

Welcome to Dance Chicago 2011



Opening Day for Dance Chicago is October 15, 2011

Why are you here today?

1. To understand how to help us market the festival
2. To assist in selling tickets
3. To confirm your performance schedule and repertory
4. To schedule a technical rehearsal
5. Deadlines for playbill copy
6. To understand how artistic fees work
7. To understand theatre protocol



What is the Dance Chicago Schedule?

- 17 Performances from October 15 through November 20, 2011

Complete schedule at www.dancechicago.com

Mandel Hall: Dance Slam October 15 at 8:00 pm

Stage 773: 16 shows, Nov. 2 through Nov. 20



What are the Dance Chicago Schedule Details?

At Mandel Hall, University of Chicago Campus, 1131 East 57th Street, Chicago, IL 60637

1. Dance Slam 2011, Oct. 15 @ 8:00 pm

At Stage 773, 1225 West Belmont Avenue

2. First Night, Nov. 2 @ 8 pm

3. New Moves A, Nov. 3 @ 8 pm

4. Jazz Cabaret, Nov. 4 @ 8:15 pm

5. No Mi La Mad Dance, Nov. 5 @ 8:15 pm

6. Jazz Cabaret, Nov. 6 @ 3 pm

7. Young Voices, Nov. 9 @ 8 pm

8. New Moves B, Nov. 10 @ 8 pm

9. Urban Movement: Tap Water, Nov. 11 @ 8:15 pm

10. Jump Rhythm Jazz Project, Nov. 12 at 8:15 pm

11. Jump Rhythm Jazz Project, Nov. 13 at 3:00 pm

12. New Moves B, Nov. 16 @ 8 pm

13. Dance Carnival, Nov. 17 @ 8 pm

14. Urban Movement (The One Prequel), Nov. 18 @ 8:15 pm

15. Urban Movement (The One Prequel), Nov. 19 @ 8:15 pm

16. Choreographers Showcase, Nov. 20 @ 3 pm

17. Choreographers Showcase, Nov. 20 @ 7 pm



Ticket Prices for the Festival



All Tickets are available through www.dancechicago.com

Your discount Dance Slam code is: DC11FB to get \$5 off each ticket.

Dance Slam \$25 - \$5 discount = \$20

Your FB discount Stage 773 code is: DC11**FB to get \$7 off each ticket.

Your ML discount Stage 773 code is: DC11**ML to get \$5 off each ticket.

All other Stage 773 Shows: \$27 - \$7 discount = \$20 + Box Office Fees

Where Does the Ticket Revenue Go?

Theatre Rent

Production Team Fees

Public Relations / Marketing

Production Rentals

Artistic Fees



You are Marketing Team of Dance Chicago

We expect your and all your dancers help with:

Eblasts

Social Media: Facebook, Youtube, Twitter

Flyers / Posters

Preview Articles

Calendar Listings

No more expensive brochures or print ads - ineffective



Who are your marketing contacts?

Public Relations: TIM WARD

H+A International (312) 332-4650, ext. 18

tward@h-a-intl.com

Social Media: **Reyna Hoerdeman, Queen Bee Media**

rhoerdeman@yahoo.com

Not getting answers: JOHN SCHMITZ

(773) 989-0698

john@dancechicago.com



Why are ticket sales so important?

90% of Dance Chicago is now supported only by Ticket Revenue

Artistic Fees are possible only if ticket revenue from Stage 773 is greater than \$45,000

That is \$15,000 per week, or \$2,812 per show

Potential: $\$27 \times 148 \text{ seats} = \$3,996$ (Approximately \$3,700 net after box office fees)

$\$3,700 - \$2,812 = \$887.50$ in artistic fees per show

Low sales, discounted tickets reduce artistic fees



How many tickets are you responsible for?



At Stage 773, there are 148 seats. If there are 74 minutes of dance on the show, this means each minute requires two people to come watch it. So, if your dance is 10 minutes long, you are responsible for 20 people. If you have 10 dancers in your group, each dancer is required to bring two people.

Another way to look at it: if there are 74 dancers on stage, each brings two people and we reach 148.

At Mandel Hall, there are 950 seats. If there are 425 dancers in the show, this means each dancer must bring in two people and we sell out.

These are simple scenarios and if each dancer does their part, we sell out.

Marketing To Do List

General Activities

1. Tell all your friends, family and colleagues to purchase tickets IN ADVANCE at www.dancechicago.com

NOTE: ALL TICKETS MUST BE PURCHASED IN ADVANCE/ONLINE TO GET DISCOUNT:

DC11FB IS THE DANCE SLAM CODE TO USE TO GET \$5 OFF YOUR ORDER.

DC11**FB IS THE STAGE 773 CODE TO USE TO GET \$7 OFF YOUR ORDER.

DC11**ML IS THE STAGE 773 CODE TO USE TO GET \$5 OFF YOUR ORDER.

2. Distribute/post information (news and/or calendar) provided by Dance Chicago to your website, in an e-blast and in your digital or printed newsletters at least once during the month of October AND November.

3. Add a Dance Chicago web banner, box or button to your website.

4. Poster, logo, postcard covers available for downloads at:

www.dancechicago.com/artist.html



Social Media Road to a Full House - A



We anticipate your help as well as ALL your dancers assistance with the following:, Social Media: Facebook, Youtube, Twitter, Eblasts, Flyers / Posters, Preview Articles, Calendar Listings,,,, Want a Full House for your performance? - Here's how, to accomplish this:,

1. We ask that you invite and share the “event” that will be created for each Festival., These “events” will become public and shared on our Facebook wall before your show date.
2. We need you to invite your “friends” and promote them on your personal page by using the “share” button.
3. Also, we ask the week before your show you post at least once on the Dance Chicago page. This can be a simple anecdote about a rehearsal or a photo/video of your dance, etc. This will help us drive traffic from all your separate places to one central location, the Dance Chicago Facebook and website.

