



*Easiest and most fun  
\$3000 you'll ever make!*

# What is it?

- Just like Dancing with the Stars, except instead of celebrities we use our teachers and staff!
- Students LOOOOVE seeing their teachers act silly!
- ASB and Dance Team Collaborate
  - **ASB** in charge of Promotion, Decorations, Tickets, Videos, and set up/clean up.
  - **Dance Team** in charge of recruiting staff, practice and awards
- *If you don't have a dance team, use your cheerleaders!*



# How do we do it?

01

Dance Team splits  
into pairs

02

Recruit teachers  
and staff members  
to be part of their  
team

03

Schedule  
practices to teach  
choreography

*Note: Our dance team teacher makes this part of their grade (choreography)*



# What is ASB's role?



- Handle all the organizational details behind the scenes while dance team is doing their part.
  - Create and sell tickets
  - Build hype around event
    - *More on this in a bit*
  - Create décor for event
  - Build script and MC
  - Make team intro videos
  - Run technology
  - Set Up/Clean Up



# Promotion Ideas?

- Fun Team Names
- Online flyers (photoshop)
- Manufacture Fake Beef!
  - Trash-talking videos (“You’re going down!”)
  - Teachers walk into competition’s classrooms and call them out in front of students
- PA Announcements
- Door Posters
- Lunch Rally
- Audience Raffle
- Get teachers to promote in class!
- “Guest Performance”
  - Football Team, Administrators, etc.
- Butts in Seats = \$\$\$\$\$\$!!



# The little things matter!



- Don't go cheap on the Awards
  - Get a nice Mirror Ball Trophy (big one for staff, small for dancers)
  - 2<sup>nd</sup> and 3<sup>rd</sup> place get medals
  - Give additional fun awards
    - Best Costume/Theme/etc.
- Judges
  - Admin, Alumni, Last year's winner
  - Judges determine three finalists
  - Have crowd vote for winner
    - Swift Polls – 500 people = \$10
- Encourage Staff Families to Attend!
  - They LOVE to see it
  - More \$\$\$!
- Make a BIG Deal about the winner!
  - Celebrity for a day at school
  - Decorate classroom

# Additional Tips

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- Be smart about picking a date
  - End of year is best, but not too late or teacher schedules get crazy
- Start EARLY!!
  - Our event is at end of April, we started recruiting at start of February!
- Have all ASB and Dance Team members sell 5 tickets
  - (300 presale tickets at \$10 a piece = \$3000!) (*First year = \$5, Still \$1500!*)
  - Dance team sells to their families and teacher families
  - ASB sells to students
- Charge \$15 at the door to incentivize presale!
- Split proceeds 50/50 (ASB/Dance Team)
- Have an intermission and sell concessions (even more \$\$!)
- Create fun intro video for each dance (funny questions, practice clips, etc.)
- Think outside the box
  - You'll be surprised how many custodians, office staff, unpopular teachers, etc. have KILLER dance moves!
- Use as much DWTS stuff as possible (Logo, Music, Score Cards, etc.)

# Thanks!

Questions?

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