



# Alabama DANCE Festival

SAVE THE DATE

01.22.2026  
TO  
01.25.2026



hello

Thank you for your interest in the Alabama Dance Festival. We are proud to celebrate the 29th year of the festival.

This guide is to provide festival details to individuals and organizations looking for opportunities to market and recruit at the festival.

Your primary contact for Marketing and Recruiting is Rachel Gates. If you have any questions/concerns not addressed here please contact her at [rachel@alabamadancecouncil.org](mailto:rachel@alabamadancecouncil.org).

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Kerri-Noelle Humphrey  
Executive Director  
Alabama Dance Council

## Festival at a Glance January 22-25

### Birmingham, Alabama

- **Friday:** Audition classes and Emerging Artist Concert
- **Saturday:** Master Classes, Workshops, Screendance Festival, New Works Concert
- **Sunday:** Master Classes, Workshops, Alabama Dance Showcase

*Schedule subject to change*



# Recruiting

As a festival recruiter, you play a vital role in identifying and selecting talented dancers for professional and pre-professional training and performance opportunities. These opportunities could include, but are not limited to, summer intensives, college/university programs, certificate programs, performance projects, and professional contracts. Your keen eye for talent, excellent communication skills, and passion for the arts enable you to build meaningful connections with performers and contribute to their success. Join us in showcasing the best and brightest talents in the industry and creating unforgettable experiences for our dance community!

## RECRUITER FAQs

- **Can I recruit dancers at the festival?** Yes! You can observe any/all of the four audition classes hosted by the festival. To participate, register by October 31 so we can let the dancers know about your opportunity.
- **What type of programs can my organization recruit for?** You may offer acceptance or scholarships (full/partial) to any training program or professional dance opportunity.
- **Are there additional recruitment opportunities for me at the Festival?** YES! Exhibit tables and program ads are available for purchase. You may also indicate your interest in serving on a College or Career lecture panel.
- **May I bring a colleague with me?** Of course! However, everyone attending the Festival must be registered. Audition attendance is limited to two representatives per organization and seating is guaranteed for one.
- **Where are the auditions held?** The auditions will be held at the Alabama School of Fine Arts, 1800 Reverend Abraham Woods, Jr. Blvd., Birmingham, Alabama, Center Studio.
- **How are the ages grouped for the audition?**
  - College - Adults: 9:30 - 11:45 AM
  - Grades 11-12: 12:00 PM - 2:15 PM
  - Grades 9-10: 2:45 PM - 5:00 PM
  - Grades 6-8: 5:15 PM - 6:45 PM
- **How are the audition classes handled?** Dancers will be led by festival selected faculty through ballet, modern/contemporary, and jazz exercises. A representative from your organization will need to be present at the audition classes for which you register.
- **What information will I receive about the dancers?** You will be provided a list of dancers who expressed interest in your program and a master list of all participants' contact information.
- **Are there any restrictions on recruiting?** Just professional courtesy. If you are recruiting for a university dance program, remember that some dancers in the 9:30 AM audition are currently enrolled at another university. Please only contact students who have expressed specific interest in your university or are current high school students.
- **Can my organization use a local person to adjudicate for our organization?** Absolutely, any person that you designate on your application can represent your organization at the auditions.
- **What other organizations have recruited at the festival?** Debbie Allen Dance Academy, The Ailey School, Broadway Dance Center, Hubbard Street Dance Chicago, American Dance Festival, Alabama Ballet School, The School at Jacob's Pillow, GUS® Giordano Dance School, Peridance, Sarasota Contemporary Dance, Ballet Hartford, staibdance, BODYTRAFFIC, Dance Theatre of Harlem, University of Alabama, Belhaven University, Alabama State University, Troy University, Louisville Ballet, Mobile Ballet, FSU School of Dance, Brenau University, Western Kentucky University, Kennesaw State University, and more!



# Recruiter Registration



- **Registration Deadline:** October 31. Late registration begins November 1 with increased fee. **Only general information is needed to register and reserve your spot. Details may be added later.** Registering by the Oct. 31 deadline ensures we can promote your fabulous audition opportunity to interested dancers. They want to know who is coming!
- **Limit:** Two representatives from each organization. Seating is only guaranteed for one.
- **Processing fee:** There is a \$10 processing fee for each registration.
- **Festival Faculty** may register for the auditions at no cost. Be sure to indicate your interest in your artist paperwork.

## How do I get started?

### Non Member Recruiters

- **[CLICK HERE](#)** (Opens August 1)
- Select Registration Type - **Recruiter**
- Select your Admission Item:
  - **Recruiter Observer Package (\$95):** access to auditions, performance tickets, and observation pass for master classes
  - **Recruiter Dancer Package (\$175):** access to auditions, performance tickets, and schedule of classes you can take!
- You will be prompted to enter your program information
- Indicate your interest in participating in a College or Career Panel.
- Complete the registration process

### Organization Member Recruiters

- **[CLICK HERE](#)** (Opens August 1)
- Select Registration Type - **Current Member - Recruiter**
- Select your Admission Item:
  - **Recruiter Observer Package (\$75):** access to auditions, performance ticket requests, observation pass for master classes
  - **Recruiter Dancer Package (\$140):** access to auditions, performance ticket requests, and classes you can take!
- You will be prompted to enter your program information
- Indicate your interest in participating in a College or Career Panel.
- Complete the registration process

Questions? Contact [rachel@alabamadancecouncil.org](mailto:rachel@alabamadancecouncil.org) for support.



