

WANT TO START AN ALL STAR DANCE TEAM?

Include cost, time/location.

Marketing materials should look appealing and

accessible (i.e. use age

appropriate images on

athletes in your target

contact information, how

to register.

market).

Do you have a space for a dance class? Offer Pom and/or Hip Hop Safety Note: It is recommended to avoid turning or performing connected high kicks on **Cheer Programs Dance Programs** Spring Floor Partner with a traditional Consult with a a spring floor to protect joints from potential dance studio to share Acro or recreation center Tumbling classes to rent space Partner with a college to share **Hard Surface** Acro or Tumbling classes Preferably without columns or pillars Concrete? Do you have the equipment needed? **Safety Note:** Take caution when teaching skills with force on a hard surface. Wood or a subsurface under Marley are optimum, but still require caution. Sound System? Props? **Mirrors?** Do you know what type of class Preschool items: Age-Appropriate, Dancers can or team you'd like to offer? clean music on Magic wands, poly use to check playlists dots, bean bags, and correct ribbons, hula hoops their form. If you are a Cheer Program? **Grade School** items: Poms and twirling ribbons Offer an acro/tumbling class Offer a pom class - buy inexpensive poms and send them home as prizes for the week or session If you are a Dance Studio? Offer Jazz classes Offer a Hip Hop class Offer Hip Hop classes Start with Prep for competition (see Dance Age Grid) Offer Variety Are you a This is a good way to introduce **USASF** member yet? athletes to different styles of dance. This helps to increase Do you have marketing materials retention by appealing to different prepared to hand out and/or tastes Visit USASF.net for membership info post on social media? and to contact a Regional Director Offer Kick classes Offer Pom classes Offer Contemporary/Lyrical classes Consider having the same colors and look of vour Start with Prep for competition Ask local college and high cheer program for unified (see Dance Age Grid) school dance branding. teachers/coaches. Reach out to other All Star dance programs in your region for recommendations.

Have a coach that is

Look for social media

dance coach position.

channels to advertise a

(e.g. A Dance Community

FaceBook Page in your area)

motivated to teach dance?

Invest in their ability to be a great dance teacher!

Have you hired a

dance instructor?

Suggestion: Combine many ages

into one genre and hire a Junior

Coach to assist in breakout groups -

help get more athletes in the door!



WANT TO START AN ALL STAR DANCE TEAM?

Do you have athletes in mind to market your class or team?



Adding dance to your All Star cheer program will make your athletes well-rounded and give them additional opportunities

Host a guest instructor or conduct a clinic to spark interest

no

Places to start: Elementary or Middle schools

After school programs

Intra-studio marketing (athletes who want to try something new)

Bring a friend promotion

Traditional studio dancers to take their skills to a whole new competitive level

Host a guest instructor or conduct a clinic to spark interest



Do you know where/how you want to advertise?

Share your ideas with fellow USASF members through social media and meetings.

Internal and External marketing

Community events

Places to maximize visibility and return

Cheer marketing pieces for in-house athletes



Would you be interested in a mentor to help you through this process?

Get in touch with a dance Connection Leader through the member portal.



no

Share your ideas with fellow USASF members through social media and meetings.

What are the benefits of All Star Dance?

Studio Owner/Program?

Dance World Championship
Path to collegiate dance programs
USASF scholarship program
Revenue builder

Leadership enrichment programs

All Star Cheer

USASF Member?

Additional revenue source

Additional opportunities for cheer athletes

Maximize gym time use

Large student:teacher ratio

What are the benefits to USASF Membership?

Visit USASF.net to see the benefits of membership.

