



New Dancer Dances

MCASD Subsidy Guidelines For 2023-24 Dance Year

Version 2 approved by MCASD Executive Board - 11/16/2022

11/30/22 - sent to Darlene as PDF to be shared with all clubs

7/26/23 - updated to reflect Christine Steffy as MCASD president, new dates, and updated description of a NDD

8/19/23 - submitted updated version to MCASD board for approval

SEE PAGE 3 FOR APPLICATION FORM; PAGE 4 FOR REPORT FORM

INTRODUCTION

The goal of New Dancer Dances is to ‘hook’ new square dancers, to give them a fun experience and to let them the experience a ‘real’ square dance. The dances should show new dancers *why* they’re going through lessons, and encourage them to continue. “New Dancers” refers to people currently taking beginning square dance lessons (SSD level) and just-graduated SSD-level dancers.

- Each Club holding beginner lessons can receive MCASD support for New Dancer Dances for up to two (2) dances per fiscal year (Aug 1, ‘23 - July 31, ‘24).
- Clubs must get MCASD approval before planning the dance.
- In return for Clubs doing the work of setting up New Dancer Dances, Clubs can keep any profit.
- MCASD will subsidize losses at New Dancer Dances of up to \$100 to help ensure financially successful events.
- This promotion will be for the dance season ending on **July 31, ‘24.**

ANATOMY OF A NEW DANCER DANCE (NDD)

Follow these guidelines to help plan the ideal New Dancer Dance.

- NDDs should be aimed at current students or recent graduates from SSD classes.
- NDDs should give new dancers an evening of non-stop dancing at their level.
- NDDs should focus on SSD calls, and should not include any other dance level or type (ie Plus, Rounds, Lines or Contra).
- NDDs should be a special event, not a regularly scheduled club dance.
- NDDs should cater to current students from multiple clubs – which means callers or planners may need to reach out to other clubs’ instructors to find out how far along their students are in learning.
- Callers should avoid, or minimize, workshopping during a NDD.
- Clubs hosting NDDs are encouraged to book callers other than the students’ current instructors in order to give their new dancers exposure to new voices and patterns.

ROLES of Host Club, MCASD & Area Clubs

Host Club role for NDDs

- Requesting MCASD Pre-Approval [See FORM on page 3]
- Setting parameters for the dance
 - Date & time & location
 - Entrance fee amount (this has historically been \$5 per person, including new dancers, club members, visiting angels and MCASD exec board members)
- Booking & paying for venue
- Booking & paying for caller
- Giving caller a list of calls learned at class up to about 2 weeks prior to date of dance
- Sending the new dancer dance flyer/invitation to other area clubs hosting lessons
- Promoting the dance
 - to its own new dancers and members
 - ALSO to nearby clubs offering lesson - providing flyers, contacting by email, posting on Facebook, etc
- Running the dance
 - Set up/ clean up
 - Taking money at door & providing angels
 - Split the pot
- Providing MCASD with a Report after the dance to share numbers [See FORM on page 4]
- If there is a profit (ie at-door income exceeds venue/caller expenses) the club can keep the profit.
 - Keeping the profit serves as an incentive for clubs to host new dancer dances
 - Clubs know their own area, the best timing, the facilities available, and callers available - if they do the work, let them keep the profit (if there is any)
 - If there is a loss, see below.

MCASD's role for NDDs

- If there is a loss (i.e. at-door income does not cover venue/caller expenses), MCASD will subsidize the club the amount needed to cover the loss, up to \$100.
 - The club is responsible for any additional loss.
- If requested, MCASD VP Janice will design a flyer for the dance. Contact Janice directly for this assistance *at least one month* in advance of event.
- Schedules permitting, MCASD executive board members will do their best to attend the new dancer dance.

Area Clubs' Roles for NDDs

Area clubs should encourage their new dancers and members to attend. This is an excellent way for the new dancers to meet the members of the square dance community. Experience has shown that the new dancers attending these dances come back excited because of how much fun they had interacting with other new and experienced dancers.

END OF FILE

MCASD New Dancer Dance Advance Subsidy Request

Please email the completed form to MCASD President, VP & Treasurer at least one month in advance of planned New Dancer Dance. Email addresses: President, sillydog56@icloud.com; and Vice President, janice@glenviewsquares.org

DATE SUBMITTED: _____

CLUB DETAILS

Club Name: _____

Club Contact Person: _____

Club Contact Email: _____

Club Contact Cell: _____

NEW DANCER DANCE DETAILS

Date: _____ Time: _____

Venue (name + address): _____

Caller Name: _____

Dance Theme (optional): _____

Would you like MCASD to design the New Dancer Dance flyer? **YES / NO** (circle one)

CLUB LESSON DETAILS

Date Lessons Started: _____

Teaching course: **SSD / Mainstream / "zero to Plus"** (circle one)

Number of students: _____

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MCASD New Dancer Dance After-Dance Report

Please email the completed form to MCASD President, VP & Treasurer within 7 days of the New Dancer Dance. Email addresses: President, sillydog56@icloud.com; and Vice President, janice@glenviewsquares.org

Club Name: _____

Submitted to MCASD on (date): _____ **Prepared by (name):** _____

NEW DANCER DANCE DETAILS

Date: _____ Time: _____ Admission fee per person: \$ _____

Venue (name + city): _____

Caller Name: _____ Weather or other details: _____

DANCERS ATTENDING & CLUBS REPRESENTED

Total # of Dancers _____ # of Host Club Members/ Angels: _____

of New Dancers: _____ (Breakdown of new dancers by club): _____

of Visitors _____ (Breakdown of visitors by club): _____

of MCASD executive board attendees _____

INCOME/EXPENSES

Income

Door \$ _____

Total income \$ _____

Expenses

Venue fee \$ _____

Caller fee \$ _____

Total expenses \$ _____

Profit / Loss: \$ _____

Requested MCASD subsidy (up to \$100): \$ _____ **Payable to:** _____

Mail MCASD check to (name/ mailing address) _____
