

PRESENTED BY
JAJA VANKOVA • MARIE POPPINS

HIGHLIGHT THE STYLE

**SEP. 4-6
2020**

Highlight The Style Vol 2. Dance Festival

September 4th to 6th 2020


This unique event returns after a very successful first edition last September. This dance concept, never done anywhere in the world before, gives the Highlight to the following dance styles: Popping, Boogaloo, tutting, Waving, Animation, Robot.

It consists in exhibition battles where some of the best dancers are invited to showcase these dance styles in their true essence.

 Creatington Los Angeles

 @highlightthestyle

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GOALS

- Celebrate dance and honor each dance style that has been inspiring the dance community for decades worldwide on so many platforms: TV shows, Dance Competitions, movies, commercials, battles, social media, etc...
- Highlighting the top dancers at their best in their strongest styles.
- Educate the audience about the distinction between these 6 dance styles and show who are the masters in each category.

THE ORGANIZERS

Jaja and Marie both moved to Los Angeles two pursue their dream as dancers and choreographers. They studied street dance especially Popping, Animation, Tutting, Waving, Robot, Boogaloo, Krump and Voguing.

By learning from the legends and creators of these styles, they have strong knowledge of Urban dance Urban Dance and have made a name for themselves in the dance industry. They have studied these dance styles and became very unique dancers thanks to them.

Their credits are: Selena Gomes, Justin Bieber, Taylor Swift, Madonna, Busta Rhymes, Nayo, SYTYCD, Dancing With The Stars, Step 4 and more.

They decided to join their forces to create an original dance event with an all brand new concept in response to a need from the dancers to showcase their unique styles.



Summary of the First Edition:

- 375 people present at the event (the expectations was 200 people max)
- 60 dancers participating in the battles
- No deficit on the organization side
- Amazing feedback from both the audience and the participants
- Great videography by @stanceelements that enabled visibility on social media
- The event started and ended on time
- Nobody got injured or hurt
- Huge demand for doing the event again
- 40 people in each workshop the day after the event



Expectation for the Second Edition: What's New?

Workshop Format: Due to a high demand, it will be a two-days workshop instead of one, with four classes each day. We will add two styles: Gliding Workshop and Strutting Workshop

Highlight The Style Fashion Contest:

The contestants have to wear the best outfit matching their dance style and they have 10 seconds to showcase their outfit while dancing, and bring their best move. The winner gets 100\$ cash. We want to showcase the fashion aspect of urban dance.

Highlight The Style Qualifiers:

Throughout the year we are organizing 3 qualifiers to the main event.

There will be 1 VS 1 battle in each category.

The winner gets 100\$ cash and a spot to battle at the main Highlight The Style event in September

The cover will be 10\$ for both the audience and the participants.

February 20th: Robot Battle and Animation Battle

April 23rd: Waving Battle and Tutting Battle

June 18th: Popping Battle and Boogaloo battle

International dancers

For this edition, we would like to bring some of the best dancers coming from overseas to create an exchange with LA, as we want to give a international dimension to our event.

The Set Up of the venue: to get the best experience for the audience, we would like to invest in bleachers in the venue.



