



# WDC

WESTLANDDANCECOMPANY

## 2026/2027

# SEASON INQUIRY

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ROCKY MOUNTAIN HOUSE

&

SYLVAN LAKE

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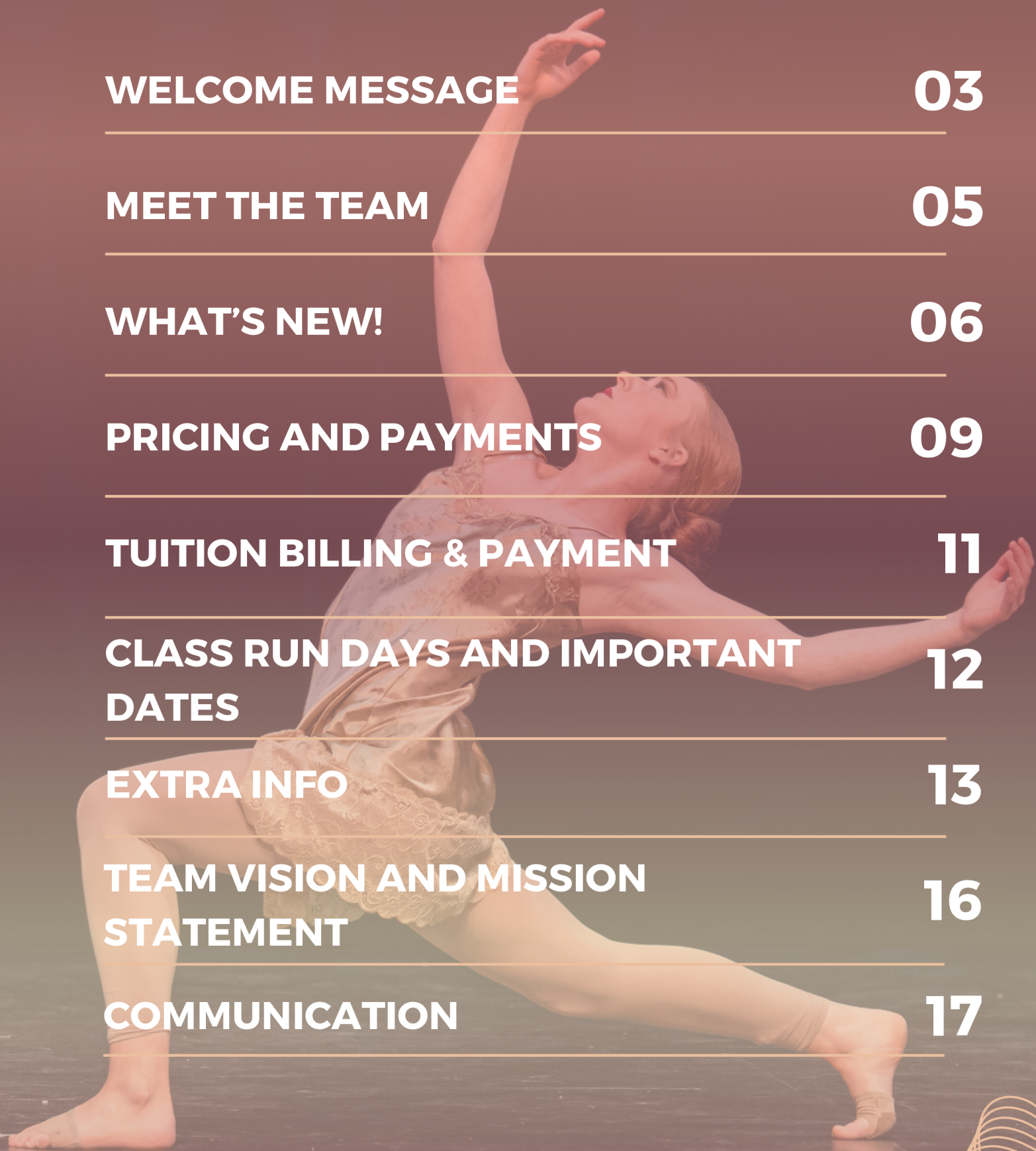
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# WELCOME MESSAGE

## **Welcome to the 2026/2027 Dance Season!**

We're excited to open PRIORITY REGISTRATION on June 2, 2026.

