



BE THE
CHAMP
OF
SUMMER
CAMP

confetti
on the
dance
floor

BE THE CHAMP OF
SUMMER CAMP!

confetti
on the
dance
floor



presented by

Becca
Moore

Dani
Rosenberg

confetti
on the
dance
floor

RHYTHM
DANCE
CENTER



@confettionthedancefloor

@rhythmdancecenter

Do it big,
do it right
and do it
with style!

Fred Astaire



@confettionthedancefloor



10 WINNING STRATEGIES:

BRING HOME THE TROPHIES WITH A
SUCCESSFUL MARKETING PLAN FOR SUMMER!



**ELEVATE YOUR GAME PLAN THIS
SUMMER, LEAD THE LEAGUE AND BE THE
UNDENIABLE MVP OF SUMMER DANCE
CAMP! START PLANNING NOW AND MAKE
YOUR SUMMER A GRAND SLAM!**



1

BEAT THE BUZZER: ANNOUNCE DATES EARLY!



- **AUGUST:** PLAN PERFORMING COMPANY INTENSIVES
- **OCTOBER/NOVEMBER:** INITIAL PLANNING MEETING
- **DECEMBER:** FINAL PLANNING MEETING
- **DECEMBER/JANUARY:** RELEASE SAVE THE DATE FLYER
- **JANUARY:** RELEASE SUMMER BROCHURE
- **LATE JAN./EARLY FEB:** SUMMER LAUNCH WEEK - BEGIN REGISTRATION!

2

SUMMER HEAD COACH: AMBASSADOR OF FUN

AKA: Hire a FUN (and organized!) Summer Camp Director!



- TAKE THE SUMMER HEAT OFF YOURSELF
- CHOOSING SOMEONE WITH ENTHUSIASM IS KEY
- LET THEM TAKE THE LEAD AT YOUR COMFORT LEVEL
- COULD BEGIN AS A PART TIME POSITION
- HAVE 2 PEOPLE SHARE THIS RESPONSIBILITY



2

SUMMER HEAD COACH: AMBASSADOR OF FUN

- **Help with setting dates/schedules**
- **Create a Save The Date/Brochure**
- **Organize, plan, staff Summer Launch Party**
- **Communicate with Teachers/Assistants**
- **Craft shopping/Organizing prior to camp**
- **Communication with campers prior to camp**
- **Photos and videos for Social Media**
- **Set up/decorate at beginning and clean up at end of week**
- **Share recap of week with admin for emails/social media**



3

TEAM THEME: WHEN IN DOUBT THEME IT OUT!

- **A Theme can make camps easier to plan and market and pushes creativity!**
- **How does your camp theme stand out?**
- **Consider a fun name or a twist on current trends!**
- **Do a fun photo shoot to market your event**
- **Keep the flow of Your Fun Big Show**
- **Repeat successful themes**





4

COUNTDOWN TO KICKOFF: Summer Launch Party!



- **Celebrate your Summer Launch in a fun way!**
- **Get creative with your theme!**
- **Offer discount, prizes, giveaways**
- **Celebrate your year-end show theme!**
- **Meet and Greet**



Summer LAUNCH PARTY

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on the
dance
floor





Summer
RHYTHMLAND
2023

Summer
RHYTHMLAND
2023

Summer
RHYTHMLAND
2023

Summer
RHYTHMLAND
2023

Summer
RHYTHMLAND
2023

Mad
Hatter's
Spinning
Tea Cup Party
Rhythm 3:00-4:30
Annex 3:15-4:30

Wonder
in
RHYTHM
LAND

Rhythm Summer Camp Launch Week
Monday, February 13-Thursday, February 16



29
**RHYTHM
DANCE
CENTER**
#rhythmstory2022

**RHYTHM
STORY**
DANCE
to INFINITY and
BEYOND!
#rhythmstory2022

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5

All-Star Line-Up: Offer a variety of options!

- **My Dance Debut**
- **Dance & Play Parties**
- **Ballet Bootcamp**
- **Acrobatics Camp**
- **Camp Confetti (PS/Kind)**
- **Camp Confetti (K-2, 1-5)**
- **Camp Rhythm (Day Camp)**
- **Pre-Teen Camp (all styles)**
- **Teen Camp (all styles)**
- **Open Classes**
- **Specialty Workshops**



Pricing Range:

**3 hour Camps: \$180: 3-Day, \$310: 5-Day
\$425 Full Day, \$45 Dance & Play Party**

6

Game Plan Essentials: Play by Play Must Haves

- 3-Day Camps
- 5-Day Camps
- Free Trial Classes
- Morning Camps - 3 hr.
- Afternoon Camps - 3 hr.
- Variety of Days/Times
- Drop In Classes



7

Teamwork Makes the Dream Work: Community Connections

- **Spring Flings at local schools**
- **Sponsor Local Schools - Baseball, Football, etc.**
- **Banners - Sponsor neighborhood swim teams**
- **Arts Day or Career Days at local schools**
- **Donate to silent auctions - Camp Certificates**
- **Dance Class in local park**
- **Dance Class at local library**
- **Take fun promo items, offer a discount**



