



2025/2026 SEASON INQUIRY

SYLVAN LAKE

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WELCOME MESSAGE

Welcome to the 2025/2026 Dance Season!

We're excited to open PRIORITY REGISTRATION on June 2, 2025.

RECREATIONAL STUDENTS

Because our recreational classes fill quickly, we're offering priority registration to returning 2024/2025 students before opening to the public.

We'll be using this year's schedule as a framework for 2025/2026, with finalized class times released closer to our September start date.

FESTIVAL & COMPETITIVE STUDENTS

Register for the styles you're interested in, no need to select a level. Once registration is complete, we'll group dancers by age, experience, and skill. This allows us to finalize the schedule sooner and ensure dancers are placed in the best-fit classes.

HELPFUL TIP

If your dancer is unsure about a style, we recommend registering anyway! It's much easier for us to remove a dancer than to add one later. If you withdraw before September, we're happy to issue a refund or credit.

HOW TO REGISTER ➡ [HTTPS://DANCESTUDIO-PRO.COM/ONLINE/WESTLAND](https://dancestudio-pro.com/online/westland)

PLEASE NOTE

More information on studio policies, proper attire and performance details will be included in our 2025/2026 Parent Handbook, which will be shared in late August.



WELCOME MESSAGE

QUICK REFERENCE STUDIO INFORMATION

Directors: Vickie Edwards and Alyssa Landry

Instructors: Alyssa Landry, Vickie Edwards, Keanna Campbell, Stef Peters, Emily Mctrowe, Jada Stephenson, Adalynn Lilly

RMH Address: 5019 45 St Building 3A, Rocky Mountain House, AB

SL Address: 24 Cuendet Ind. Wy, Sylvan Lake, AB, T4S 2J7

Email: westlanddanceo@gmail.com

Website: www.westlanddanceco.com

Facebook: facebook.com/westlanddanceco

Instagram: [westlanddanceco](https://www.instagram.com/westlanddanceco)

WDC Rocky Parent Hub:

<https://www.facebook.com/groups/wdcparenthub>

WDC Sylvan Parent Hub:

<https://www.facebook.com/groups/1948089855378010>

PLEASE JOIN THIS PARENT HUB FOR IMPORTANT INFO, UPDATES, REMINDERS, A PLACE TO CONNECT WITH OTHER FAMILIES, ETC.

MEET THE TEAM

**ALYSSA
LANDRY**



**VICKIE
EDWARDS**



CO-OWNERS/DIRECTORS/INSTRUCTORS

**MISS
KEANNA**



**MISS
STEF**



**MISS
EMILY**



**COMING
SOON**

**COMING
SOON**

INSTRUCTORS

WHAT'S NEW FOR 2025/2026

A. Multi-Class Discount Tuition Structure

We've implemented a new tuition model that rewards students who take multiple classes:

1st class: Full Price

2nd class: 7% off

3rd class: 12% off

4th class and beyond: 15% off each

Each class is discounted based on its rank in a dancer's weekly schedule. For example, a dancer taking 3 classes would pay:

Full price for the 1st class

7% off the 2nd

12% off the 3rd

These discounts are applied automatically.

B. Technique Class for Level 4 and 5 – Rocky Location

While our Westland Skills Lab will not be offered in Sylvan Lake for the 2025/2026 season, we are closely monitoring a new pilot program running in Rocky Mountain House for Level 4 and 5 dancers.

Our goal is to assess the impact of a dedicated weekly technique class and, if successful, we plan to bring this specialized training to Sylvan in future seasons.

Westland Skills Lab focuses on refining technique across all genres and includes rotating modules in ballet, jumps, turns, flexibility, strength and conditioning, and more.

Stay tuned - exciting training opportunities are on the horizon for Sylvan dancers.

WHAT'S NEW FOR 2025/2026

C. Festival Class Length Extended

Festival classes will now run 55 minutes weekly to give dancers more time to refine technique, practice choreography, build confidence and teamwork. This update gives students a stronger foundation and better prepares them for festival performances.

Festival students perform at Alberta-based festivals and receive an award of completion without being ranked or scored against others, perfect for new dance families!

D. New! Contemporary Large Group Class

We're introducing a brand new Contemporary Large Group for the 2025/2026 season!

