



## **WELCOME TO DANCE IMAGE ACADEMY 2024-2025 DANCE SEASON**

Thank you for your interest in DIA (Dance Image Academy). We know there are many choices out there when it comes to dance studios and we think that you will be very happy with what we have to offer. We have some of the best prices in the valley, a wonderful studio space, awesome qualified teachers, unique & fun routines, music, costumes, and amazing dancers! We are able to teach our students to be competitive- while maintaining a family like atmosphere at the studio. While dance is all about learning the proper technique, form, & skills; it is also about having FUN and learning to be passionate about it. One of the best things about dance is being able to express yourself through it...and we believe that you can do that whether you have been dancing for 10 years or this is your first year, whether you are a graceful ballerina or getting funky in hip hop, whether you are 2 years old (we take them even a little earlier!) or 99, and whether you are a girl or a boy. That is why we offer so many different class options and styles, in competitive teams and training/non-competing classes. DIA is consistently recognized for its unique style and team unity, winning many "Judges Choice", "Overall" awards, and "Best Sportsmanship & Spirit" at competitions. Why fit in when you were born to stand out!?! At DIA we put an emphasis on building self-esteem through dance. We teach with positive reinforcement and want to help every student reach their full potential. We also emphasize teamwork and how each dancer is important to the success of their team. We also believe that family involvement helps a dancer grow and succeed- that is why we offer many studio socials and events for dancers and their families so everyone can get closer and build their DIA spirit! Every season we try to improve and make each year better than the last...so, on to our new adventure!

We hope you will join our DIA family for a milestone year, 25 years of  
★ being awesome! Let's Celebrate!!! ★  
Dance is our PASSION...Let us make it Yours!

# *\*We are excited to continue with our ACRO PROGRAM this season! \**

Acro Dance is an art form that incorporates the fluid movements of dance with the exciting tricks from acrobatics.

It is “Gymnastics/Tumbling for Dancers”, where students develop specific strength, flexibility and technique, to learn how to execute acrobatic tricks, to then be used in dance choreography.

The training students receive in their Acro dance classes helps to reinforce the technique in all other dance genres.

Adding Acro dance is next-level training that will develop a specific skill set and creates well-rounded and versatile dancers.

*We encourage all our dancers to start this program with us. Seriously, it is going to be amazing, and you all are going to learn so much. We are proud to follow the ADTA Acro Program at DIA. It will be taking the place of our other Tumbling/Acro/Tricks classes. We will be following a structured curriculum that allows dancers to pass off tricks & eventually move up levels. We may consider putting together a little routine that we could show off at the Recitals. More info to come.*

If you **ARE A DIA DANCER TAKING ANY DANCE CLASSES THIS SEASON**...the cost to add on the Acro Program is:

\*\$15 monthly (approx. 4 or more classes monthly) – If we need to cancel classes for any reason, we will be sure to have makeup classes.

If you are **NOT A DANCE STUDENT & PLAN TO TAKE ACRO ONLY**...the cost is:

\*\$33 monthly (approx. 4 or more classes monthly) – If we need to cancel classes for any reason, we will be sure to have makeup classes.

Acro ONLY Students are responsible for the following fees:

\*Registration Fee (one time yearly,

August/September)

\*Monthly Tuition charges

PROUD TO TEACH THE  
ADTA ACRO SYLLABUS



# Class Options:



## \* Competition Teams \*

### OUR MOST POPULAR CLASS OPTION @ DIA!!!

Available for girls & guys, ages 2 years old– Adult, all experience levels, various style options!  
Christmas Recital, Holiday Performances, End of the Year Recital, approx. 4 Competitions,  
Professional Picture Day, additional performances & opportunities!!

Placement audition required for team placement on our amazing award-winning competitive teams– **EVERYONE** will make a team! Each team only comes once a week for class.

Competition Teams we have every season are:

- \*Jazz (Starz teams & DIA XTreme)
- \*Lyrical/Contemporary (Lyrical Starz teams & Lyrical XTreme)
- \*Hip Hop (Hip Hop Starz & Hip Hop XTreme)
- \*Drill (Drill Starz teams & Drill XTreme)
- \*Cheerleading (Cheer All Starz, Varsity Cheer Starz, Junior Varsity Cheer Starz, Mini Cheer Starz)

If we have enough interest, we are always willing to add other competition team styles such as:  
Ballet, Pointe, Adult only, Combo Teams (more than one style), Tap, and more!