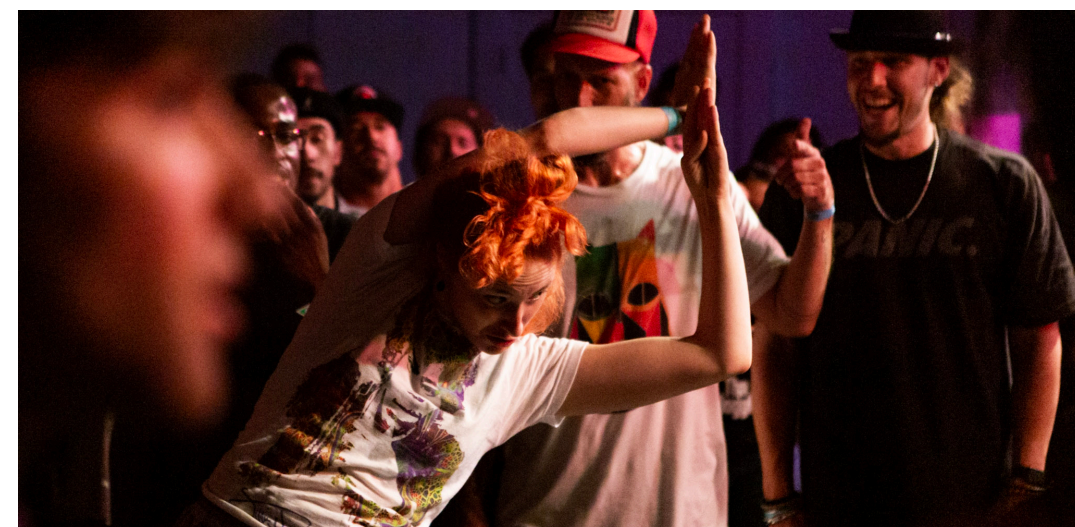
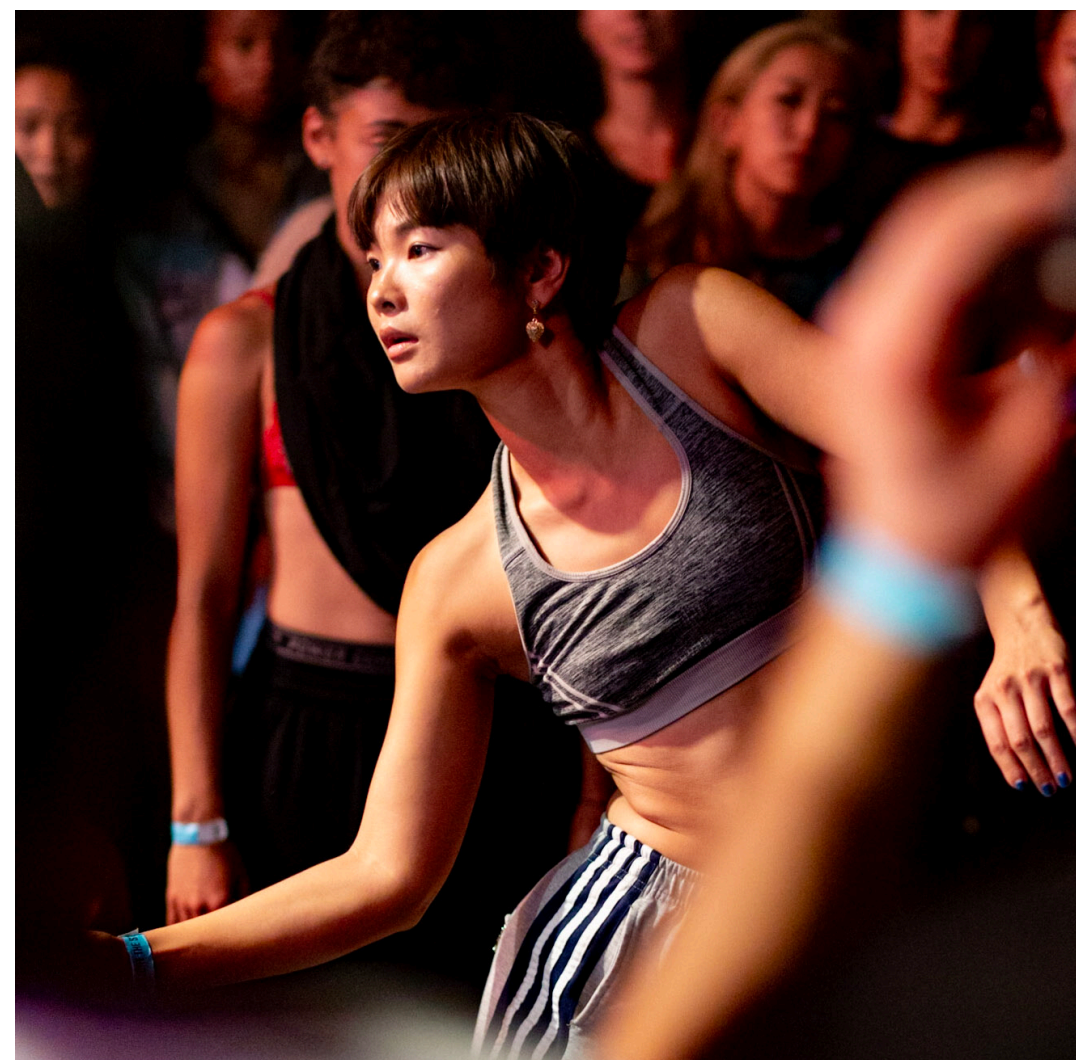
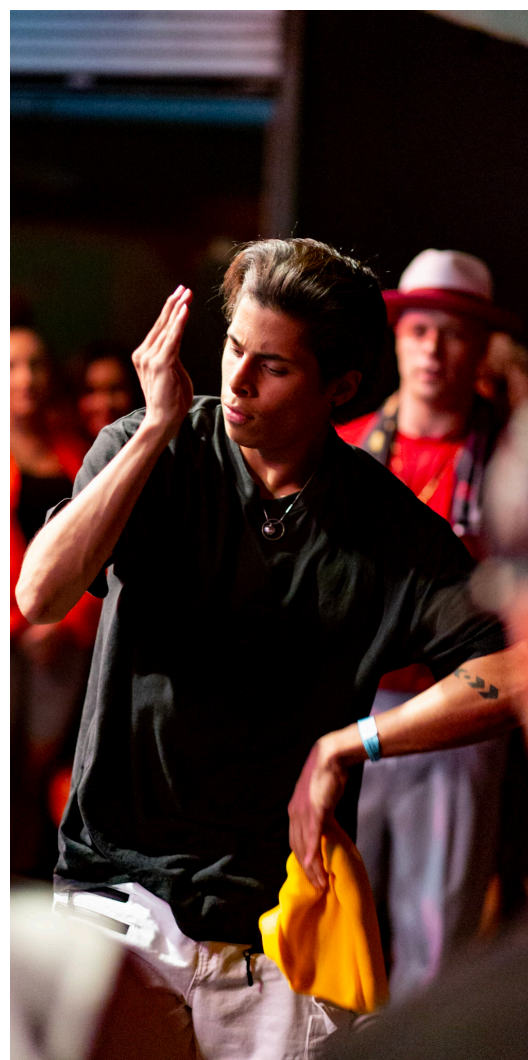
EXPENSES	AMOUNT (USD)	NOTE
SPACE RENTAL FOR THE EVENT SEPT 4TH	500	6 hours rental
SPACE RENTAL FOR THE WORKSHOPS (2 DAYS) SEPT 5TH/6TH	800	6 hours rental each day
FLYER DESIGN (65 FLYERS)	400	personalized flyers for each dancers participating
PRINTED FLYERS	200	communications in dance studios and dance events in LA
BANNER	250	branding the event better with the videography
DJ NUMBER 1 FEE	250	need of 2 DJs to assure variety of music genre and the best music adapted for each dance style. The 2 djs can rotate and take breaks
DJ NUMBER 2 FEE	250	
HOST	250	
SECURITY	200	
ONLINE PROMOTION	300	paid ads to promote on facebook, instagram, etc..
PHOTOGRAPHER FOR THE 3 DAYS	200	
FRONT DOOR PERSON FOR THE 3 DAYS	150	
STIPEND FOR DANCERS COMING FROM OVERSEAS	1500	we would like to invite at least 2 or 3 international dancers to maintain a high level and create more exchange with people from overseas.
GAS FOR DANCERS COMING FROM OUTSIDE OF LA	500	We would like to invite the best dancers living in over cities: Las Vegas, New York, Atlanta and the Bay Area.
WATER	300	
SNACK/FOOD	300	
2 BLEACHERS FOR THE AUDIENCE	1000	The audience will be able to see and appreciate the exhibition battles better. The cost may vary.
INSURANCE	200	the cost may vary