# Exhibit Tables



## EXHIBIT HALL/COLLEGE FAIR

- Exhibitors will be provided an 8' table and two chairs.
- Exhibitors are responsible for their own parking (street or garage).
- Exhibitors are responsible for all setup, maintenance, and clean-up of their table.
- Any materials left after 5pm on festival weekend Sunday will be discarded.
- Electricity is not available

## Location

Alabama School of Fine Arts | DJD Theatre Lobby

## Schedule

Friday 8:30 AM - Setup 9:00 AM - 8:00 PM Exhibit Hall Hours

Saturday 8:30 AM - 4:30 PM Exhibit Hall Hours, College Fair 2:00 - 4:30 PM

Sunday 8:30 AM - 3:00 PM Exhibit Hall Hours 5:00 PM - Clean-Up

## Cost \$150

- Purchase a full-page color ad and enjoy a complimentary exhibit table, doubling your promotional presence at the festival!
- Members enjoy an exclusive 50% percent discount on exhibit tables, maximizing your advertising impact while saving on costs.

## ACCESSIBILITY

Ensuring accessibility for all is at the heart of what we do – contact us for any specific accessibility needs, requests, or questions, we're here to help! [info@alabamadancecouncil.org](mailto:info@alabamadancecouncil.org)



# Ad Information



## Be a part of our memorable event!

We invite you to showcase your support for the arts by purchasing an advertisement space in our upcoming souvenir program. As we gear up for our highly anticipated event, your advertisement will reach a wide audience, including all in-person participants, concert attendees, and those accessing our digital downloads through our website and e-newsletter. This is an excellent opportunity to promote your organization while also contributing to the success of our event. By placing an ad, you'll not only gain visibility among our diverse audience but also demonstrate your commitment to fostering artistic endeavors in our community. Don't miss out on this chance to make a lasting impression and align your brand with the spirit of creativity and culture. Contact us today to reserve your space in our souvenir program!

## AD Specifications

Thank you for considering placing an advertisement in our souvenir program. To ensure the highest quality presentation of your message, please adhere to the following specifications:

**Size:** Choose from the following sizes for your ad:

Full Page, Full Bleed: 8.75 x 11.25 including bleeds; 8.5 x 11 trim size; 8 x 10.5 live area

Full Page: 8.5 inches (width) x 11 inches (height)

Half Page: 8.5 inches (width) x 5.5 inches (height)

Quarter Page: 4.25 inches (width) x 5.5 inches (height)

**Resolution:** All graphics and images must be provided in high resolution (300 dpi and 133 linescreen) to maintain clarity and crispness in print and digital formats.

**File Format:** We accept digital files in the following formats: JPEG, PNG, or PDF. Please ensure that your file is compatible with these formats.

**Color Mode:** For full-color ads, use CMYK color mode. For black and white ads, use grayscale mode.

**Bleed:** If your ad extends to the edge of the page, please include a bleed of 0.125 inches to ensure proper trimming.

**Submission Deadline:** All ad materials must be submitted by December 19 to guarantee inclusion in the souvenir program.

**Contact Information:** Include your organization's name, contact person, phone number, and email address within the ad design for potential inquiries. [rachel@alabamadancecouncil.org](mailto:rachel@alabamadancecouncil.org)

**Pricing** (Full page color ads receive a complimentary exhibit table, \$150 value)

Inside Cover Color (Front or Back) \$795

Full Page Color \$695

Center (2 pages) Color \$1195

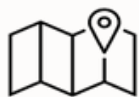
Full Page BW \$595

Half Page BW \$350

Quarter Page BW \$250



# Faculty FAQs



## ALABAMA DANCE FESTIVAL

**What dates should I travel?** January 22/23, Arrival; January 25, Departure. You will need to arrive before 9 am on January 23th to observe the auditions.

**What is the local airport?** Birmingham-Shuttlesworth International Airport (BHM)

**How do I pay for my airfare?** We can make the reservation, or you can make your own reservations and send them to [kerrinoelle@alabamadancecouncil.org](mailto:kerrinoelle@alabamadancecouncil.org). Your choice. We will reimburse you up to \$500. We recommend that you make your reservations early to avoid higher ticket prices.

**Where do I go when I arrive?** If you are observing the auditions, Alabama School of Fine Arts, DJD Theatre, Lobby, 800 19th Street, N, Birmingham, AL 35203. If not, you may go directly to the hotel.

**Where am I staying?** Home2Suites Downtown Birmingham. Check-in begins at 3pm. (hotel subject to change)

**How will I get to and from the airport?** We recommend using a ride share service like Uber or Lyft.

**How will I get to and from my classes/workshops?** If you do not have your own vehicle, one of our dedicated festival volunteers will be assigned to transport you.

**Do I need to register for the festival?** No. The festival staff will take care of that for you and send you a registration confirmation email.

**Can I bring an unregistered guest to my sessions?** No, all attendees must be registered. Please contact [rachel@alabamadancecouncil.org](mailto:rachel@alabamadancecouncil.org) if you need to register a guest. Artists presenting work at the festival may not be registered as guests.

**What about food?** Complimentary breakfast is available at your hotel, and we will provide you with a boxed lunch on Saturday and Sunday.

**Where will I be teaching?** We host classes at three sites.

☺Alabama Ballet: 2726 1st Ave S, Birmingham, AL 35233.

☺The Alabama School of Fine Arts: 1800 Reverend Abraham Woods Jr Boulevard, Birmingham, AL 35203.

☺The Dance Foundation: 1715 27th Ct S, Homewood, AL 35209.