Competition Team Dancers are responsible for the following fees:

- \*Registration Fee (one time yearly, August/September)
  - \*Audition/Placement Fee (one time yearly, August)
  - \*Monthly Tuition (paid every month, September-June)
  - \*Monthly Team Fee (paid every month, September-June)
  - \*Costume Deposit (one time yearly, September) & DIA Christmas Shirt (if applicable to your team)
- Purchasing DIA Merchandise, Professional Pictures, additional tights/shoes, etc. are all optional

## \* Performance/Non-competition Teams \*

Available for girls & guys, ages 2 years old–Adult, all experience levels, various style options!  
Christmas Recital, possible Holiday Performances, End of the Year Recital, & Professional  
Picture Day. Sometimes other random performances & opportunities.

No placement audition required. Age levels & ability levels may be combined to be able to form teams **OR sometimes dancers will be placed on Competition Teams & just will not compete with the team if we don't have enough of your preferred style to form its own team.**

Teams/Classes will be formed with the styles that have the most interest, such as:

Jazz, Lyrical/Contemporary, Hip Hop, Drill, Cheerleading, Ballet, Pointe, Kids Combo (usually Ballet & Tap or Ballet/Lyrical & Jazz or any other 2 styles combined), or any others requested and that have enough interest.

Performance/Non-competition Team Dancers are responsible for the following fees:

- \*Registration Fee (one time yearly, August/September)
  - \*Monthly Tuition (paid every month, September-June)
  - \*Monthly Training Team Fee (paid every month, September-June)
  - \*Costume Deposit (one time yearly, September) & DIA Christmas Shirt (if applicable to your team)
- Purchasing DIA Merchandise, Professional Pictures, additional tights/shoes, etc. are all optional

## \* Technique/Class Only \*

Available for girls & guys, ages 2 years old–adult, all experience levels, various style options! **NO** performing, costumes, picture day- just weekly class only! No placement audition required.

Age levels & ability levels may be combined to be able to form teams **OR** sometimes dancers will be placed on Competition or Performance Teams and just will not compete/performance with the team if we don't have enough of your preferred style to form its own class. See Competition Teams and Performance/Non-competition Teams for styles lists and options.

Class only Dancers are responsible for the following fees:

\*Registration Fee (one time yearly, August/September)

\*Tuition charges can be paid either Monthly Tuition option or Pay as you Come option (September-June)

**For all Dancers: We also will have various Technique Classes and Fitness Classes that will be added into the schedule randomly each month that will be available for you to participate in. Some may be especially for certain teams or ages/levels and others may be for anyone. Look for more info to come during the season about these fun & beneficial classes. For most of them, the cost will just be considered a part of your monthly tuition instead of an additional fee to you.**

## \* Private Lessons and/or Competition Solo, Duet, Trio, Quad\*

Private lessons are available for students wanting to represent DIA and compete a solo, duet, trio, or quad **OR** to just further their technique and have some 1 on 1 instruction. Dancers will sign up for which teacher they want to do their choreography/lessons. Dancers give that teacher **COMPLETE** creative control over their routine including: music, theme, costume, etc– but they may ask dancers for their ideas and input. Prices are determined on an individual basis, based on teacher, time frame, choreography, music, and more. This will be discussed more at the Solo/Duet/Trio/Quad Competition Meeting held near the beginning of the season. More info to come soon about Competition Private lessons and Technique Only Private Lessons.

\*\*\*It is possible to compete a solo, duet, trio, or quad if you self-choreograph or get help from an outside dancer/teacher and don't take private lessons. Competition fees will apply. DIA teachers will need to see your routine **BEFORE** you perform or compete under the DIA name. Routines must meet studio standards or may be asked to perform/compete under independent name.

