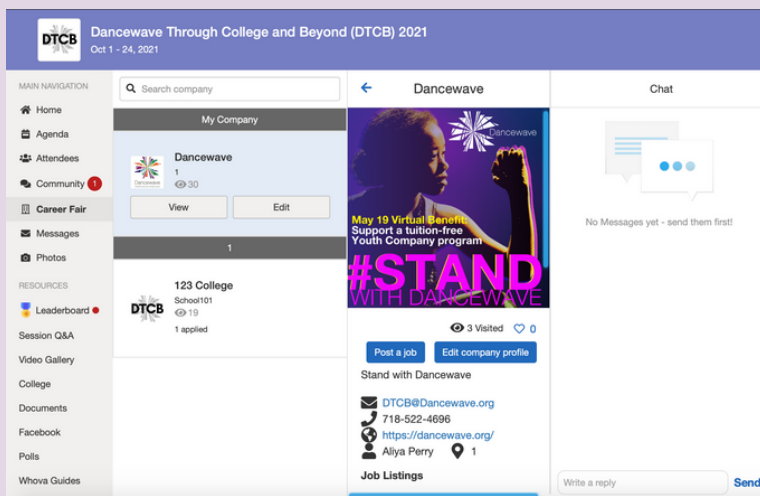
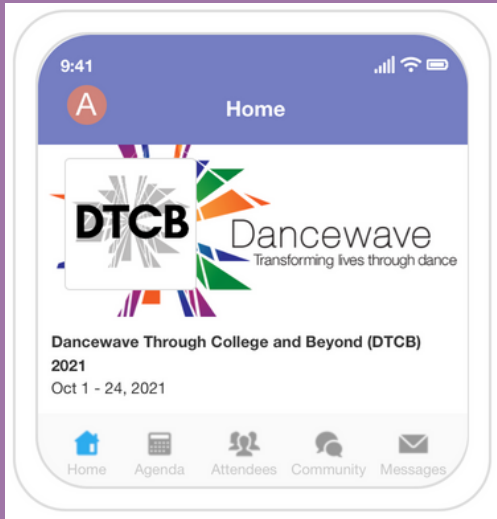
**Academically, high school juniors and seniors were perhaps hit the hardest by COVID-19. Dancewave's commitment to the mission made it possible for close to 200 graduating seniors to audition online for over 40 top dance programs in the United States and United Kingdom and many were able to receive financial college scholarships.**

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.

# DTCB NOW ON *Whoova*

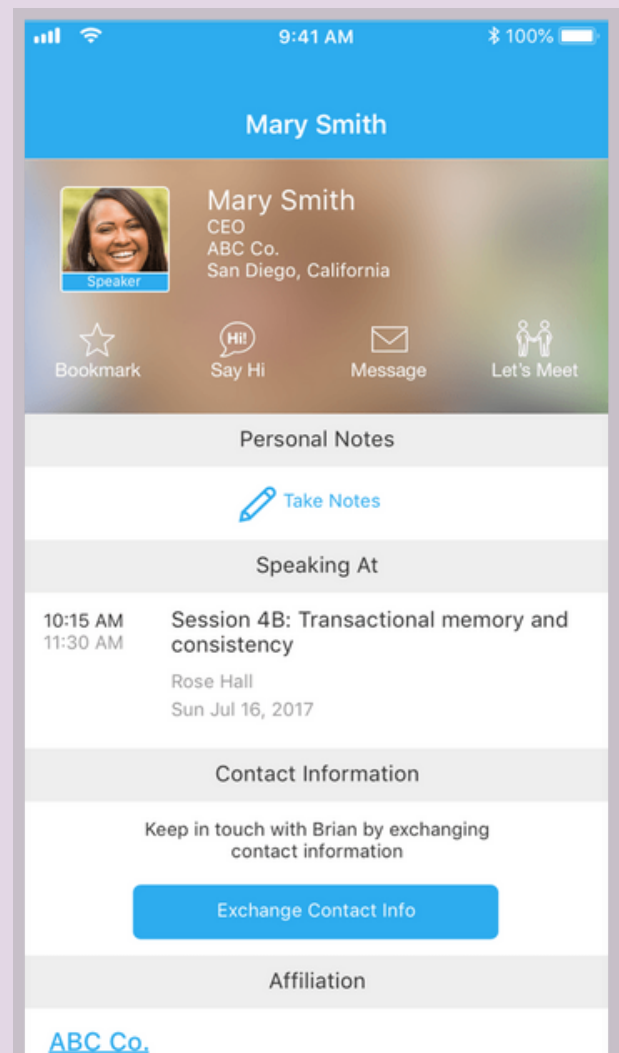
## Official Event App of DTCB 2021

- Explore virtual **college booths**
- **Network** with college representatives
- Engage with colleges and other attendees on the **community board**
- Access the **event agenda** and gain access to exclusive pre-event engagements

