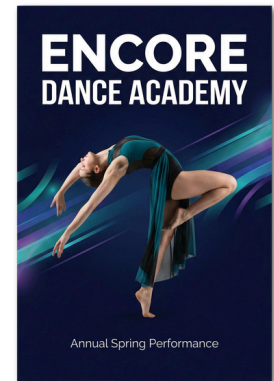
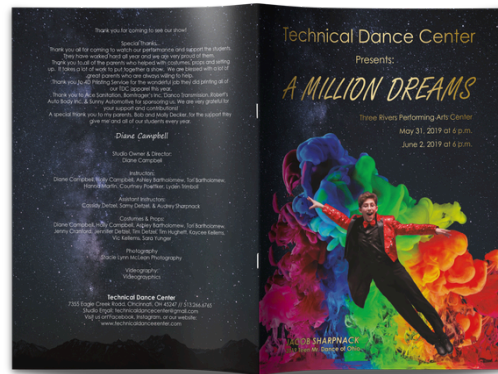


# DANCE PROGRAMS

*Everything you need to design, print & distribute a stunning dance program.*

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## Free Sample Packet

See and feel our paper quality before you order. Request a free sample packet with paper swatches and our complete printing guide.

[REQUEST FREE SAMPLES](#)

[Visit Help Center](#)

[START YOUR PROGRAM](#)

## Why This Guide?

This guide was created by PrintingCenterUSA's team of printing experts to give you everything you need to confidently create and print a professional dance program. Whether it is your first issue or your fiftieth, we are here to help at every step. [Get started today.](#)

# DANCE RECITAL PROGRAMS



## KEY BENEFITS

### Cherished Keepsakes

Programs become treasured mementos that families keep for years. Parents love having a printed record of their child's performances and accomplishments.

### Fundraising Opportunity

Sell ad space to local businesses and family supporters. Many studios cover their entire printing cost through ad sales!

### Professional Image

High-quality printed programs demonstrate your studios established and invested in excellence. First impressions matter!

Dance recital programs serve multiple practical purposes beyond listing performances. They document the performance schedule and dancer names, provide information about your studio and instructors, and recognize sponsors and supporters. Programs also create a permanent record of the event that families can keep.

Professionally printed programs offer durability and a polished presentation that reflects well on your studio. They give families a tangible memento of their dancer's participation in the event.

## PERFECT FOR:

- Annual dance recitals and showcases
- Competition programs
- Spring and holiday performances
- Dance studio anniversaries
- Fundraising events and galas



[GET AN INSTANT QUOTE](#)

[TALK TO AN EXPERT](#)

# HOW TO PRINT YOUR PROGRAM FOR FREE

## AD SALES STRATEGY

Many organizations cover their entire printing cost (and more) through advertisement sales. Selling ads in your program is a proven fundraising method. Local businesses get exposure to your audience, and you generate revenue for your studio.



## WHO TO APPROACH:

- Local businesses (restaurants, shops)
- Dance supply stores
- Family-owned businesses
- Parents' employers
- Previous sponsors
- Alumni and supporters

### RAISE \$3,000!

Example: If you sell just 10 full-page ads at \$200 each, that's \$2,000 in revenue! Many studios raise \$3,000-\$5,000 or more through program ad sales.

### KEEP RECORDS

Track all sponsors and advertisers. Contact them early next year, returning sponsors are easier to secure!

### SET DEADLINES

Give advertisers a clear deadline (2-3 weeks before print date) to submit their ads and payment.

### SELL PROGRAMS

Consider selling programs at the recital for \$5-\$10 each. This adds additional revenue!

## TYPES OF ADS TO SELL

### BUSINESS ADS

Local businesses pay for ad space to reach your audience. They get exposure, you get funding!

### DANCER TRIBUTE ADS

Families purchase space to congratulate their dancer with a photo and message. Very popular!

### PATRON LISTINGS

Supporters pay a small fee to have their name listed as a patron. Easy to sell!

