

# FREE DANCE

PROMOTIONAL PARTNERSHIP OPPORTUNITY



Increase your class attendance & membership in 2019.

Sign up now to be included in Active's Promotional Offers

## WHAT'S IN IT FOR YOU?

- › Active's promotions reach millions of consumers which in turn will drive hundreds of new members to your centre
- › There's no financial outlay to take part
- › It's great free advertising for your centre - with your centre listed on the promotional website/s
- › Past promotions include: Always sanitary products, Organix Goodies, and Lucozade Free60 Sport
- › Great range of promotions to be added during 2019



exciting promotions for 2019

## WHAT'S THE OFFER?

- › Consumers can choose a 'free session' from a selection of activities including dance (see page 3 for further details)
- › You choose which classes you want to include in the offer
- › You can include any restrictions you want - to make it work for you, i.e. you may wish to just make the offer available for days, times or classes that are less busy



your centre listed on each website

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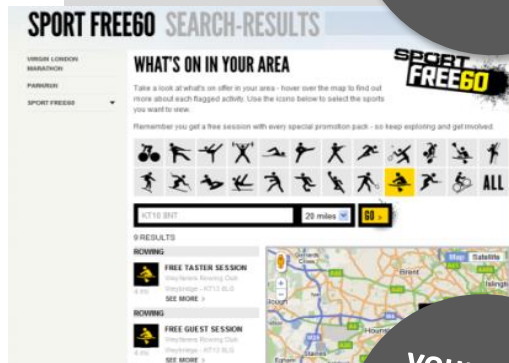
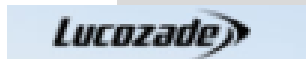


## PAST PROMOTIONS

Past promotions include:

› **Lucozade Free Sport**

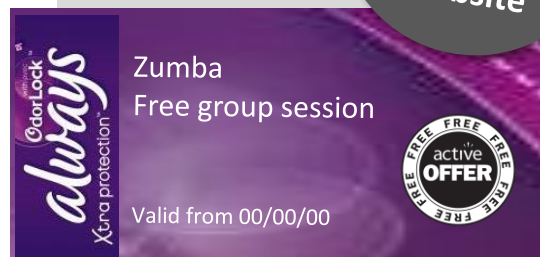
One of the biggest free sport promotions ever offering free sessions for a diverse range of sports including, fitness session, cycling, basketball..



high profile promotions

› **Always (sanitary products)**

A fantastic promotion looking to drive female participation in sports across the UK



your centre listed on each website

› **Organix Goodies**

Organix promoted the health and nutritional benefits of the brand through this nicely targeted promotion.

› **RBS Royalties Gold Benefits**

Offered as a benefit to gold account holders as part of their member benefits package, the bank was looking to both thank account holders but also encourage a healthy lifestyle



great promotions for 2019

... and many more

FREE DANCE PROMOTION



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## THE ACTIVITIES

Consumers choose from a range of activities, including dance, fitness, martial arts and others

As a dance club / instructor you specify the dance styles you want to include in the offer e.g. Ballroom, Salsa / Latin, Freestyle, Street, Western Line Dancing etc.

You can manage the voucher holders in the same way you currently manage new people who are interested in joining your club or attending a new class, i.e. by offering them a free introductory session

You can offer any type of dance class. Here's just a few of the ones we currently offer:-

- Argentine Tango
- Ballet
- Ballroom
- Belly Dancing
- Cheerleading
- Jazz
- Performing Arts
- Salsa and Latin
- Street / Hip hop
- Tap Dancing
- Western Line Dancing

attract  
new  
members



you choose  
which  
activities  
you offer

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all  
vouchers  
easily  
identified

## HOW DOES IT WORK?

- › Your centre is listed on the promotional website/s which will reach hundreds of thousands of consumers
- › The consumer goes to the website to claim a voucher
- › The consumer calls you to make a booking and then surrenders the voucher when they visit your centre to take up the offer
- › All vouchers are easily identified by the Active stamp



## WHAT NEXT?

- › To sign up, click on the JOIN NOW button on the website:-  
[joinactiveoffers.uk/freedance](http://joinactiveoffers.uk/freedance)
- › Once you've signed-up we'll send you a welcome pack confirming your participation and everything else you need to know



ideal  
for

- › Chains
- › Individual clubs
- › Individual instructors

## ANY QUESTIONS?

- › **Call our team**  
**0344 372 7511**
- › **Or email:**  
**[offers@activeconsultancy.com](mailto:offers@activeconsultancy.com)**

sign up  
now to be  
included