



Alabama Dance Festival 2024

January 12 - 21, 2024 | Birmingham, AL


Recruiting and Marketing FAQs

Hello!

We are looking forward to your participation in the Alabama Dance Festival. This FAQ answers questions about festival recruiting and marketing opportunities.

Your primary **contact for recruiting and marketing is Rachel Gates**. If you have any questions/concerns not addressed here please contact her directly.
rachel@alabamadancecouncil.org

Looking forward to seeing you at the festival!


Kerri-Noelle Humphrey
Director, Programs
Alabama Dance Council

Deadlines at a Glance

- ✧ **Recruiter Information Form**
Due: November 21, 2023
- ✧ **Program Ad Reservation**
Deadline: December 2, 2023
- ✧ **Program Artwork Due:**
December 20, 2023
- ✧ **Exhibitor Table:** ASAP,
assigned first-come, first-served

Recruiting

Can I recruit dancers at the festival? Yes! You can observe any/all of the three audition classes hosted by the festival. To participate complete this recruiters' form so we can let the dancers know about your opportunity. [Recruiter Information Form](#)

What type of programs can my organization recruit for? You may offer acceptance or scholarships (full/partial) to any Summer Intensive/Workshop, College Dance program or any professional dance opportunity.

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. HS Seniors, College +: 12 – 2:15 pm, Grades 9-11: 2:30 - 4:45 pm, Grades 6-8: 5 – 6:30 pm.

How are the audition classes handled? Dancers are grouped by age. HS Seniors, College +, Grades 9-11, Grades 6-8. Dancers will be led through ballet, modern/contemporary, and jazz exercises. A representative from your organization will need to be present for the audition classes. The classes will be led by festival selected faculty.

What information will I receive about the dancers? You will be provided a list of dancers who expressed interest in your program and a list of all participants' contact information.

Are there any restrictions on recruiting? Just professional courtesy. If you are a university recruiting dancers for your dance program, please remember that some of the students you observe in the 12:00 audition class are currently enrolled at another university. Please only contact those students who have expressed an interest in your university or are currently a high school senior.

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 any/all of the auditions.

What other organizations have recruited at the festival? American Dance Festival, Jacob's Pillow, Giordano Dance, Ballet Hartford, staibdance, BODYTRAFFIC, American Ballet Theatre, Dance Theatre of Harlem, University of Alabama, Belhaven University, Alabama State University, Troy University, Louisville Ballet, Mobile Ballet, Montgomery Ballet, FSU School of Dance, Brenau University, Alabama Ballet, Kennesaw State University, Austin Peay State University, University of Southern Mississippi, and more!

Marketing

What marketing opportunities are available at the festival? Your organization can submit an ad to be placed in our annual printed program. Full page ads will also be featured on our social media.

Festival Program Ad Specs for 8.5 x 11 program in B&W:

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: 7.5 x 10, \$495

1/2 page horizontal: 7.5 x 5, \$275

1/2 page vertical: 3.625 x 10, \$275

1/4 page: 3.625 x 5.12, \$150

Mechanical Specifications: Digital files should be supplied in PDF format with CMYK color. All files should be 300 dpi and 133 line screen or higher.

Complete the online form and submit all artwork prior to December 20. Full page ads will receive a complimentary exhibit table.

[Ad Reservation Form](#)

How do I reserve space for an exhibit table? Priority for exhibit tables is given to participants who purchase program ads. All other table space is allocated on a "first come, first served" basis. Having a representative at your table is encouraged, but optional. Complete the form to request an exhibit table.

Exhibitor Schedule

Setup, Friday, January 20th, 12 noon

Friday, January 20th, 3 pm – 8:30 pm

Saturday, January 21st, 3 pm – 5:30 pm

Sunday, January 22nd, 12:30 pm – 2:30 pm (any materials left after 3 pm will be discarded)

[Exhibit Table Form](#)