

media kit

2020/21



Isabelle Bitsikas
Photo Damian Tierney



about DanceAus Connect

DanceAus Connect is Australia's number 1 search engine for Dance Competitions and Workshops around Australia.

The App contains more than 620 organisers holding more than 800 competitions and over 640 workshops.

The App has been designed to connect the dance community in one simple to use platform all in the palm of your hand.

Since launching in January 2018, the App has been downloaded by 5000 parents, dancers, dance teachers and event organisers gaining over 40,000 events views in 2019 alone.

CONNECT TO YOUR DANCE DREAMS

8K

FOLLOWERS



5K

APP DOWNLOADS



40K

EVENT VIEWS



APP AUDIENCE

MOST FREQUENT VISITORS

12%
TEACHERS

59%
PARENTS

26%
DANCERS



Daisy Boo Allen
Photo Hoffa Studios



Lexi Gillie
Photo Pointe Shoot Love

OPPORTUNITIES

ADVERTISING PLACEMENTS

SOCIAL

THE APP

WEBSITE

BI-YEARLY DANCE
DIRECTORY

MONTHLY
eNEWSLETTER



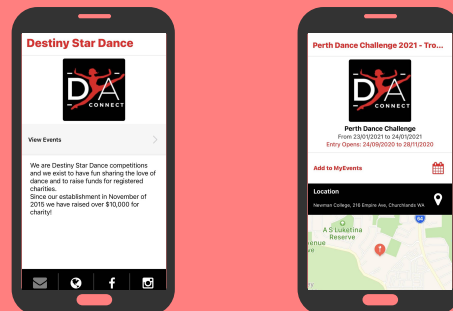
advertising options

FREE

Event Listing on the app

Contact links

About - tell your audience about yourself



LOGO \$55

12 months LOGO placement on the App.

Displayed in:

Search Results

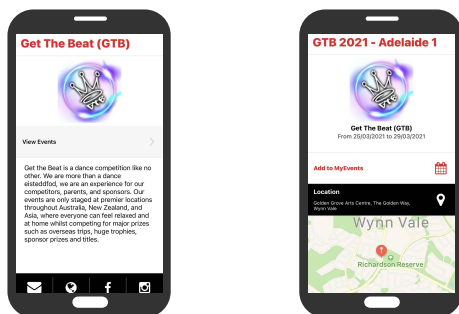
Date and location screen

Click on logo to go to the information page

When subscriber adds the event to MyDance, logo will show in the

Organiser Event Screen

Logo included in bi-yearly Dance Directory



SILVER \$75

WORKSHOP or DANCE SUPPLIER

Workshop Event or Business feature in 2 x Monthly eNewsletters with picture, copy and link

Banner Ad on DanceAus Connect website

Social media coverage for duration of eNewsletters. I.e 2 months

LOGO placement on the App (workshop event)

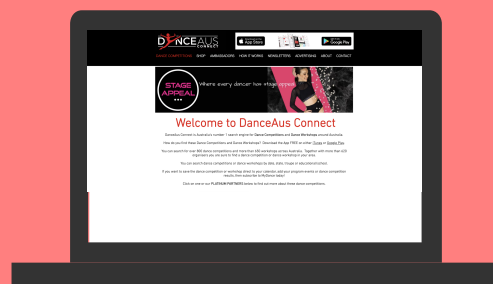
Displayed in:

Search Results, Date and location screen

Click on logo to go to the information page

When subscriber adds the event to MyDance, logo will show in the

Organiser Event Screen



www.danceausconnect.com.au

GOLD \$99

12 months LOGO placement on the App.

Displayed in:

Search Results

Date and location screen

Click on logo to go to the information page

When subscriber adds the event to MyDance, logo will show in the

Organiser Event Screen

Logo included in bi-yearly Dance Directory

IN ADDITION

Social Media shout outs prior to event/s

A6 Advertisement in Bi-Yearly Dance Directory online Magazine



PLATINUM \$195

12 months LOGO placement on the App.

