

INNER CIRCLE

PROFITABLE PARTNERSHIPS



INNER CIRCLE PROFITABLE PARTNERSHIPS SYSTEM

Strategic partnerships may take on a variety of forms and typically the partnerships that take place with dance studios see varying success. Often you may 'partner' with a business and ask them to send an email or two to their clients, or perhaps you have left some flyers on their counter.

The reason this doesn't work the way it should is because it's hard to measure and easy to forget about.

Instead, you can use the following strategies for a strategic partnership in your studio that starts strong and stays strong.

In this IC system you will find:

- Our top tips for setting up a successful strategic partnership
- Our done-for-you approach and follow-up email template to streamline your partnership approach
- Sample partnership kits for leveraging advertising in your newsletter and recital programs
- A sample partnership booking form
- A sample partnership agreement

Finding the right strategic partner is similar to finding any of your studio's key hires. You'll be working closely together, so it's important to have a good connection. Don't be afraid to trust your gut. If your instincts tell you that something isn't right, even when everything looks good, it's smart to be cautious.

ESTABLISH CLEAR OBJECTIVES.

Making sure all parties are on the same page greatly improves your chances of a good outcome. It also gives you benchmarks for measuring a project's success. Understand what you want to get out of a partnership and have a rock-solid grasp of your partner's goals. This will make sure that everyone is aligned and has the same, or complementary, visions.

BE HONEST AND STRATEGIC AROUND YOUR OWN WEAKNESSES AND GAPS IN BUSINESS.

Trying to do too much at once is something we all experience as studio owners and it can be a hard habit to break. But seeking partners who are experts in a particular area will free you up to focus on your core competencies. For example, if you hate selling dance shoes in-studio, then partner with a local dance store or supplier. Ditto with photography, hair and makeup, etc.. You'll be able to focus on the critical activities that keep your business functioning.

UNDERSTAND WHAT MAKES YOUR DANCE STUDIO UNIQUE.

Having a clear grasp of your own intellectual property and the value you bring to a partnership will help you negotiate the terms of any agreement. It also helps to determine when you should work with a partner or do the work in house.

DO YOUR RESEARCH.

You need to be confident that a partner can deliver what they're promising before you enter into any kind of relationship. Ask your network for recommendations and look for local businesses with an established track record. Always ask to see evidence of results.

KEEP COMMUNICATING.

Once you've found a great partner, established a good relationship and figured out your objectives, don't forget to keep communicating. Maintain contact with frequent check-ins to talk through results, challenges, wins and problems. This will keep confidence levels high on both sides and it means you can deal with any unexpected issues or changes swiftly.

NEWSLETTER MEDIA KIT

INSERT STUDIO LOGO, IMAGE ETC

ADVERTISING RATE CARD

why advertise: Newsletters are a great way for you to advertise direct to the market. We've done the hard work for you to obtain the all important e-mail addresses from within the dance market place. Now you can capitalize on this by placing your brand in our newsletter. Newsletter advertising can be used to promote brand awareness, as well as, special promotions and sales your company may have. It is also effective tool for marketing events and organisations. So, take the guesswork out and leverage yourself through our Newsletter to help with your next sale, event or marketing campaign. We have a responsive and targeted demographic e-mail database. No point having thousands of random e-mail addresses, it's about having responsive e-mail addresses ... we are dedicated to reaching dancers for your business, event, organisation.

about us: XXXXX offers dance classes for those who want to dance and perform for fun, as well as those who want to pursue a professional career in dancing and other performing arts. As a performance arts school we provide a fun, positive, safe learning environment for children aged XXXXX to adults, beginners to advanced.

our style: XXXXX is a free quarterly publication written and compiled by XXXXX The newsletter content includes detailed commentary on topical issues in the dance industry, upcoming events, and exciting achievements providing readers with relevant dance industry news and products.