- ***Open to all dancers already enrolled in Lyrical***
- Will attend competitions and require choreography & costume fees

E. Updated Prerequisites for Level 2+ Competitive Classes

To ensure dancers are technically prepared, the following prerequisites apply:

- Lyrical: Must also take Ballet or Jazz
- Contemporary: Must also take Lyrical
- Acro-dance: Must also take Ballet, Jazz, or Hip Hop
- Variety/Musical Theatre: Must also take Ballet, Jazz, or Hip Hop
- Hip Hop: No prerequisites required

PRICING AND PAYMENTS

NEW

Multi-Class Discount Tuition Structure: We've implemented a new tuition structure that offers discounts based on the number of classes taken per dancer:

- 1st class: Full Price
- 2nd class: 7% off
- 3rd class: 12% off
- 4th class and beyond: 15% off each

This structure rewards dancers who take multiple disciplines while still ensuring we can maintain program quality. Each class is calculated individually using its position in the class order. These discounts are applied automatically and reflected in the totals listed in the tuition chart.

Note: The Westland Skills Lab is a flat monthly rate and is not included in the class discount structure.

2025/2026 MONTHLY TUITION CHART

Tuition pricing based on number of classes per week. All pricing is monthly:

Classes Per Week	Recreational (45 mins)	Festival (55 mins)	Competitive (75 mins)
1 Class	\$60.50	\$77.00	\$93.50
2 Classes	\$116.76	\$148.61	\$180.45
3 Classes	\$170.00	\$216.37	\$262.74
4 Classes	\$221.43	\$281.82	\$342.21
5 Classes	\$272.86	\$347.27	\$421.69
6 Classes	\$324.28	\$412.72	\$501.16
7 Classes	\$375.71	\$478.17	\$580.64
8 Classes	\$427.13	\$543.62	\$660.11

Pricing does not include GST or merchant fees

PRICING AND PAYMENTS

2025/2026 PAYMENT IN FULL TUITION CHART

Tuition pricing based on number of classes per week. All pricing is for 9 months:

Classes Per Week	Recreational (45 mins)	Festival (55 mins)	Competitive (75 mins)
1 Class	\$544.50	\$693.00	\$841.50
2 Classes	\$1,050.84	\$1,337.49	\$1,624.05
3 Classes	\$1,530.00	\$1,947.33	\$2,364.66
4 Classes	\$1,992.87	\$2,536.38	\$3,079.89
5 Classes	\$2,455.74	\$3,125.43	\$3,795.21
6 Classes	\$2,918.52	\$3,714.48	\$4,510.44
7 Classes	\$3,381.39	\$4,303.53	\$5,225.76
8 Classes	\$3,844.17	\$4,892.58	\$5,940.99

Pricing does not include GST or merchant fees

EXTRA FEES PAYMENT SCHEDULE

FEE TYPE	AMOUNT	DUE DATE
Registration Fees	\$35 per family	Upon Registration
PREF Fees	\$50 per student	Upon Registration
Competition/ Festival Fees <i>*does not apply to recreational students*</i>	\$170 per festival class \$225 per competitive class <i>*an estimate, subject to change*</i>	October 15
Costume Fees	\$130 recreational \$150 festival/competitive <i>*an estimate, subject to change*</i>	November 15
Choreography Fees	\$25 per class	February 15

Pricing does not include GST or merchant fees



TUITION BILLING & PAYMENT

- Tuition is billed monthly from September 1 to May 1, with equal payments each month regardless of holidays or the number of classes in a month.
- Registration and PREF fees are due at the time of sign-up. These are non-refundable and secure your dancer's spot in class.
- Tuition is automatically withdrawn on the 1st of each month using the payment method provided at registration.
- Enrollment in autopay with a debit or credit card is mandatory unless you are planning to pay your tuition in full for the entire 2025/2026 season.
- Short-term sessional classes do not require autopay enrollment.
- A late fee will be applied to any payments not completed by the 15th of the month.
- There are no refunds on tuition or fees at any time. If you wish to discontinue classes, you must complete our official withdrawal form before the 1st of the upcoming month to avoid being charged for the next month's tuition.
- If your payment information changes, please update your account promptly to avoid interruption in classes.



CLASS RUN DATES AND IMPORTANT DATES

TENTATIVE

Important dates, stat holidays, competition dates, showcase info, and more will be FINALIZED in the Parent Handbook sent out prior to the season start.