Displayed in:

Search Results

Date and location screen

Click on logo to go to the information page

When subscriber adds the event to MyDance, logo will show in the

Organiser Event Screen

Logo included in bi-yearly Dance Directory

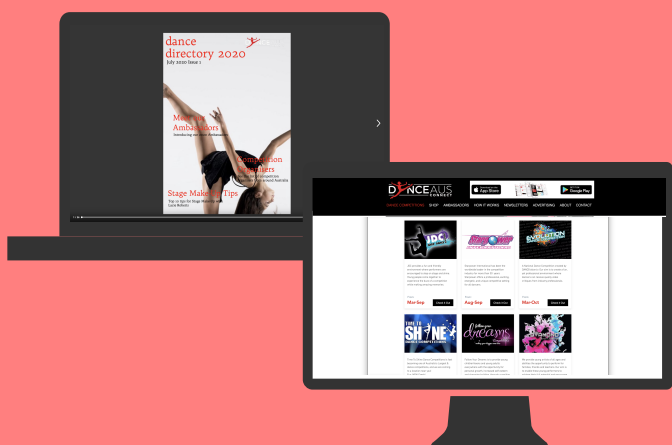
IN ADDITION

Social Media shout outs prior to event/s

A6 Advertisement in Bi-Yearly Dance Directory online Magazine

DanceAus Connect Website listing

Inclusion in monthly eNewsletter with logo and link



LINKS

Dance Directory https://issuu.com/info61/docs/july_2020_issue_1

Newsletters <https://www.danceausconnect.com.au/newsletters>

DOWNLOAD APP ON ITUNES OR GOOGLE PLAY



danceausconnect.com.au info@danceausconnect.com.au [@danceausconnect](https://www.instagram.com/danceausconnect)

in-app advertising

ELITE \$330

PREMIER POSITION (2 months)

Front page of the DanceAus Connect App

Link from advertisement

Banner Ad on DanceAus Connect website

Two monthly inclusion in eNewsletter

Social media shout out with DanceAus Connect @danceausconnect



DIAMOND \$220

INTERNAL 2 PAGES (2 months)

EVENTS page of the DanceAus Connect App

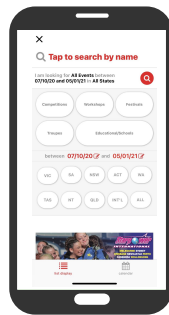
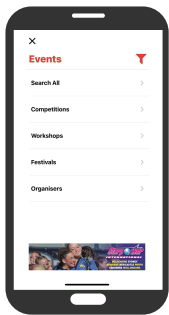
SEARCH ALL page of the DanceAus Connect App

Link from advertisement

Banner Ad on DanceAus Connect website

Two monthly inclusion in eNewsletter

Social media shout out with DanceAus Connect @danceausconnect



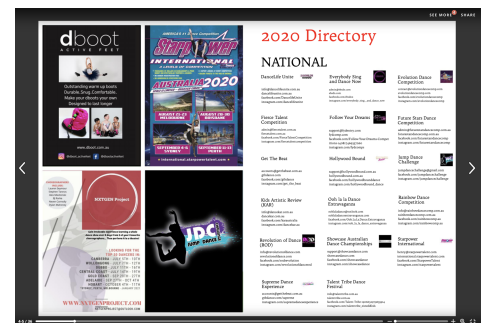
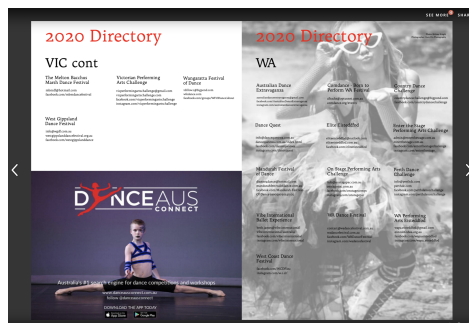
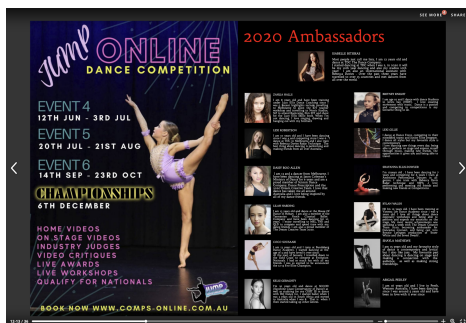
dance directory bi-yearly



Launched in July 2020, Dance Directory provides the most comprehensive listing of competition organisers.

This bi-yearly online magazine, FREE for readers, is distributed in July and mid-December providing additional opportunities for organisers and dance related businesses to reach a targeted audience.

FULL PAGE \$220
HALF PAGE \$110
QUARTER PAGE \$55





www.danceausconnect.com.au

info@danceausconnect.com.au

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