



Dancewave Through College & Beyond

DTCB 2021



OCTOBER 22-24

Pre-Event App Engagements October 8-21

CONTACT

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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.

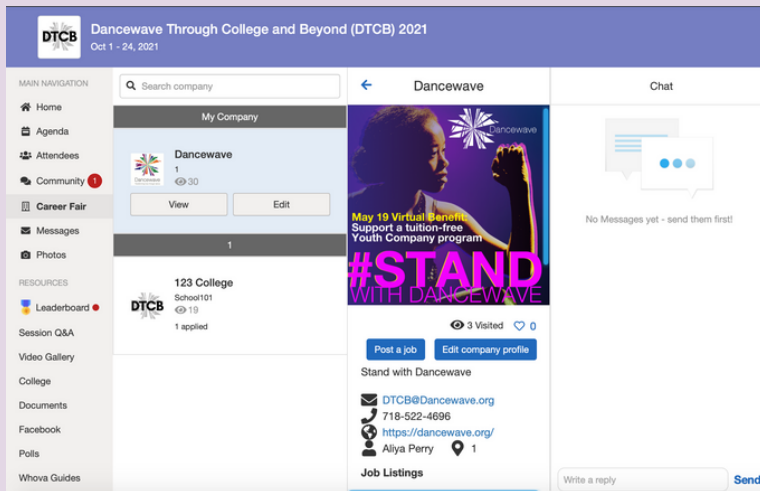
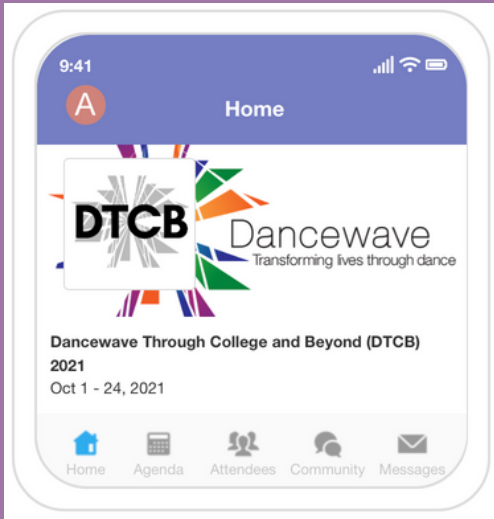
Academically, high school juniors and seniors were perhaps hit the hardest by COVID-19. Dancewave's commitment to the mission made it possible for close to 200 graduating seniors to audition online for over 40 top dance programs in the United States and United Kingdom and many were able to receive financial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