## SUGGESTED AD PRICING

Ad Size	Price
Full Page	\$150-\$300
Half Page	\$75-\$150
Quarter Page	\$40-\$75
Business Card	\$25-\$50

## THE SECRET TO GETTING SPONSORS FOR YOUR DANCE PROGRAM



Watch a short clip from Pearl Wamsley of Midland Ballet Festival on tips & tricks to get more sponsors!

# RECITAL PROGRAM PLANNING TIMELINE

## 3–4 Months Before Recital

- Assign someone to manage the program
- Gather dancer rosters and class lists
- Start collecting sponsor ads



## 6–8 Weeks Before Recital

- Finalize performance lineup
- Collect dancer photos
- Begin program design



## 3–4 Weeks Before Recital

- Final proof review
- Confirm ad placements
- Submit files to print



## 1 Week Before Recital

- Receive programs
- Prepare programs for distribution



[GET AN INSTANT QUOTE](#)

# FREE DESIGN TOOLS



## FREE DESIGN TOOL

Our Online Design Tool lets you design directly in your browser with no software required!

Choose a layout, add text and drag-and-drop images, and preview your booklet before printing

[Start Designing Today!](#)

## FREE DOWNLOADABLE TEMPLATES

If you prefer to design in Adobe InDesign, Photoshop, Illustrator, or PDF software, we offer free print-ready templates.

These files are set up to meet saddle-stitch print requirements, helping reduce file issues and revisions during review.

[Free Templates](#)



## BEFORE YOU DESIGN YOUR RECITAL PROGRAM, WATCH THIS



Hear from Taylor Wilson From South East Dance Academy on what to know before you start designing!

## FIND A DESIGNER

Choose to work with a [recommended graphic designer](#) for extra support.

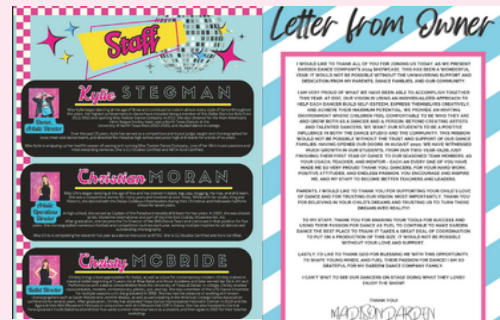
[Find a Designer](#)

# WHAT TO INCLUDE

A well-organized dance program helps audiences follow the show and creates a lasting keepsake. Here's what include in your program:

## Front:

- Welcome message from director
- About your dance studio
- Directors, instructors, and staff
- Recognition and acknowledgments
- Table of contents



## Performance Content:

- Order of performances with titles
- Dancer names for each number
- Music and costume credits
- Choreographer credits
- Intermission information



## Back:

- Autograph pages
- Memories and notes pages
- Upcoming events and classes
- Seasonal schedule
- Sponsor advertisements



## PHOTOS TO INCLUDE

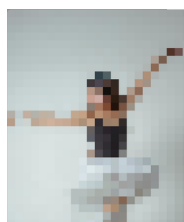
INDIVIDUAL PORTRAITS

ACTION SHOTS

GROUP PHOTOS



300 DPI



72 DPI

For high-quality printing, use photos that are at least 300 dpi (dots per inch). Images below 300 dpi may appear pixelated when printed. Most images displayed on screens are 72–96 dpi, which means they may look great digitally but will not print clearly.

**READ: DESIGN TIPS FOR EYE-CATCHING DANCE PROGRAMS**

# PRINTING OPTIONS & SPECIFICATIONS

Choose the right size, binding, and paper for your school calendar

Selecting the right printing options ensures your dance program looks professional and fits your budget!

## SEE IT BEFORE YOU PRINT



Order a free sample kit to see and feel our paper stocks and print quality firsthand.

[ORDER FREE SAMPLE KIT](#)

most popular



8.5" x 11"

Recitals, showcases & competitions

5.5" x 8.5"

Studio recitals & smaller events

**YOUR CHOICE**

Custom Size

Custom | Any Unique Studio needs

## BINDING OPTIONS



### SADDLE STITCH

Most Popular | \$  
Works great for 8-92  
page count programs



### PERFECT BOUND

All-Purpose | \$5  
Works great for 28-100+  
page count programs

### Recommended for Dance Recital Programs:

8.5" x 11" Saddle-Stitch. A classic program size that's easy for audiences to read during performances. Affordable to print and perfect for showcasing dancers, performance lineups, and sponsor ads.