FAST FACTS:

- Free quarterly publication
- 800+ copies distributed via email each issue
- Uploaded to XXXXX Website
- Hard copies available at XXXX

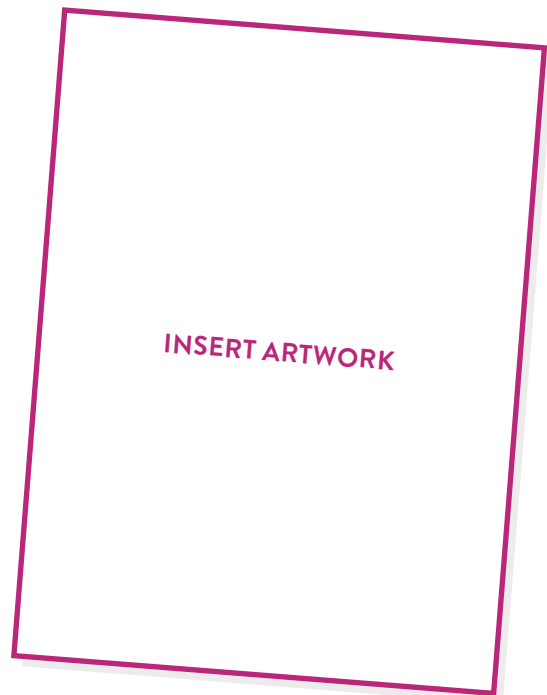
OUR READERS

XXXX is read primarily by dancers, dance parents, dance business owners and people in the entertainment industry. XXXX is distributed to our targeted database electronically, via website upload

and via hard copies available at the XXXXX. We manage to reach a market both within Australia and Internationally. The market is a predominately female audience ranging from tweens to women in the 30-50 years age group.

ADVERTISING

XXXX is professionally designed. All advertising must be complimentary to the design of the newsletter. All advertising artwork for XXXX must be professionally designed and must promote products and services relevant to the resources sector. XXXXX retains the right to refuse content or give the advertiser opportunity to alter the artwork.**Limited advertising space available.



DISTRIBUTION:

XXXX is distributed via email to over XXXX students and parents, and over XXXX dance and entertainment industry professionals. Once uploaded to our website our newsletter has the potential to reach an abundance of both national and international readers.

ADVERTISEMENT



ADVERTISING

FULL COLOUR ADVERTISEMENT RATES AND SIZING

SIZE 1 - 45MM X 40MM (no bleed)

Casual \$25 per issue

Yearly (4 x issues) \$15 per issue = \$60

SIZE 2 - 45MM X 60MM (no bleed)

Casual \$35 per issue

Yearly (4 x issues) \$25 per issue = \$100

BANNER - 190MM X 40MM (no bleed)

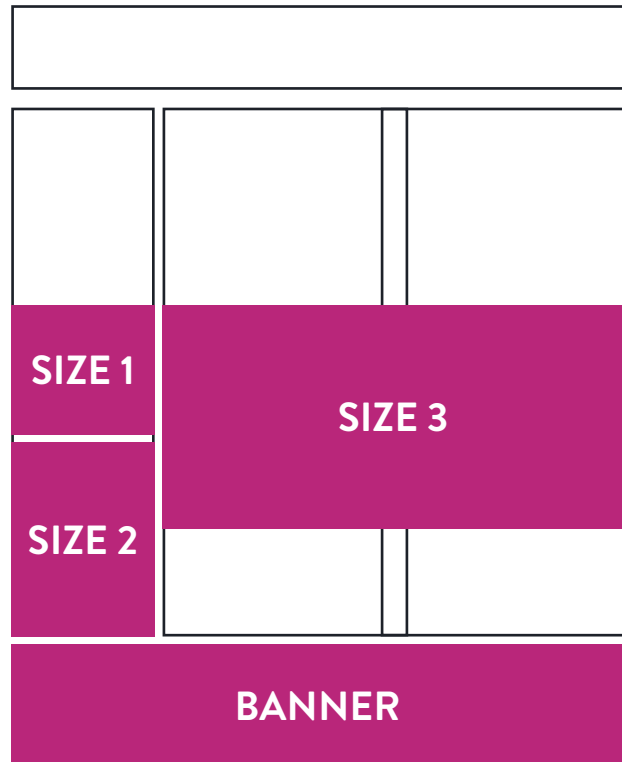
Casual \$60 per issue

Yearly (4 x issues) \$50 per issue = \$200

SIZE 3 - 140MM X 70MM (no bleed)

Casual \$80 per issue

Yearly (4 x issues) \$70 per issue = \$280



ADVERTISING SCHEDULE

Issue Number	Booking Deadline	Artwork by	Full Payment due	Publication Release

To book an advertisement please fill in the attached word document and email to:

[NAME]

Email: xxxx

Payment for advertising may be made by Direct Deposit or Credit Card

Account name: xxxxx

Credit card payment can be taken over the phone.

less than 300dpi at 100%.