## DIA POLICIES AND INFORMATION

**\*CLASS CHANGES & WITHDRAW** – When making changes to a student's current dance schedule (adding/dropping a class), you must notify DIA 10 days before the next billing cycle (usually about the 20<sup>th</sup> of every month). We will then adjust your bill accordingly for the next month. \*Please Note – After September 30<sup>th</sup> 2024, costumes have been ordered and outgoing fees have already been paid towards performances, so most likely you will NOT be able to get a full refund for payments due/made. If a student is to withdraw from DIA at any time between September-June, a STUDENT WITHDRAW form must be completed and turned in. Failure to do so will result in DIA continuing to charge your account for monthly services. Any remaining tuition costs/monthly fees or outstanding balances on your account must be paid in full at the time of withdraw. **We prefer a full season commitment (September-June) or at least a half season commitment (Sept-December, January-June) - all of our fees and routines are scheduled around it, to give you the best rates and steady monthly price.**

**\*LATE FEES & PAST DUE ACCOUNTS** – If tuition/team fees are not paid in full & on time, a \$20 late fee will be added to your account. Suspension from class may occur if an account goes more than 90 days with no payments & no communication. You can set up a different monthly due date with us in advance to avoid the late fee. Usually we can work around most requests & apply no late fees as long as there is communication!

**\*RETURNED CHECK FEE** – There is a returned check fee of \$25.00 for any checks returned for any reason. Returned checks may also result in a late fee if not taken care of within 10 days of notification.

**\*COMPETITION TEAM CONTRACTS** – Every student on a competition team will attend a mandatory meeting and will be given a contract that is to be understood & signed by both student and parent. The contract will cover our policies on: attendance, competitions, commitment, attitude, and effort. It is a privilege to represent DIA as a competition team member (plus a TON of fun!). As a competition team representative, you are expected to have great attendance, give 110%, have a good attitude and be respectful to teachers and team members. In return, you will have a remarkable dance season full of memories plus see lots of improvement in your dance technique & performance skills, and we give you ALL WE HAVE GOT as teachers and assistants! GO DIA!!!

**\*NO FOOD IN THE DANCE ROOM** – There is NO food allowed in the dance room unless it is a designated party day! You are welcome to bring a snack in your dance bag if absolutely needed, but please eat it outside or in the waiting room and clean up after yourself! You are encouraged to bring a water bottle or sports bottle to class and keep in the cubbies or in the dance room. A drinking fountain is available in the waiting room.

**\*DANCE ATTIRE** – Please come to class in proper dance clothes that you can move in. Please no denim or jeans. Leotard, shorts, capris, skirts, tank tops, tee-shirts, sweatpants are all great! Please have hair pulled back out of your face & large jewelry removed. Dance shoes will be discussed in class about what you will be using for the style of class you are in. Some classes/days will have Black Outs- which is wearing all black dance clothing. If you come ready to dance- mentally and physically, you will find that you get a lot more out of classes!

**\*OBSERVATION DAYS** – All of our weekly classes are closed classes, meaning that there is NO observation, except through the windows in the waiting room. We will allow viewing through those all the time unless it becomes a distraction. Observation Policy is to help the dancers focus, teach them that when they are in the studio to listen to their teacher, and eliminate outside distractions. We find this works best for both the dancers and the teachers and helps us all get the most out of each dance class. We have special weeks that we call "Observation Week" every couple of months when we invite the dancer's family and friends to come watch their progress in class. We hope you will join us for those! If there is a grandma, friend, etc that is in town for a special occasion and they want to come watch at class, we are more than happy to accommodate and allow visitors once in a while on non-observation days. If there are young dancers who need their parents to be in with them for the first month(s) of classes, we are happy to work with you and want to do our best to help our young dancers adjust. Thank you for your cooperation. **THERE IS NO OBSERVATION DURING COMPETITION TEAM AUDITIONS/PLACEMENT CLASSES** but you are welcome to watch through the viewing windows.





**\*WAITING ROOM** – Dancers should be dropped off and picked up within 5-10 minutes of their class times. Dancers/Parents are welcome to wait in our waiting room before, during, and after classes but please be courteous to the dance classes in session by keeping your noise level down and not being distracting through the viewing windows. Please be sure to clean up DIA before you leave - including throwing trash away, taking home your belongings, putting chairs back that got moved, photo books back in their spots, etc. DIA is our dance home and we need to keep our home nice and clean!