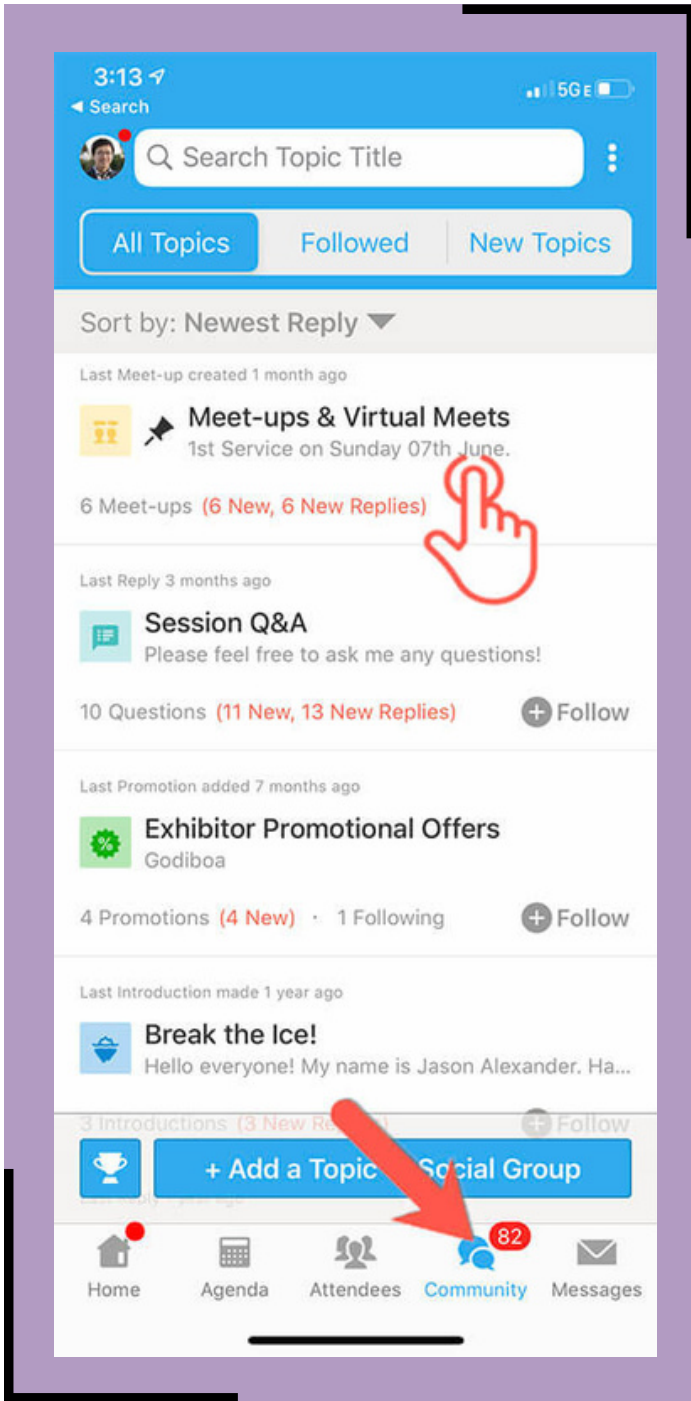


Access the event via Desktop  
or Mobile Phone App

CREATE A  
*personalized*  
STUDENT PROFILE



DTCB 2021: OCTOBER 22-24



*Connect*  
with 300+ students and  
up to 60 colleges



**DTCB SHOWCASE  
RETURNING IN 2021**

See the dance programs in action!

# WHAT PEOPLE ARE SAYING ABOUT DTCB

As a parent and a college counselor for a performing arts high school for over 25 years, I was impressed with the organization and use of technology to pull together this opportunity for dance students. My daughter and students gained a wealth of knowledge and had a wonderful experience. We will attend again.

**-Joel Diamond, College Counselor, Las Vegas Academy of the Arts**

My daughter is a junior in HS and it was nice to get a step ahead and learn from the colleges and students what is college is like. It made her feel less anxious for next year because she knows how to prepare. The dance wave team were very professional, helpful and very organized. I look forward to joining Dancewave again next year when she is ready to audition. **-DTCB 2020 Parent Participant**



# ATTENDEE & MEDIA STATISTICS

**over \$13 million**

in college tuition scholarships facilitated by DTCB auditions to date

## CURRENT REACH:

- **10,000** Email
- **3,500** Instagram
- **2,300** Facebook
- **1,600** Twitter

## EMAIL OPEN RATE: (above industry standard)

**43%**

student contacts

**24%**

college contacts

**82%**

of students participated in the audition

**56**

colleges represented in 2020 event

Consistently  
**SOLD OUT**

High event demand!

**79%**

students from outside NY

**21%**

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 2021 digital event program!**

Provide a high resolution PDF or JPG file, emailed to [marketing@dancewave.org](mailto:marketing@dancewave.org)



Dancewave

## DANCEWAVE CENTER:

182 4th Avenue  
Brooklyn, NY 11217  
718.522.4696

### AVAILABLE 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

## MISSION

Dancewave provides access to supportive and empowering dance experiences that center social, emotional and cognitive development through movement. Developing programs to meet community needs, we use dance as a vehicle for transformation, expression, active citizenship and self reflection. Dancewave fosters a culture where dance is celebrated as a healing and inclusive art form.

[dancewave.org](http://dancewave.org)  
[@dancewave](https://www.instagram.com/dancewave)  
[#dancemakeswaves](https://www.tiktok.com/tag/dancemakeswaves)