



**ALABAMA
DANCE
FESTIVAL**

Recruiting

01.21.2027 to 01.24.2027

Hello

Thank you for your interest in the Alabama Dance Festival's Winter Dance Immersion. We are proud to celebrate the Festival's 30th anniversary year with your presence recruiting and networking with the region's brightest talents.

This guide is to provide details on recruiting and marketing opportunities at the 2027 Winter Dance Immersion. Please do not hesitate to contact me directly with questions not addressed here. I look forward to getting to know you and your program!

Rachel Gates

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Program Director

Alabama Dance Council

WDI at a Glance

January 21-24, 2027

Birmingham, Alabama

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



Recruiting

As a festival recruiter, you play a vital role in identifying and selecting talented dancers for professional and pre-professional training, performance opportunities, and 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 elevating the brightest talents in the industry and creating unforgettable experiences for our dance community!

Details to note:

- **ONE representative** per organization may attend each recruiting audition on Friday, as per space limitations. Any number of representatives from your organization may register and attend the Winter Dance Immersion.
- Winter Dance Immersion Faculty may recruit at no cost. Be sure to fill out your Artist Paperwork by November 4.

FAQs:

- **Can I recruit dancers at the festival?** Yes! You may register to observe any/all of the four audition classes hosted by the festival. Upon registration, you will have the opportunity to provide details about your program or 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. 2027 will feature an expanded Exhibit Hall. You may also indicate your interest in serving on a College or Career Panel.
- **May I bring a colleague with me?** Of course! Any number of representatives from your organization may register to attend the Winter Dance Immersion, however ONE representative per organization may attend each of the Friday audition classes due to space limitations..
- **Where are the auditions held?** The auditions will be held in the fantastic Center Studio of the Alabama School of Fine Arts in Birmingham, AL. (Enter through the Dorothy Jemison Day Theater Lobby.)





- **What is the schedule / How are the ages grouped for the audition?**
 - » 9:30 - 11:45am: College - Adults (Purple Track)
 - » 12:00 PM - 2:15 PM: Grades 11-12 (Orange Track)
 - » 2:45 PM - 5:00 PM: Grades 9-10 (Orange Track)
 - » 5:15 PM – 6:45 PM: Grades 6-8 (Green Track)

- **How are the audition classes handled?** Dancers will be led by Festival faculty through ballet and modern, contemporary, or jazz exercises. A representative from your organization needs to be present at the audition classes for which you register.

- **What information will I receive about the dancers?** Registering by the Nov. 4 deadline will allow us to match you with a 'short list' of dancers specifically interested in your program. All recruiters will receive a master list of all auditioning dancers' contact information.

- **Can my organization use a local person to adjudicate for our organization?** Absolutely. You may register any designee to represent your organization and attend on your behalf.

- **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, Ballet Pensacola, 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, Kansas City Ballet School, and more!



Recruiter Registration

Important Dates:

- **July 1:** ADC 2026-2027 Membership Opens (<https://cvent.me/mRAQ3B>)
- **August 1:** Recruiter Registration Open ([Link](#))
- **November 4:** Recruiter registration deadline for member rate + dancer matching service: You'll receive a customized 'short list' of dancers specifically interested in your program prior to the audition day in addition to the master contact list of all registered auditionees.
- **January 13:** Space permitting, recruiter registration deadline for non-member rate + master contact list of registered auditionees (no dancer matching service).
- **NO ON-SITE RECRUITER REGISTRATION**

Registration Options:

- **Recruiter Observer Package (\$95 Member / \$150 Non-Member):** access to observe Friday auditions, observation pass for Saturday - Sunday master classes, attend any conference sessions, plus 1 ticket request per performance. Member Rate + dancer matching service available **until November 4.**
- **Recruiter Dancer Package (\$140 Member / \$175 Non-Member):** access to observe Friday auditions, registration to take 3 Saturday - Sunday master classes, attend any conference sessions, plus 1 ticket request per performance. Member Rate + dancer matching service available **until November 4.**
- There is a \$10 processing fee for each registration.
- ONE representative per organization may attend each Friday audition class.
- WDI Faculty may register for the auditions at no cost. Be sure to complete your artist paperwork and indicate your interest **before November 4.**

Additional Opportunities to Engage:

- **Thursday Welcome Reception (\$35 Member / \$40 Non-Member):** Kick-start your networking and recruiting weekend.
- **Exhibit Table (\$100 Member / \$200 Non-Member):** complimentary with full page color ad purchase. Connect with dancers in our newly expanded Exhibit Hall!
- **Souvenir Program Advertising** (see p. 7)
- **College / Career Panel:** upon registration, indicate your interest to serve on our College and Career Panels on Saturday. We'll be in touch with those selected.

REGISTER NOW:

- **Members/ Non-Members**
Select 'Recruiter' as your Registration Type.
- **Not a Member?** [JOIN HERE:](https://cvent.me/mRAQ3B) <https://cvent.me/mRAQ3B>, allow two business days to activate
- WDI Faculty, we will register you once you complete your Artist Paperwork.
- **Questions?** Contact rachel@alabamadancecouncil.org.



Exhibit Tables

EXHIBIT HALL/COLLEGE FAIR

- Exhibitors will be provided a 6' 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

- Birmingham Jefferson Convention Complex South Exhibit Hall, 1962 9th Ave N, Birmingham, AL, 35203

Schedule

- Friday 8:00 AM - Setup; 8:30 AM - 6:00 PM Exhibit Hall Hours
- Saturday 8:00 AM - 5:00PM Exhibit Hall Hours; 2:30 - 4:30 PM College Fair
- Sunday 8:00 AM - 1:00 PM Exhibit Hall Hours; 1:00 PM Clean-Up

Cost, \$200

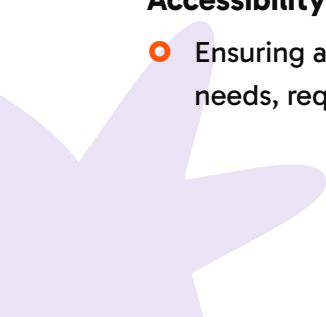
- Purchase a full-page color ad and enjoy a complimentary exhibit table, doubling your promotional presence at the festival!
- Members enjoy an exclusive 50% percent discount on exhibit tables, maximizing your advertising impact while saving on costs.

Deadline

- Exhibit Tables are reserved on a first come, first served basis. Recruiters and Members receive priority access.

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



Souvenir Program Ad

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 or printed class schedule. At our highly anticipated series of events, 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. 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. Available in registration. Contact info@alabamadancecouncil.org for assistance.

Souvenir Program Color Ad Sizes and Specifications:

To ensure the highest quality presentation of your message, please adhere to the following specifications:

- **Color Mode:** Use CMYK color mode.
- **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)

Pricing:

Full page ads receive a complimentary exhibit table, \$200 value

- Inside Cover Color (Front or Back) \$795
- Full Page Color \$695
- Center (2 pages) Color \$1195
- Half Page Color \$350
- Quarter Page Color \$250

Printed Class Schedule BW Ad

- **Color Mode:** Use grayscale mode.
- **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.
- **Pricing:** Quarter Page BW Schedule Ad, \$100

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

- **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:** DECEMBER 16. All ad materials must be submitted 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.