**\*CELL PHONES, IPODS, ETC-** There are NO cell phones, ipods, etc use while your class is in session. Please turn them to silent and put them away FOR THE WHOLE CLASS TIME. If there is a special circumstance, please let your teacher know at the beginning of class. This greatly improves your focus in class. Time to Dance!!! If you feel uncomfortable leaving any of your belongings out in the waiting room cubbies, please let us know and we will have another spot for them either in the dance studio or the office space.

**\*NO BULLYING POLICY** – At DIA we enforce and encourage a positive atmosphere. There will be NO bullying allowed...dancer to dancer, dancer to teacher, teacher to dancer, parent to teacher, and so on. If you are experiencing any problems at all, please contact Coach D ASAP. Please always be respectful to your teachers & fellow teammates. As a dance family, we watch out for each other and want to make sure this is the best experience possible for EVERYONE! Actions will be taken if we witness progressing issues.

**\*PERSONAL FUNDRAISERS** - We know that being a dancer isn't cheap! Between tuition, team fees, costumes, practice clothes, shoes, merchandise...it all can add up! We like to help our students out as much as we can. About every other month we will offer a fundraiser that is optional for you to participate in, but they directly benefit YOU! If you choose to participate, all of your profit money goes to you to use towards any dance expense that you would like! Many of our dancers make anywhere between \$100-\$500 profit on each fundraiser! We do different types of fundraisers to hopefully appeal to lots of different people. Have an idea for a fundraiser??? Let us know! All fundraiser forms and info will be sent home with dancers when they become available.

**\*STUDIO FUNDRAISER** – At least once a season we like to have a studio benefit fundraiser where profits will go to benefit the studio, rather it is for studio improvements, equipment, guest instructors, etc. We usually do a Spirit Night or something similar/simple that students can bring items to sell to benefit their studio. Students are not required to participate, but are highly encouraged! Again, if you have any ideas, please let us know!

**\*DIA MERCHANDISE** – Various times throughout the season we will offer DIA Merchandise for dancers and for their biggest fans to show their DIA spirit. We use the same items for multiple years but also add in some new items each season as well. Look for our 1st order form & info coming soon! Look for special, limited edition 25<sup>th</sup> Anniversary merch this year!

Also please note that we keep many items around the studio- just in case you need them. We will always have a supply of hair elastics, bobby pins, band aids, first aid items, if you forget yours or need some. We also use treats and stickers as positive reinforcements for when kids have a good class and work hard. We also have a "Practicing Prize Box" with a variety of goodies and items that we use weekly to reward dancers that we notice really practiced their routines and techniques outside of class on their own. We celebrate many holidays and do many team bonding activities to help build team unity, spirit, and get to know each other on a personal level. We love mixing dance and fun- we work hard so we can play hard!

## Contact Information:

Dance Image Academy  
1646 w. Sunrise Place Ste. C & D  
West Jordan, Utah 84084  
801.759.2578 (text and call)  
coachdofdia@gmail.com  
www.danceimageacademy.com

("Like" Dance Image Academy on Facebook & Dance.Image.Academy on Instagram for updates)  
We also have a DIA private group on Facebook as an easy way to pass along info between just the studio that we will add all currently registered dancers/family to if you have a Facebook.

## PRICES/COSTS

**MONTHLY TUITION & MONTHLY FEES ARE DUE ON THE 1<sup>st</sup> OF EVERY MONTH. A LATE FEE OF \$20 WILL BE ADDED ON TO YOUR ACCOUNT AFTER THE 8<sup>TH</sup> OF THE MONTH.**

**\*\*You can request a different monthly due date (without being charged a late fee) if ours doesn't work for you. Please make arrangements with us ASAP so you can avoid any late fees! There will be no late fees for September 2024 as bills are getting set up. Monthly invoices are sent in our new Parent Portal and will have an option to pay online directly from it, sign up for auto pay, or we have various payment options.**