Social Media Road to a Full House - B



4. Please, make sure you check-in on Dance Chicago's Facebook page & use the Twitter, Hashtag #DanceChiFest as soon as you get to the theatre on the date of your, performance. This let's everyone know where you are, and is proven to create a buzz &, get people in the door.

5. Finally, when you check-in on Dance Chicago's Facebook page: tag your friends, fellow dancers, your dance group's page & any pictures at the theatre. What better way to, create more hype & get people excited about the Festival! This should all take you less than 5 minutes, but it will make a huge difference for the, festival's visibility and success. This list must be completed before a tech time can be, confirmed. Thank you all for your hard work, dedication and understanding as we work, together.,

For all this activity, please copy: john@dancechicago.com

Social Media To Do List

1. Facebook

“Like” Dance Chicago on FACEBOOK:

<http://www.facebook.com/dancechicagofestival>

We will be doing a lot of communicating through our Facebook page and MUST have, your company and each of your dancers as “fans” in order to do so. Simply visit the link, below and click “like.” If your group doesn’t yet have a Facebook page, this is a great time to create one. We can help you do this if you don’t know how. Just ask.

www.facebook.com/dancechicagofestival

Click on chicklet at www.dancechicago.com



Social Media To Do List

2. Twitter

Follow Dance Chicago on TWITTER. <http://twitter.com/dancechicago>, If you tweet and if ANY of your dancers tweet, please follow us @DanceChicago and, we will do the same. Again, much of our communicating will be through Twitter and we need you to “follow” us to make this effective. Every time you tweet about the Festival; using the Hashtag #DanceChiFest will be a great help to organize tweets, search ability, and build a greater community around the Festival <http://twitter.com/dancechicago>

Click on chicklet at www.dancechicago.com



Social Media To Do List

3. Youtube

Follow us on **YOUTUBE**. We will be regularly posting videos of shows, rehearsals and other extras. Find us at

www.youtube.com/dancechicagofest

Click on chicklet at www.dancechicago.com 



Marketing Contacts

Social Media: Reyna Hoerdeman, Queen B Media,
reyna@queenbmedia.biz

Public Relations: Tim Ward, H+A International
(312) 332-4650, ext. 18, tward@h-a-intl.com

Artistic Director: John Schmitz, Dance Chicago
(773) 989-0698, john@dancechicago.com



Technical Rehearsal List



Sign up for a tech time with Lauren (dance.chicago.scheduling@gmail.com)

Tech times will either be the day of your show, or the Monday/Tuesday before.

She'll email you a tech info sheet for you to fill out and return.

Come to your tech 15 minutes early.

Have with you any props, costumes, scenery that is apart of your piece. If not teching day of show, you will have to take these items with you when you leave.

Sound Requirements



Please bring 2 CD's, pre burned, to your tech rehearsal. One to give to Mike for tech and show. The other as backup.

CD's must be labeled with group name, title of the piece, and the show they're being presented in.

You are also responsible to bring the extra CD back on show day.

Ipod's are NOT an acceptable form to bring us your music in. We will be unable to tech you if you do not bring in a CD

Lighting Notes



We will be using the Horizon lighting console for tech and show.

If you have your own Lighting Designer you're more than welcome to bring them into your tech. If they have any questions or need a magic sheet they can email Lauren (dance.chicago.scheduling@gmail.com)

If we are recreating a piece that's been done previously and your lighting designer is not attending tech, we will need tracking sheets at least 72 hours in advance.

If you do not have your own LD, one will be there to light your piece.

Stage 773 ABSOLUTES



1. Must have a tech time to perform. Sign up with Lauren: dance.chicago.scheduling@gmail.com
2. All artists must enter through alley stage door for tech day and performance day.
3. No performers can use the lobby for any rehearsal, stretching, appearing in costume, sweats, etc.
4. Music must be on CD's. CD's must be labeled with group and piece name as well as the show title(s)
5. Techs are either the day of show or the Monday/Tuesday before.
6. Come 15 early to tech rehearsal and an 45 minutes before your performance.
7. Mandatory dress rehearsals at 4pm for Wed-Sat shows, no dress rehearsal on Sundays.
8. There isn't a true crossover in the space, only behind the house in the hallway.
9. There are only three artist holding areas: hallway behind audience, room near production on second floor, dressing rooms - NOT ANY OTHER SPACE, and NOT THE LOBBY!!!
10. Any set and props cannot be stored in the space. There isn't a fly system so nothing can be hung.
11. The company is required to remove their set and props, OR THEY WILL BE THROWN AWAY!
12. You will need to sign in when your entire group is present for the show.
- 13.. There are absolutely no guests allowed backstage.
14. Use backstage bathrooms whenever possible, not the main lobby bathrooms. If you have to use the lobby bathrooms, please cover yourself with a coat to mask your costuming.

Stage 773 Playbill



1. Name of Company
 2. Name of School - if Applicable
 3. Artistic Director
 4. Title of Work (Premiere Date)
 5. Choreographer
 6. Music
 7. Lighting Designer
 8. Costume Designer
 9. Other Production (Visual Design, props, special effects, etc.)
 10. Other performers (singers, actors, musicians, etc.)
 11. Dancers
 12. Website
 13. Facebook page
 14. Twitter page
- You must email this to john@dancechicago.com at least 5 days prior to your show.