**Twyla Tharp Dance – 50th Anniversary in Dance**

November 3, 2015 at 7:30pm

**Promotions/Event Ideas:**

* #DanceLikeTwyla – Have dancers post a dance photo or video of themselves. Post with the most likes/shares/tweets with the hashtag wins tickets to the performance. Could also partner with a local dance store (Bottoms Up Dancewear) to give away a gift certificate or dance merchandise.
* #TutuTuesday – People can post dance pictures from their childhood and tag Wharton Center to enter to win tickets to the show.
* #TwylaTriviaThursday– post trivia questions on the Wharton Center blog several Tuesdays leading up to the show. People with the correct answer are entered to win tickets.
* #TeachersLikeTwyla:
  + Twyla has worked with many talented people throughout her long career and influenced the lives of many dancers. Tell us who has been an influence in your life and how they have inspired you for a chance to win tickets. Potential focus on dance teachers and others affiliated with the arts.
* Dance movie weekend at Campus Center Cinemas:
  + Event executed by WCSMO
  + Show iconic ballet movies such as Center Stage, Black Swan, First Position (Documentary), The Red Shoes, Billy Elliot, Ballerina etc.
  + A WCSMO staffed table would be set up in Wells with an enter to win box, potential dance apparel giveaway, and flyers
  + Event would take place towards the beginning of the season to promote several dance performances
  + Timeline:
    - August 15 (2 months out): Complete online movie partnership form and submit to UAB office: <http://uabevents.com/sites/default/files/u21/ccenterpolicy.pdf>
    - September 1 (1 1/2 months out): Follow up email to Campus Center Cinemas
    - October 1 (2 weeks out): Email and confirm event along with the set-up of table and chairs for promotional table. Confirm what advertising UAB will be providing for the event. Make additional promotional materials – posters, flyers, etc.
    - October 15 (1 weeks out): Confirm volunteers and gather materials for table.
    - October 22 (Event approx.): Movie weekend with promotional table and enter to win box
* Master Class with Twyla Tharp dancers:
  + Host a master class taught by some Twyla Tharp dancers in the rehearsal studio at Wharton Center and invite local studios to participate
  + Contact and details would be negotiated by Wharton Center with the touring company
* Ballet story time at ELPL:
  + Read ballet stories such as Angelina Ballerina and make tutu crafts
  + Dancers from a local studio could teach the children a short routine
    - Contact the Greater Lansing Ballet Company and Academy and ask if any experienced assistant teachers are available on the desired date and time to teach a short routine (approximately 2 minutes in length) for children ages 3-7.
    - Teachers are to come prepared with music and speakers, necessary props, and wear appropriate dance apparel
  + Book display
    - Display popular children’s ballet and dance books
    - Also feature Twyla Tharp’s novels for parents - *The Creative Habit: Learn It and Use It for Life,* *The Collaborative Habit: Life Lessons for Working Together* and *Push Comes to Shove*
  + Potential to promote several dance performances for the upcoming seasons in addition to Twyla Tharp and have an enter to win box for tickets
  + Timeline:
    - August 15 (1 3/4 months out): Contact Phyllis to schedule a date
    - August 30 (1 ¼ month out): Contact Greater Lansing Ballet Academy for volunteer teachers if date is set
    - September 15 (3 weeks): Contact Phyllis regarding craft ideas, book selections, and info regarding dance teachers
    - September 30 (1 week out): Confirm with Phyllis and Greater Lansing Ballet Academy all details are set
    - October 7 (Event): Attend event with enter to win box and flyers for dance performances for parents
  + ELPL Contact:
    - Phyllis Thode – Community Development Specialist
    - [pthode@cityofeastlansing.com](mailto:pthode@cityofeastlansing.com)
    - 517-351-2420 ext. 6516
  + Greater Lansing Ballet Company and Greater Lansing Academy of Dance Contact:
    - 2225 E. Grand River Ave., Suite #3, Lansing, MI 48912
    - 517-372-9887
    - greaterlansingballetco@yahoo.com
* Books on Tap at ELPL:
  + Have Twyla’s novels *The Creative Habit: Learn It and Use It for Life*, *Push Comes to Shove,* and *The Collaborative Habit: Life Lessons for Working Together* featured at the ELPL event Books on Tap. Books on Tap is a book group that combines good books, food, drink, and conversation together in a laid back atmosphere.  Books on Tap meets at Jimmy's Pub, located at 16804 Chandler Road in East Lansing.
  + Also have an enter to win at the event and distribute flyers
    - Contact: Phyllis Thode – Community Development Specialist
    - [pthode@cityofeastlansing.com](mailto:pthode@cityofeastlansing.com)
    - 517-351-2420 ext. 6516
  + Timeline
    - August 1 (2 ½ months out): Contact ELPL to schedule event and give book recommendations. Ask about whether we need to reserve the restaurant
    - September 1 (1 ½ months out): Create promotional materials including poster and flyers for dance performances. Confirm space with scheduled restaurant and ELPL
    - October 1 (2 weeks out): Schedule workers for event and gather promotional materials
    - October 15 (Event): Pass out flyers and interact with attendees regarding dance performances
* Reach Out at Schuler Books
  + An awareness-raising opportunity for educational and nonprofit groups. Will be provided a table and chairs at a prominent spot in the store on a Saturday from 11:00am-1:00pm during peak shopping hours. We could feature Twyla Tharp’s novels and hand out flyers for the performance and information on other performances
  + Online Reach Out request form: <http://www.schulerbooks.com/reach-out-schedule-request>
  + laura@schulerbooks.com
  + Eastwood: 2820 Towne Center Blvd., Lansing, MI 48912 (517) 316-7495
  + Okemos: 1982 Grand River Ave., Okemos, MI 48864 (517) 349-8840
  + Timeline
    - August 15 (1 ½ months out): Email Shuler books to request a date for the event and location
    - September 1 (1 month out): Confirm event date and location
    - September 15 (2 weeks out): Schedule workers and create any needed promotional materials
    - October 1 (Event): Table at Schuler’s Books with flyers for upcoming dance performances and also a display of Twyla Tharp’s books
* Flyer and poster distribution to local dance studios