### DISCOUNTS –

- Boys receive ½ off their monthly tuition costs. Team fees are NOT discounted.
- Families with multiple students will receive \$5.00 off their 2<sup>nd</sup> child, with an additional \$5.00 off for 3 or more students. *Discounts come off of your total monthly bill grand total amount.*
- 10% discount on prepaid **tuition** when **tuition** costs are paid in full by October 10<sup>th</sup> or 5% discount on tuition when half year tuition costs (Sept.-Dec. or Jan.-June) are prepaid in full by Oct 10<sup>th</sup> /Feb 10<sup>th</sup>.
- Referral discounts/incentives for bringing new students. You will receive a \$5.00 Certificate to use towards ANYTHING such as your dance bill, DIA Merchandise, costume deposit, etc during ANY TIME through the 2024-2025 dance season for EVERY dancer you refer (with their paid registration).

**Monthly tuition and team fees will not be refunded for, but not limited to, the following reasons: withdraw, missed classes, missed competitions, missed recital, etc.**

**Monthly tuition will NOT be pro-rated for missed classes; however, students may attend extra classes to make up for missed classes. Every month's tuition & team fees are the same, September 2024—June 2025. Some months have more class time than others; it all works out in the end! We do a lot of extra practices and rehearsals before performance time that we don't charge additional for.**

### MONTHLY TUITION RATES – *per dancer*

<b>Class Time:</b> NOT Including our NEW Acro Classes Or Private Lessons	<b>Cost Per Month:</b> (The more classes you take, the bigger discounts you get!)
<b>30-45 Min.</b>	<b>\$38.00</b>
<b>1 Hour</b>	<b>\$43.00</b>
<b>1.25 Hours</b>	<b>\$48.00</b>
<b>1.5 Hours</b>	<b>\$53.00</b>
<b>1.75 Hours</b>	<b>\$58.00</b>
<b>2 Hours</b>	<b>\$63.00</b>
<b>2.25 Hours</b>	<b>\$68.00</b>
<b>2.5 Hours</b>	<b>\$73.00</b>
<b>2.75 Hours</b>	<b>\$78.00</b>

<b>3 Hours</b>	<b>\$83.00</b>
<b>3.25 Hours</b>	<b>\$88.00</b>
<b>3.5 Hours</b>	<b>\$93.00</b>
<b>3.75 Hours</b>	<b>\$98.00</b>
<b>4 Hours</b>	<b>\$103.00</b>
<b>4.25 Hours</b>	<b>\$108.00</b>
<b>4.5 Hours</b>	<b>\$113.00</b>
<b>4.75 Hours</b>	<b>\$118.00</b>
<b>5 Hours</b>	<b>\$123.00</b>
<b>5.25 Hours</b>	<b>\$128.00</b>
<b>5.5 Hours</b>	<b>\$133.00</b>
<b>5.75 Hours</b>	<b>\$138.00</b>
<b>6 Hours +</b>	<b>\$140.00</b>

With your paid monthly dance tuition (no matter the amount), each dancer receives a **discount** on our Acro Program Classes each month. Dancers get to take any of our random additional Technique/Fitness/Workshop Classes for Free or for a big discounted rate. See the Class Option section in this registration packet for more info on Acro Classes.

*If you are a member of a Competition Team or Performance/Non-competition Team, continue to the next page. You will add your **Monthly Tuition + Monthly Team Fees** to get your **monthly total**. **Class Only Dancers** will only pay **Monthly Tuition**.*

## TEAM FEE RATES FOR COMPETITION TEAM/PERFORMANCE DANCERS – per dancer

	1 <sup>st</sup> Team/Class	2 <sup>nd</sup> Team	3 <sup>rd</sup> & 4 <sup>th</sup> & 5 <sup>th</sup> Team
Mini, Junior, Super, Shining, Elite Starz - Younger Competition Teams	\$37.00-\$43.00	\$30.00	\$27.00 (each)
Supreme, Platinum, Stellar, All Starz & XTreme - Older Competition Teams	\$45.00-\$50.00	\$37.00	\$32.00 (each)
Cheer Starz Teams	\$42.00-\$50.00	-	-
Training Classes &/or Tiny Starz	\$18.00-\$22.00	\$14.00-\$16.00	\$12.00 (each)