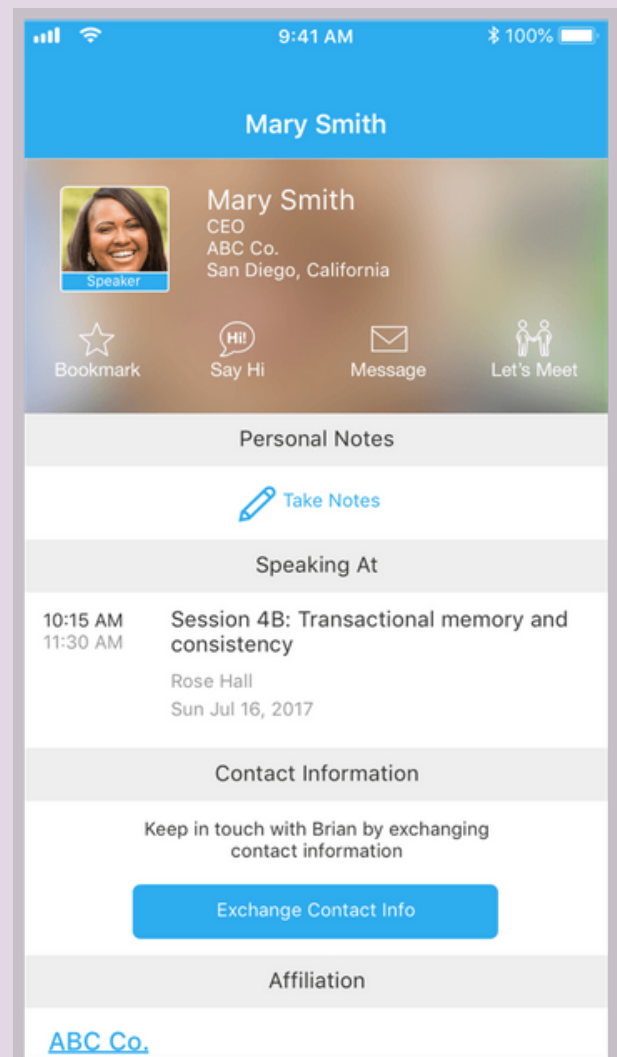
Official Event App of DTCB 2021

- 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

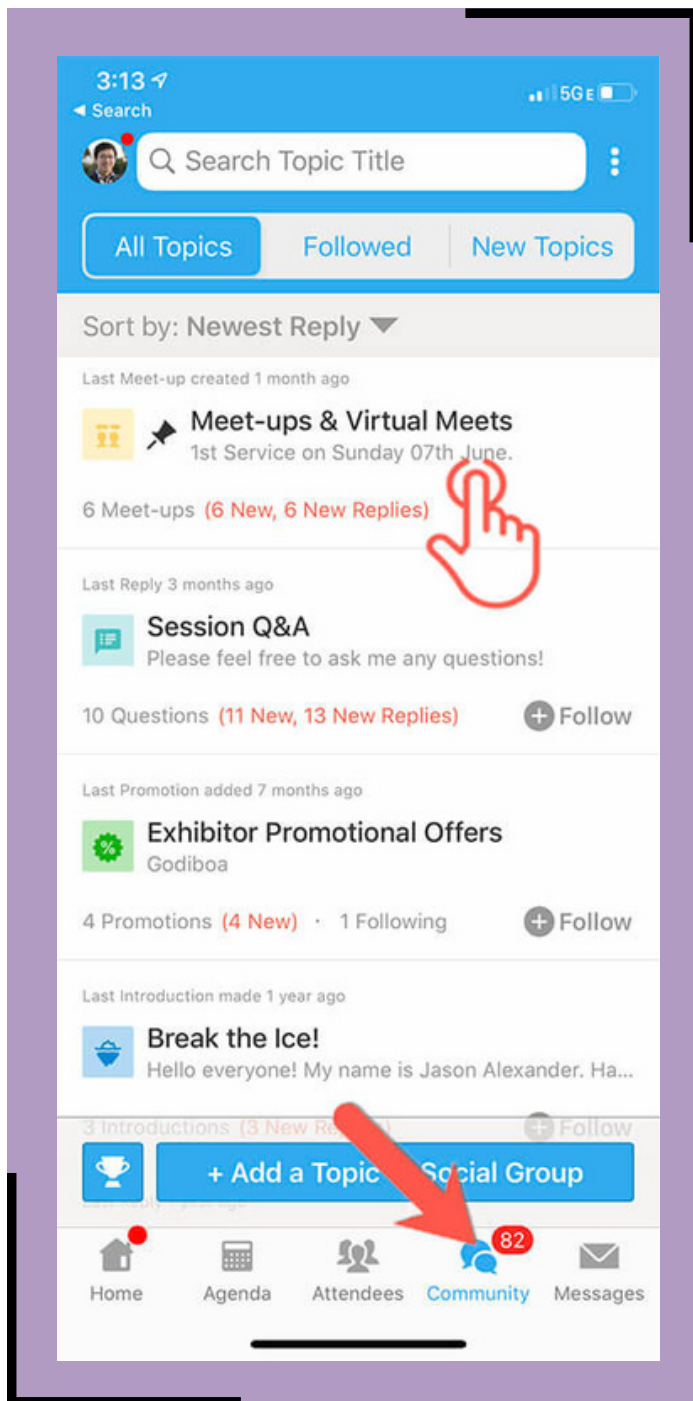


Access the event via Desktop
or Mobile Phone App

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



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
@dancewave
#dancemakeswaves