- All elements must be RGB format
- PDFs must be output as print optimised
- All fonts must be embedded.
- Linked files must be provided.
- Artwork provided by clients will not be proofed as it is deemed to be correct and approved when supplied to XXXX.

SPECIFICATIONS & ARTWORK REQUIREMENTS

SPECIFICATIONS

SIZE 1 AD - 45mm wide X 40mm long (no bleed)

SIZE 2 AD - 45mm wide X 60mm long (no bleed)

SIZE 3 AD - 140mm wide X 70mm long (no bleed)

BANNER AD - 190mm wide X 40mm long (no bleed)

ARTWORK

- Finished artwork can be supplied as either;
- PDF or JPG (Jpeg)
- Both PC and Mac Formats are acceptable.
- Logos, photos, graphics must be supplied at no

AD DESIGN ASSISTANCE:

This service is provided by a qualified graphic designer at a rate of \$40 per hour. You will need to supply your logo, copy and any photos as JPG (Jpeg), TIFF, PNG or EPS. at 300dpi at 100% RGB. Copy can be supplied in an email or txt document. Images taken directly from websites will not be usable as the file size is too small and images will be pixelated. Advertisements created by XXXX graphic designer will require proofing and approval by the client, any errors will be amended free of charge, alterations will be charged at a rate of \$40 per hour. Please supply only email files smaller than 5MB. Burn large files to CD and send them via Australia Post to XXXXX

For advertising enquiries contact

[Name]

Email: xxxx

Terms & Conditions: All rates are subject to change without notice. All rates are GST inclusive. Ad cancellation will not be accepted after the booking deadline dates. Any cancellation received after the deadline will be charged at the full fee or the publisher reserves the right to repeat any previous advertisement of the same size from the advertiser. Ad placement is allocated on a first in first serve basis. You may request a particular position and we will endeavour to honour that to the best of our ability. It is the Editor's final decision upon placement of advertisements. Non Receipt of Material - we have an obligation to you and others to deliver the magazine on time and material therefore material must be received by the close of business on the material deadline. Indemnity - The publisher accepts no responsibility for typesetting/artwork done by a third party on behalf of the advertiser. If the publisher designs or amends advertiser material, a proof of the finished artwork will be made available for approval before printing. The publisher reserves the right to cancel any material deemed inappropriate. Because of the ethical and product standards under which we operate, there are some organisations from whom we cannot accept advertising. These editorial decisions will be made by the xxxx Advertising Committee.

YOUR LOGO HERE

LIMITED SPACE – EXCLUSIVE ADVERTISING OFFER

PERFORMING ARTS SCHOOL YEARLY CONCERTS PROGRAM ADVERTISING

This year we are offering a **LIMITED ONLY** number of advertising spaces in our concert programs. Your ad will be included in our professionally designed 20 page full colour gloss high quality publications. Choose to advertise in just one, two or all three of our Concert Programs. Programs are included in ticket sales and will be distributed to over 1500 guests.

BOOKING DEADLINE XXXXXX

SPECIFICATIONS & ARTWORK REQUIREMENTS

SPECIFICATIONS

SIZE 1 AD

92mm wide X 65mm deep (no bleed) \$90

SIZE 2 AD

190mm wide X 65mm deep (no bleed) \$180

SIZE 3 AD

92mm wide X 136mm deep (no bleed) \$180

SIZE 4 AD

HALF PAGE horizontal (no bleed) \$250

- Logos, photos, graphics must be supplied at no less than 300dpi at 100%.
- All elements must be RGB format
- PDFs must be output as print optimised
- All fonts must be embedded.
- Linked files must be provided.
- Artwork provided by clients will not be proofed as it is deemed to be correct and approved when supplied.