CASH PRIZE FOR HIGHLIGHT THE STYLE FASHION CONTEST	100	
VIDEOGRAPHER FOR THE 3 DAYS	500	
FEE PER INSTRUCTOR FOR THE 2 DAYS WORKSHOP	800	we invite 8 instructors, paying them 200\$ each
FEE PER DANCER FOR PARTICIPATING TO THE EXHIBITION BATTLES	2400	The amount may vary. We would like to pay a stipend of 50\$ for each dancer participating in the exhibition battles. 8 dancers per category X 6 categories.
TOTAL	11350	

How we need your help:

In order to create the best event and bring the best dancers, we are looking for organizations interested in supporting us in any way. So far, the event is funded by ourselves with the help of the dance community. Our goal is not to make a profit but to bring something special and different to dancers and dance enthusiasts.

What you gain from helping the event:

- Visibility and exposure of your brand for the 12 to 40 year old crowd, at a national and international level.
- Connection with Urban Fashion and Urban Culture
- Your brand appearing in all the event marketing material (videography, flyers, social media etc...)
- Possibility to pass your product during the event (giveaways, prizes, t-shirts, coupons, drinks, etc...)
- Supporting an educational and cultural event that is helping the youth



Videos links:



Dance Workshops

<https://youtu.be/qk7On-f5xGM>



Recap of the event

https://www.instagram.com/p/B4K3cT_BW3q/