### **RECREATIONAL STUDENTS**

Because our recreational classes fill quickly, we're offering priority registration to returning 2025/2026 students before opening to the public.

We'll be using this year's schedule as a framework for 2026/2027, 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://APP.GOSTUDIOPRO.COM/ONLINE/WESTLAND](https://app.gostudiopro.com/online/westland)

*All listed pricing is before GST and applicable processing fees.*

### **PLEASE NOTE**

More information on studio policies, proper attire and performance details will be included in our 2026/2027 Parent Handbook, which will be shared in late August.



# WELCOME MESSAGE

## **QUICK REFERENCE STUDIO INFORMATION**

**Directors:** Vickie Edwards and Alyssa Landry

**Instructors:** TBA

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

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

**Email:** [westlanddanceco@gmail.com](mailto:westlanddanceco@gmail.com)

**Website:** [www.westlanddanceco.com](http://www.westlanddanceco.com)

**Facebook:** [facebook.com/westlanddanceco](https://www.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

VICKIE  
EDWARDS

ALYSSA  
LANDRY



CO-OWNERS/DIRECTORS/INSTRUCTORS

**COMING  
SOON!**

INSTRUCTORS

# WHAT'S NEW FOR 2026/2027

## **Multi-Class Discount Tuition Structure**

We've implemented a new tuition structure that offers discounts based on the number of classes taken per dancer:

- Full price for the 1st class
- 5% off for the 2nd class
- 10% off for the 3rd class
- 12% off for the 4th class
- 15% off for the 5th class and beyond

This structure rewards dancers who take multiple disciplines while still ensuring we can maintain program quality. Pricing chart available below.

## **Ballet Technique Lab for Competitive Dancers**

This foundational training class is designed to strengthen and elevate dancers' overall technique. Classes include rotating modules in ballet technique, jumps, turns, flexibility, strength & conditioning, injury prevention, and more.

Ballet Technique Lab is your dancer's weekly powerhouse hour: building strength, refining technique, and training smarter for the stage. This is where the behind the scenes magic happens.

- No costume fees
- No choreography fees unless participating in the optional Ballet Choreography class
- No additional registration fee
- Does not perform or compete

Mandatory Training Requirements: Certain Level 2+ competitive styles require enrollment in Ballet Technique Lab as part of their training pathway. Please see the prerequisite section below for full details.

**Program: Ballet Technique Lab**

**Monthly Rate: \$75.00/month plus fees**

**Pay in Full Rate: \$675.00 plus fees**

# WHAT'S NEW FOR 2026/2027

## **Ballet choreography class**

An optional competitive Ballet choreography class may be offered beginning in January, depending on enrollment.

This competitive choreography class is available in addition to Ballet Technique Lab for dancers wanting additional ballet performance opportunities.

Level 1 dancers will continue to have the option of enrolling in a Ballet class that combines both technique and choreography, similar to previous seasons.

## **Updated Prerequisites for Level 2+ Competitive Classes**

To help dancers build strong technique and succeed safely across all styles, certain Level 2+ competitive classes require enrollment in complementary training classes.

- Acro-Dance: Must also take either a Jazz class OR Ballet Technique Lab. Ballet Choreography class is optional.
- Variety/Musical Theatre: Must also take either a Jazz class OR Ballet Technique Lab. Ballet Choreography class is optional.
- Lyrical: Must also take Ballet Technique Lab. Ballet Choreography class is optional.
- Contemporary: Must also take Lyrical.
- Hip Hop: No prerequisites required.
- Tap: No prerequisites required.
- Jazz: No prerequisites required.
- Ballet: No prerequisites required.
- 

These prerequisite classes are designed to support proper technique, strength, flexibility, performance quality, and injury prevention across all competitive programs.

# WHAT'S NEW FOR 2026/2027

## **Festival/Level 1 Classes (ages 6-8)**

60 minute entry level performance program for dancers who are new to performing. Festival dancers attend Alberta based festivals and receive an award of completion rather than being ranked against other dancers. This program is a great introduction for new dance families.

