



# Picture Week Newsletter

**Picture Week is Friday, April 21 – Thursday, April 27**

- ❖ Our photographer, Northern Lights Photography, will take all Individual, Class, and Recital Program photos at Dance Avenue.
- ❖ Dancers will be at the studio on their regularly scheduled class day; however, **arrival times may be earlier or later than normal**. The Picture Week Arrival Schedule has been emailed and posted on our website. **Please double-check your arrival times! A late arrival may miss out on the class photo.** Please Note: Dancers who miss the arrival time for the class photos can still have individual photos taken.
- ❖ Remember to **bring all costume pieces and accessories, proper dance shoes, and correct color Capezio Tights**. Label all costume pieces and shoes with dancer's initials. Put costumes in garment bags. Dancers in multiple classes can use a large plastic bin to keep costumes, tights, shoes, and accessories organized during costume changes.
- ❖ We greatly appreciate your patience during picture week. We want the best photos possible for all our dancers. Our Instructors and Photographer will work as quickly and efficiently as possible. However, delays in the posted Arrival Schedule are possible. We will try our very best to stay on schedule.
- ❖ Dancers must arrive with their hair and makeup done. During picture week dancers may style their hair in any way they wish, and parents may use their own discretion regarding makeup. (Reminder: For Recital and Dress Rehearsal, hair must be worn in a bun with bangs securely fastened back and out of the face with stage makeup applied.)
- ❖ Picture week is optional. However, we encourage dancers to still come for their class photos. If your dancer is going to be absent, please let the Instructor know.
- ❖ Classes will NOT be in session during picture week. Studio 1 will be used for picture backdrops and Studio 2 will be used as the girl's dressing room. Boys can use either bathroom for costume changes.
- ❖ Taking photos with your phone or other personal device inside either of the studio rooms (especially the dressing room) during picture week is strictly prohibited. Personal photos may be taken in the lobby and hallway only.

## INDIVIDUAL PHOTO PACKAGES (Northern Lights Photography):

- Northern Lights Photography has several photo packages for you to choose from. Photo package information is available at the studio front desk and online. You now have the option to preorder photos online!
- Packages can also be purchased for friend/family photos that include multiple friends or siblings in the same picture.
- **Photo Package payments MUST be made on (or before, if online) the day your dancer's pictures are taken. Cash, credit card, or check (payable to Northern Lights Photography) are accepted. If you are preordering online, the cut off to do so is two days before the event.**

## CLASS PHOTO (RECITAL PROGRAM):

- Dancers who would like to appear in the class photo section of the Recital Program must pay the \$5.00 per dancer/per class fee. This fee covers the Recital Program page space the class photos appear on, which helps offset the cost of the Recital Program book, making it cheaper to sell at our Recital events.
  - This fee **does not purchase** a physical copy of the class photo or a copy of the Recital Program; you are only paying for the Recital Program page space. To buy a copy of the class photo, you must purchase it through a Northern Lights Photography Individual Photo Package. The Recital Program can be purchased through Dance Avenue.
  - There will be TWO class photos taken: the first will include all dancers in the class and the second will be for the Recital Program with the dancers who paid the Recital Program class fee of \$5.00.
- If you do not plan to purchase individual photos, please still bring your dancer, in costume, for the class photo so she or he can be included.
- You must fill-out and return the **Recital Program Class Photo Order Form** if you would like your dancer to appear in the Program Class Photo. Turning in this form in advance will expedite the photo process during Picture Week.
- **Class Photo Order Form and payment deadline: Saturday, April 29. This form can be paid by cash, credit card or check made payable to Dance Avenue.**

### **FEATURED DANCER PAGE SPACE (RECITAL PROGRAM):**

- Feature your dancer in our fabulous Dance Avenue full-color Recital Program! You can purchase Recital Program page space for one to three pictures of your dancer along with a loving message from your family.
- Pricing for the Featured Dancer Page space: quarter page = \$55; half page = \$95; full page = \$140
- Purchase price of the Featured Dancer Page space (quarter, half, or full page) includes the purchase of one (1) Recital program.
- Families with multiple children may feature their children all on the same page. Pricing remains the same for the page space even if there are multiple children featured from the same family (or friends) on the same page space.
- You do not have to purchase photos from Northern Lights Photography to be included in our Recital Program. You can either send in your own photos or come in to get your Recital program pictures taken at the studio during picture week.
- See the form attached to the picture week newsletter, visit our website, or ask at the front desk for the **Featured Dancer Page Space** pricing and information.
- You **MUST** inform the photographer and/or Dance Avenue Instructor at the time of the individual photo which Class & Costume you have picked for your Featured Dancer program page space.
- Get a **Business Sponsor** to pay for your dancer's page space! Business sponsors are featured on the Dance Avenue Recital Program Sponsor Page.
- **Featured Dancer order form and payment deadline: Saturday, April 29. No exceptions. This form can be paid by cash, credit card, or check made payable to Dance Avenue.**