8

The Invitational: Guaranteed Home Run Enrollment

Most successful way we have grown summer enrollment

Start an "invitation only" program (or add a summer requirement to the one you have)

Start small and gradually grow

Offer as many options as you can

Performing Company Intensives



YOU ARE INVITED TO TAKE A SUMMER CAMP

Petite Pizzazz, Spotlight, Groove Mekanix
200+ Dancers with Summer Dance Camp Requirement



9

Home Field Advantage: Marketing within your Studio

- **Use Mailchimp to do scheduled email marketing campaign to remind dancers of camps. Send about every 2 weeks and as we get closer, once a week.**
- **Summer Dance Camp Yard Signs all around the studio**
- **Year-End Show Program - Inside Back Cover**
- **Deadline for Discounted rate coincides with Fall Registration**
- **Newsletter**
- **Highlight specific camps that may have a lower enrollment**
- **Make it easy to register at your show - have flyers, staff eager to help**
- **Weekly Summer Wrap-Up Email. We share what we did and what availability we have coming up**



10

Social Slam Dunk: Social Media Tips

- **Posts about the camps once announced, lean heavier on lower enrollment camps**
- **I do Facebook Ads in the beginning or for lower enrollment**
- **Consistent fun and exciting posts and reels and stories to get the community interested and excited about Rhythm Dance Center**
- **Reels or Tik Tok - Vlogs or Wrap-Ups for each Camp**
- **Summer Photo Dumps - Carousels with all kinds of summer things**
- **Show your personality over just posting events or offers.**



'People don't buy what you do, they buy why you do it!' – Simon Sinek SHOW POTENTIAL CUSTOMERS WHY!



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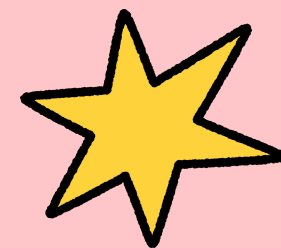
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Social Slam Dunk: Social Media Tips

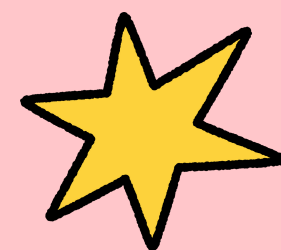


CAMP

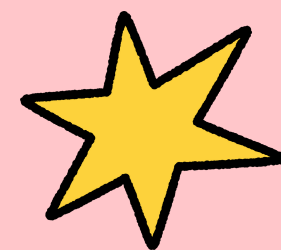
confetti



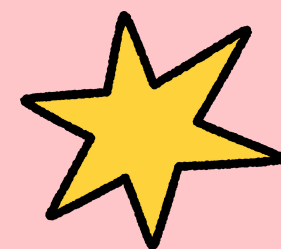
35 Fun Themes to choose from!



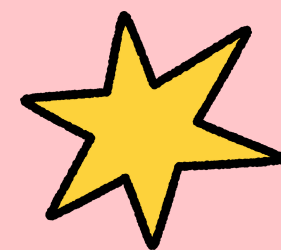
Fun, detailed theme with choreo, games, activities, crafts



Colorful Crafts and Decor Ideas



Social Images, Logos and Marketing language



Music suggestions and Spotify playlists

35

CAMP CONFETTI THEMES TO CHOOSE FROM!



NEW 2024 CAMP CONFETTI THEMES!







USE CODE: DSOASUMMER10

This discount is good for Inner Circle DSOA Members.

Coupon good for Camp Confetti only and expires 12/31/23 at midnight

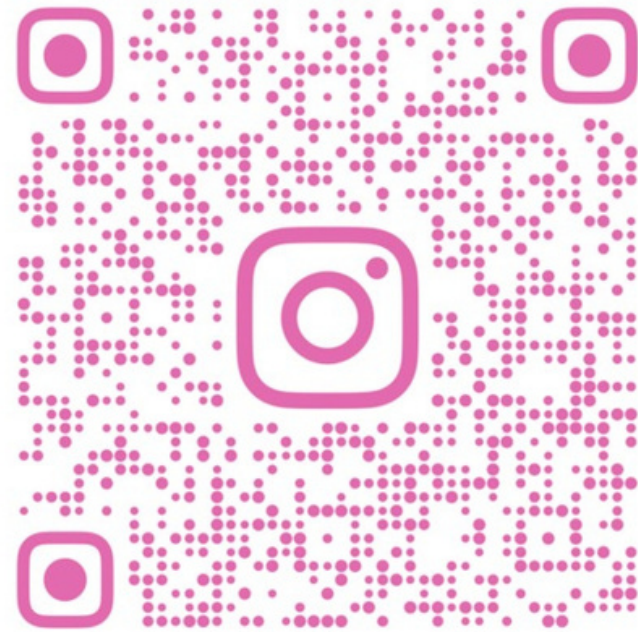
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Let's
get
social!



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@CONFETTIONTHEDANCEFLOOR

HAPPY SUMMER PLANNING!

THANK YOU!