Festival/Level 1 is designed as a foundational program, and dancers typically spend 2 to 3 seasons in Festival before progressing to Level 2, especially those who begin at a younger age. This allows dancers to build strong technique, confidence, and performance skills before moving into a more competitive environment.

Festival dancers do not qualify for or participate in end of competition dance offs.

## **HALF YEAR RECREATIONAL CLASSES**

Our Half Year classes are the perfect way to get involved without the full season commitment. With 15 weeks of classes and a chance to perform in either our Winter Showcase or Year End Showcase, dancers can join for one session or both. Year End Showcase dancers also receive a costume to keep at the end of the season. The Winter/Spring session includes additional instructional weeks at no extra cost due to the calendar layout.

## **SHORT TERM CLASSES**

Short-term programs (6 weeks) will begin in the fall (Oct 5th), Winter (January 4) and Spring (May 17). Registration for 6 week classes will open in the Summer months.

# PRICING AND PAYMENTS

## Multi-class Discount

We've implemented a new tuition structure that offers discounts based on the number of classes taken per dancer:

- Full price for the 1st class
- 5% off for the 2nd class
- 10% off for the 3rd class
- 12% off for the 4th class
- 15% off for the 5th class and beyond

This structure rewards dancers who take multiple disciplines while still ensuring we can maintain program quality. Pricing chart available below.

**Note: The Ballet Tech Lab is a flat monthly rate and is not included in the class discount structure.**

## 2026/2027 MONTHLY TUITION CHART

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

Classes Per Week	Recreational (45 mins)	Festival (60 mins)	Comp (75 mins)
1 Class	\$63	\$80	\$95
2 Classes - 5% discount	\$122.85	\$156	\$185.25
3 Classes - 10% discount	\$179.55	\$228	\$270.75
4 Classes - 12% discount	\$235.99	\$298.40	\$354.35
5 Classes - 15% discount	\$289.54	\$366.40	\$435.10
6 Classes - 15% discount	\$343.09	\$434.40	\$515.85
7 Classes - 15% discount	\$396.64	\$502.40	\$596.60
8 Classes - 15% discount	\$450.19	\$570.40	\$677.35

\*GST and applicable processing fees are not included in listed prices.\*

# PRICING AND PAYMENTS

## 2026/2027 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 (60 mins)	Comp (75 mins)
1 Class	\$567.00	\$720.00	\$855.00
2 Classes - 5% discount	\$1,105.65	\$1,404.00	\$1,667.25
3 Classes - 10% discount	\$1,615.95	\$2,052.00	\$2,436.75
4 Classes - 12% discount	\$2,123.91	\$2,685.60	\$3,189.15
5 Classes - 15% discount	\$2,605.86	\$3,297.60	\$3,915.90
6 Classes - 15% discount	\$3,087.81	\$3,909.60	\$4,642.65
7 Classes - 15% discount	\$3,569.76	\$4,521.60	\$5,369.40
8 Classes - 15% discount	\$4,051.71	\$5,133.60	\$6,096.15

\*GST and applicable processing fees are not included in listed prices.\*

## EXTRA FEES PAYMENT SCHEDULE

FEE TYPE	AMOUNT	DUE DATE
Registration Fees	\$35 per family	Upon Registration
PREF Fee <small>(Annual Performance Fee) This fee supports the cost of creating a high-quality performance experience for our dancers throughout the season. It contributes to venue rentals, staging and equipment, music editing, props, event staffing, rehearsals, and overall production of our showcases and events. This allows us to provide a smooth, organized, and professional experience for both dancers and families.</small>	\$50 per student	Upon Registration
Competition/Festival Fees <small>*does not apply to recreational students*</small>	\$180 per festival class (3 events) \$240 per competitive class (4 events) <b>*an estimate price, subject to change*</b>	October 15
Costume Fees	\$135 recreational full year \$170 festival/competitive <b>*an estimate price, subject to change*</b>	November 15
Choreography Fees	\$30 per class	February 15

\*GST and applicable processing fees are not included in listed prices.\*

# 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 2026/2027 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 future 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):** Week of Aug 31 – May 14 (32 weeks)