**Contacts - \*niche lists:**

* Dance contact list - local studios and teachers, campus dance organizations
  + Ballet and contemporary emphasis
  + Potential for enter to win at local studios or Bottoms Up Dancewear & Activewear
* Theatre
  + Choreographed for several Broadway musicals including “The Catherine Wheel,” “Singin’ in the Rain,” “Movin’ Out,” “The Times They Are a Changin’,” and “Come Fly Away”
  + E-blast with information
* Jazz
  + MSU alumnus Henry Butler’s jazz is in *Yowzie*
    - University Advancement MSU Alumni Association Contact:
    - 535 Chestnut Road, Room 300, East Lansing, MI 48824
    - 517-884-1000
  + Incorporates trumpets, jazz music
  + E-blast with information
* Daycare
  + Distribute flyers to local daycares to post and send home with children
  + Email information using the contact list
* Bottoms Up Dancewear & Activewear
  + 2137 Hamilton Rd., Okemos, MI 48864
  + 517-349-0158
  + [bottomsupdance@yahoo.com](mailto:bottomsupdance@yahoo.com)
* Michigan Dance Council
  + P.O. Box 2934, Farmington Hills, MI 48333
  + 313-365-0632
    - Michigan Dance Festival – October 24, 2015
    - Location: Grand Rapids Ballet, 341 Ellsworth SW Grand Rapids, MI 49503
    - Includes master classes, showcase concert, and summer intensive scholarship auditions
    - Call and discuss the possibility of promoting dance performances at the event with flyers given to participants of the master classes and attendees of the showcase concert
* Dance competitions and conventions – check back for schedules for 2016

Show Info:

* Incorporates trumpets, jazz music
* MSU alumnus Henry Butler’s jazz is in *Yowzie*
* Has created more than 129 dances in her career
* Twyla has choreographed for Broadway musicals like “Movin’ Out”, “Come Fly Away,” “Singin’ in the Rain”
* Choreographed for films including “Hair,” “Amadeus,” “Ragtime” and “White Night”
* Has written three books and working on a fourth
* Contemporary, modern ballet and jazz