CLASSES RUN (Tentative):

SEPTEMBER 8, 2025 - MAY 22, 2026

NO CLASSES (Tentative):

November 10 - 14, 2025

December 22, 2025 - January 4, 2026

February 16 - 20, 2026

April 6 - 10, 2026

HOLIDAY SHOWCASE (Tentative):

DECEMBER 13, 2025

COMPETITIVE SHOWCASE (Tentative):

MARCH 28, 2026

FESTIVALS AND COMPETITIONS (Tentative):

APRIL 9-12, 2026 - CAMROSE

APRIL 16-19, 2026 - MEDICINE HAT (LEVEL 2-5 ONLY)

APRIL 29-MAY 3, 2026 - SHERWOOD PARK

MAY 9-11, 2026 - RED DEER

RECREATIONAL YEAR END SHOWCASE (Tentative):

MAY 23, 2026



EXTRA INFO

SHORT TERM CLASSES

Short-term programs (6–12 weeks) begin the week of September 15, 2025. These dancers participate in the Holiday Showcase but do not perform in the year-end showcase. Pricing and registration details will be available later in the summer.

DANCE ATTIRE

Bundled dancewear packages will be offered. Orders due by September 15, 2025. Ballet and lyrical shoes also available for purchase.

TEAMWEAR & MERCHANDISE

Optional teamwear and limited-edition merchandise will be available to order by September 15, 2025. Order here: <https://westlanddanceco.bigcartel.com>

ASSISTANT PROGRAM

ASSISTANT PROGRAM: Applications due: August 15, 2025
Training Date: TBA (mandatory).

Apply here: <https://forms.gle/2oTFyxQgYcUopWdw9>

SOLOS/DUETS/EXTRA WORK

SOLOS/DUETS/EXTRA WORK: Applications due: October 1, 2025. Approvals sent: October 15, 2025.

Apply here: <https://forms.gle/6iXcXTdVuSf6gYhW7>



EXTRA INFO

✨ **INTERESTED IN PERFORMING AT DISNEYLAND?**

Our Dance the Magic Disneyland performance opportunity is still open to dancers who wish to join us!

To participate, dancers must be enrolled in full-year dance classes (not aerial) for both the 2025/2026 and 2026/2027 seasons and must be at least 7 years old by October 1, 2026

This is an exciting and unforgettable experience for our dancers, let us know if you'd like more information!

🎉 **PARENT FUNDRAISING ASSOCIATION IS BACK!**

We're excited to announce that the Westland Dance Co. Parents Association is returning for both Rocky and Sylvan Lake locations!

Families have the opportunity to volunteer at select fundraising events throughout the season to earn tuition credits or raise funds toward Disney for their dancer(s).

Participation is completely optional, but it's a great way to get involved, connect with other dance families, and support our amazing community.

Rocky: westlandparentassociation@gmail.com

Sylvan lake: wdcsylvanparentassociation@gmail.com

TEAM VISION AND MISSION STATEMENT

To start us off, it's important to us at Westland Dance Co. that all members of our team share our vision, our purpose and the philosophy that encompasses everything we do both in and outside of our classes. This is a vision that is shared and demonstrated by the directors, teachers and staff members at our studio and it is the driving force behind every interaction with our students and their families.

Westland Dance Co. is a place where kids of all ages, shapes, and sizes learn to dance and perform.

This is a studio where creativity, individuality and self-expression is encouraged and has a community of teachers, students and families who are passionate about performing arts.

Our goal is to create a positive and happy experience for all of our students. We strive to nurture and develop talent, celebrate the achievements of all students, and inspire a love and appreciation of all styles of dance and the arts. We are committed to providing a safe and positive environment in which all students can feel empowered, comfortable and free to express themselves.

We have created a mission statement to tell you just who we are and what we encourage and stand for.

G.R.O.W.