Please supply only email files smaller than 5MB. Burn large files to CD and send them to XXXXXX

For advertising enquiries, booking and payment details contact [NAME] Email: xxxxx

ARTWORK

- Finished artwork can be supplied as either;
- PDF or JPG (Jpeg)
- Both PC and Mac Formats are acceptable.

Terms & Conditions: All rates are subject to change without notice. All rates are GST inclusive. Ad cancellation will not be accepted after the booking deadline dates. Any cancellation received after the deadline will be charged at the full fee or the publisher reserves the right to repeat any previous advertisement of the same size from the advertiser. Ad placement is allocated on a first in first serve basis. You may request a particular position and we will endeavour to honour that to the best of our ability. It is the Editor's final decision upon placement of advertisements. Non Receipt of Material - we have an obligation to you and others to deliver the magazine on time and material therefore material must be received by the close of business on the material deadline. Indemnity - The publisher accepts no responsibility for typesetting/artwork done by a third party on behalf of the advertiser. If the publisher designs or amends advertiser material, a proof of the finished artwork will be made available for approval before printing. The publisher reserves the right to cancel any material deemed inappropriate. Because of the ethical and product standards under which we operate, there are some organisations from whom we cannot accept advertising. These editorial decisions will be made by the xxxx Advertising Committee.

ADVERTISEMENTS

AD SIZE 1
\$90
92MM X 65MM

AD SIZE 2
\$180
190MM X 65MM

AD SIZE 3
\$180
92MM X 136MM

AD SIZE 4
HALF PAGE LANDSCAPE
\$250
190MM X 136MM

ADVERTISING BOOKING FORM

To book your ad please email this form to **XXXX**

SIZE 1 - 45MM X 40MM (NO BLEED)

Casual \$25 per issue. Yearly (4 x issues) \$15 per issue = \$60

45MM X 60MM (NO BLEED)

Casual \$35 per issue. Yearly (4 x issues) \$25 per issue = \$100

- 140MM X 70MM (NO BLEED)

Casual \$80 per issue. Yearly (4 x issues) \$70 per issue = \$280

BANNER - 190MM X 40MM (NO BLEED)

Casual \$60 per issue. Yearly (4 x issues) \$50 per issue = \$200

YES – I/WE WISH TO BOOK THE FOLLOWING ADVERTISEMENT(S):

Term No./Year	Ad Size	Ad Cost	Duration (No of Editions)	Other
		\$		
		\$		
		\$		
		\$		

YOUR DETAILS:

Name:	
Company Name:	
Contact Phone:	
Email:	
Website:	
Postal Address:	

Please delete statement which DOES NOT APPLY to you.

Yes – I/We **DO** require graphic design assistance for our advertisement(s).

No – I/We **DO NOT** require graphic design assistance for our advertisement(s).

Payment Details:

Please make cheques payable to XXXX

Direct Deposit: XXXX

BSB: XXXX Acc: XXXX

Please put NEWS and part of your company name as description (e.g. NewsTrilogy).

CREDIT CARD:	
Card Type:	
Card Name:	
Card Number:	
Expiry:	
Total Amount to be deducted:	\$

Terms and Conditions: By e-signing your full name below I acknowledge that I have read and agree to the quoted cost above and the Terms and Conditions listed below.

Signature : _____ Date : _____

- 1.All advertising bookings must be confirmed on a booking form.
- 2.Cancellations will only be accepted in writing and must be received before the booking deadline. Cancellations made after booking deadlines will not be accepted.
- 3.To secure advertising space bookings must be paid in full prior to deadline date. Casual advertisers may pay by credit card at the time of booking.
- 4.Advertisements are accepted subject to the approval of the Editor.
- 5.Advertisements are accepted for publication on the condition that the advertiser indemnifies the publisher and its servants and contractors against all actions, suits, claims, loss and/or damage and expenses resulting from anything published by the advertiser.