### TEAM FEE RATES COVER:

- Rest of Dance Costume (after paid deposit)
- All Costume Accessories (Xmas & Spring)
- Choreography Fee/Costs
- Performance Make-up/Kit
- Tights/Socks
- Shoes
- 4 Competitions/per class & Awards. **COMPETITION TEAMS ONLY**  
*Student's admission is FREE. Spectator admission will vary on event.*
- Holiday Recital, Performances, & Awards  
*Student's admission is FREE. Spectator admission will vary on event.*
- End of the Season Recital & Awards  
*Admission is FREE for everyone!*
- Professionally Cut Music
- Any props or backdrops (if used by team)
- 2 Music Practice CDs (at request)
- Weekly Class Treats/Studio snacks
- Birthday Treats
- Holiday Class Parties & Treats

*\*Boy Team Fees may be a little less than listed to exclude a few things our male dancers don't need like make up, etc.*

*\*\*Prices may vary slightly depending on style. Some styles may use the same shoes or tights which would make your expenses less.*

*\*\*\*We will give credits back \$\$ if there are any items that we use again from last year that you already have (in good condition) & don't need new ones.*

### ADDITIONAL COSTS/FEES NOT COVERED IN MONTHLY TUITION OR TEAM FEES:

- Yearly REGISTRATION FEE of \$27- due at time of Registration & Competition Audition Fees (if applicable to you).
  - \$35.00 Costume Deposit PER TEAM/CLASS – Due September 2024 (if you are on more than one team & need to spread out your costume deposit over additional months, that option is available) & DIA Christmas Shirt (if applicable to your team)
  - Training Team Competition Fees (if we/you decide to participate in any competitions)- Amount & due date TBD
  - DIA Merchandise (Optional)- will be available for purchase beginning October 2024 with various ordering times
- \*\*SATISFACTION GUARANTEED!\*\***

-IF WE ARE UNABLE TO MEET YOUR SCHEDULING NEEDS AND FIND A CLASS FOR YOU, WE WILL REFUND YOUR REGISTRATION FEE! (*Within 1 month of registering for DIA*)  
-IF YOU ARE NOT HAPPY WITH YOUR TEAM/CLASS & DECIDE TO WITHDRAW FROM DIA, WE WILL REFUND YOUR TEAM FEE AMOUNT & COSTUME DEPOSIT! (*Valid for 1<sup>st</sup> month of classes after your registration only!*)

### \*BONUS TEAMS for 2024-2025\*

- Cheerleading Teams (All cheer teams)
- Drill Teams (All drill teams)

**\*\*Bonus Teams when taken as an additional team with other(s) is only \$13 for monthly tuition! If it is the only team you are on, it is regular tuition price.**



We will be posting all other info such as Yearly Calendar, Fundraiser Schedule, Class Schedules and Team Lists to our website or as a message or document in our new dancer/parent portal. Look for more info (either by parent portal, email, social media) about how to find these things and be able to view and save them.

Thank you for your patience as we start this new journey with our online system. We know that there will be a learning curve and a lot of set up (mostly on our end) but in the end, I think we all will love it and it will make many things a lot easier and a better way to communicate!

You should have an email that has the link to set up your parent portal and be able to download the app for future use. If not, please let me know and we will get you all of the necessary information.

**DIA ACCEPTED PAYMENT OPTIONS**

- **Online Pay from Parent Portal with Bank Account or Credit Card (for CC add 3% fee)**
- **Cash**
- **Check (made out to Dance Image Academy or DIA)**
- **Money Order/Cashiers Check (made out to Dance Image Academy or DIA)**
- **Debit/Credit Card (swipe at studio or give number)- add 3% fee to transactions**
- **Venmo @CoachDofDIA (Dannielle Manus)**

Please put all payments in the locked Payment Box located in the DIA waiting room.

You may mail in your payments to the studio address also:

Dance Image Academy  
1646 w. Sunrise Place Ste. C & D  
West Jordan, UT 84084

***DIA Studio Colors: Turquoise, Black, & Silver/White***