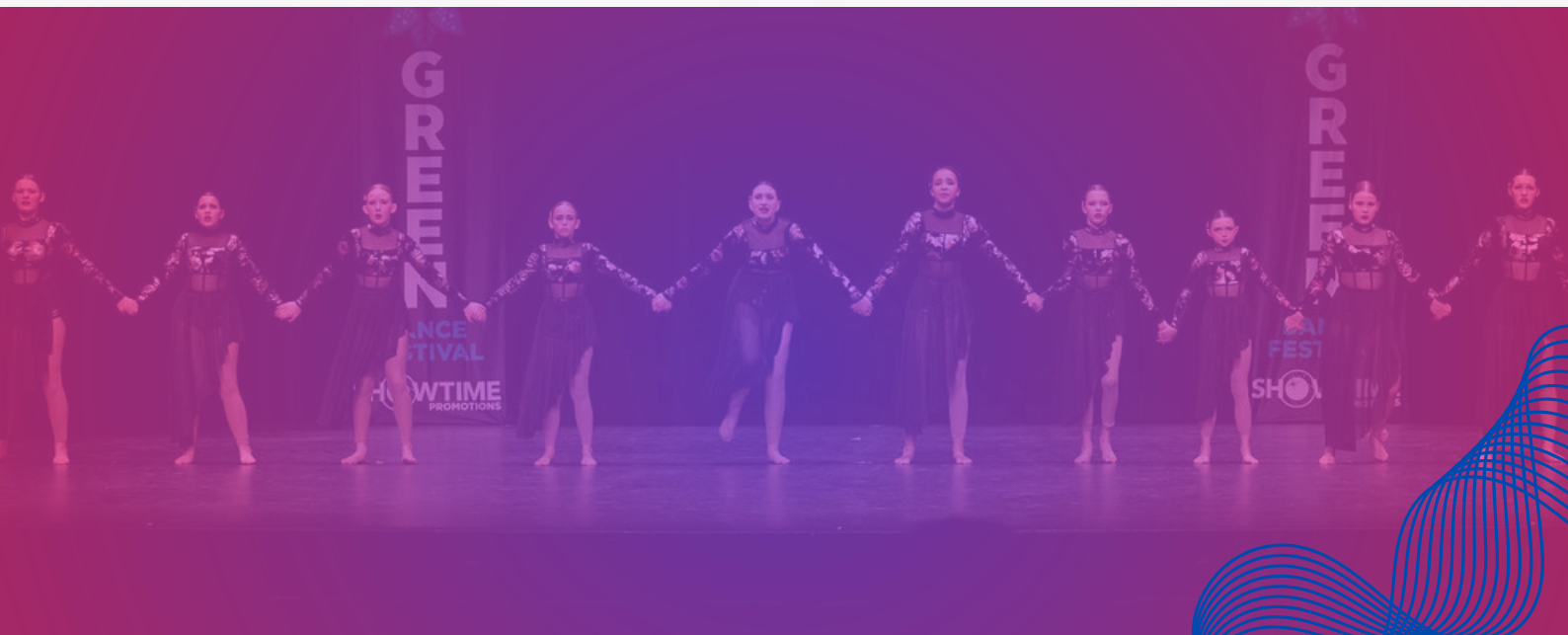
What does it mean?

Growth mentality: Continually challenge yourself to be better than you were yesterday.

Respect: Respect for yourself and for your peers.

Optimism: Always have a positive and uplifting attitude towards yourself and your journey.

Welcoming: Westland Dance Co. is a community and a home.



COMMUNICATION

By now you have probably noticed that we are BIG on communication here at Westland Dance Co. It is our promise to respond to all enquiries in a timely manner and we will never leave a question unanswered.

Please contact us via westlanddanceco@gmail.com.

For convenience, our primary means of communication is via email. You will receive regular newsletters and important information via email so please ensure you have provided the studio with an up-to-date email address that is regularly checked. We're happy to include multiple email addresses per family if you'd like information sent to more than one contact. Don't forget to add our email address westlanddanceco@gmail.com to your contacts so we don't end up in the dreaded Spam folder! If you would prefer to chat with us over the phone please just email a contact number and we would be happy to chat with you.

In rare cases of urgent matters, we will send an SMS and/or telephone to all families. So, for this reason, please make sure the mobile phone number you have provided to the studio is correct and up-to-date.

Facebook is a great way for us to keep in touch with a large number of people at once, so we encourage all families to join our Westland Dance Co. Facebook group as well as our WDC Parent Hub.

These groups will be monitored to ensure all content is appropriate and relevant.

Follow us on Instagram [@westlanddanceco](https://www.instagram.com/westlanddanceco) for updates, highlights, and important reminders.

We are always happy to chat in more detail about communications you may receive from the studio, so if you need any clarification please don't hesitate to contact us.





WDC

WESTLANDDANCECOMPANY