**NO CLASS DATES (Tentative):** TBA

**HOLIDAY SHOWCASE (Tentative):** NOVEMBER 15, 2026

**COMPETITIVE SHOWCASE (Tentative):** TBA

**FESTIVALS AND COMPETITIONS (Tentative):**

MARCH 18-21 - GCDC - FORT SASKATCHEWAN

APRIL 9-11 - 5678 SHOWTIME - LAKE LOUISE (LEVEL 2-5 ONLY)

APRIL 28-MAY 2 - EVERGREEN - SHERWOOD PARK

MAY 5-8 - STANDING OVATION - RED DEER

**RECREATIONAL YEAR END SHOWCASE (Tentative):** TBA

# EXTRA INFO

## **DANCE ATTIRE**

Bundled dancewear packages will be offered. Orders due by September 15, 2026. Ballet and lyrical shoes also available for purchase.

## **TEAMWEAR & MERCHANDISE**

Optional teamwear and limited-edition merchandise will be available to order by September 15, 2026.

Order here:

**<https://westlanddanceco.bigcartel.com>**

\*items not released yet\*

## **ASSISTANT PROGRAM**

Applications due: August 15, 2026

Training Date: TBA (mandatory). Apply here:

**<https://forms.gle/CiNCSb7SMNtQK1N28>**

## **SOLOS/DUETS/EXTRA WORK**

Applications due: October 1, 2026

Approvals sent: October 15, 2026. Apply here:

**<https://forms.gle/uSv7d8t8zTXuQkEK8>**

# EXTRA INFO



## **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](mailto:westlandparentassociation@gmail.com)

Sylvan lake: [wdcsvlvanparentassociation@gmail.com](mailto:wdcsvlvanparentassociation@gmail.com)

# EXTRA INFO

## Half year and short term pricing Recreational Program Options Comparison (2026/2027)

	Full-Year	Half-Year FALL/WINTER	Half-Year WINTER/SPRING	6-Week Session
<b>Session Length</b>	Week of Aug 31 – May 14 (32 weeks)	Week of Aug 31 – Dec 11 (15 weeks)	Week of January 4 – May 14 (17 weeks)	Oct-Nov Jan-Feb May-June
<b>Class Length</b>	45 minutes/week	45 minutes/week	45 minutes/week	Options of: 30 minutes/week 45 minutes/week 60 minutes/week
<b>Performances</b>	✓ Holiday + Year-End	✓ Holiday Only	✓ Year End Only	✗ None
<b>Holiday Showcase Shirt</b>	✓ Included	✓ Included	✓ Included	✗ Not Included
<b>Costume Fee</b>	✓ \$135	✗ None	✓ \$135 *Charged January 1st*	✗ None
<b>Choreography Fee</b>	✓ \$30	✓ Included in Tuition	✓ Included in Tuition	✗ None
<b>PREF Fee</b>	✓ \$50	✓ \$25	✓ \$25	✗ None
<b>Registration Fee</b>	✓ \$35 (once/year)	✓ \$35 (once/year)	✓ \$35 (once/year)	✓ \$35 (once/year)
<b>Tuition</b>	\$63/month × 9 = \$567 (1st of every month starting in Sept)	\$96/month × 3 = \$288 (Sept 1, Oct 1, Nov 1)	\$96/month × 3 = \$288 (Feb 1, March 1, April 1)	Pricing varies, depending on class length
<b>Total Cost to Family</b>	<b>\$857.85</b> (all fees included)	<b>\$365.40</b> (all fees included)	<b>\$507.15</b> (all fees included)	Pricing varies, depending on class length
<b>Best For</b>	Dancers ready for a full-season experience with multiple onstage performances	Dancers looking for a shorter-term commitment with one exciting holiday performance	Dancers looking for a shorter-term commitment with one exciting year end performance	New or curious dancers wanting to explore without the performance pressure

# TEAM VISION AND MISSION STATEMENT

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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

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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](mailto:westlanddanceco@gmail.com).

For convenience, our primary means of communication is via email. You will receive 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](mailto: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

WESTLAND DANCE COMPANY