For paper, we recommend 100# Gloss Text inside pages + 80# Gloss Cover for the best balance of durability, color, and cost. Print full color on both sides (4/4) and choose a gloss finish to make your images stand out!.

### Budget Tip:

Printing inside pages in black & white (1/1) is a simple way to lower costs while still leaving room for dancer features, schedules, and sponsor ads.

[Explore All Printing Options](#)

# TURN ONE FUNDRAISER INTO ONGOING FUNDING

Your dance program is just the beginning. PrintingCenterUSA helps dance studios, schools, and arts organizations print everything from recital programs and lookbooks to fundraising calendars and studio magazines. Share this guide with another studio or program that could benefit, and you'll earn credit toward your next print order.

## WHO CAN YOU REFER?

YOU EARN

**\$50**

PRINTING CREDIT

+

THEY GET

**15%**

OFF FIRST ORDER



### Other Dance Studios

Professional quality, fast turnaround, no minimums required

*Recital programs, memory books, fundraising calendars,*



### Youth Programs

No contract required, gift-worthy quality

*Yearbooks, memory books, fundraising calendars, event programs*



### Performing Arts Programs

4-day turnaround, sponsor ad revenue, handles last-minute roster changes

*Recital programs, show programs, team photo books, posters*

## SEE HOW YOUR EARNINGS ADD UP

Referrals	Your Credit	What That Covers
1 studio	\$50	Offsets shipping on your next order
3 studios	\$150	Covers a significant portion of a program run
5 studios	\$250	Nearly pays for printed recital programs
10 studios	\$500	A major head start on next year's fundraiser



### No Contracts

Order when you need, no commitments



### No Minimums

Print exactly what your studio needs.



### No Hidden Fees

Transparent pricing, no surprises



### Full Control

Your design, your timeline, your way

**START REFERRING NOW!**

# OUR SIMPLE ORDERING PROCESS

A Simple 4-Step Process from Quote to Delivery



## QUOTE & ORDER

Select your size, paper, and quantity options on our instant pricing tool. Add to cart and checkout securely.



## UPLOAD & REVIEW

Upload your print-ready PDF. Our experts perform a 43-point file inspection to catch any technical issues.



## PROOF

Review your free electronic proof. Hard copy proofs are also available for final color and paper verification.



## PRINT

Your order is printed and you can receive it in as fast as 3 to 4 days from proof approval

[\*\*START YOUR ORDER NOW\*\*](#)

\*Turnaround time begins after proof approval. Shipping time is additional based on your location.



## QUANTITY PRICING

The more you print, the more you save. Typical savings of 30-50% on larger quantities.



## PRODUCTION TURNAROUND

- **Standard Production:** 3 Business Day
- **Rush Production:** 2 Business Days
- **Wait & Save Production:** 4-7 Business days



## START WITH 1 PROGRAM

You can print a single copy to review quality, layout, and finish before committing to a larger run!

# TRUSTED, RELIABLE DANCE PROGRAM PRINTING

Unparalleled customer experience is at the core of everything we do, backed by real reviews and real people!

**We're rated 4.8/5**

Read all 7,635 Verified Reviews [Here.](#)

**Mallory L.** ★★★★★

"Had a great experience from the initial order placed, to the personal call to make suggestions on my order, to the delivery and product. Really just so happy with everything!"

★★★★★

**Courtney**

"The site was so easy to use, I loved being able to create and save my design as I was working on it!"

**Duet D.** ★★★★★

"Our programs are always beautiful when purchased from printingcenterusa! We appreciate their customer service and attention to details that keep us coming back for our printing needs."



## SATISFACTION GUARANTEED

Your satisfaction is our priority. If you're not completely happy with your order, **we'll make it right with a reprint or refund.**



## We're Here For You!

Monday to Friday: 7am to 6pm MST

Call us: [800-995-1555](tel:800-995-1555)

Email us: [support@printingcenterusa.com](mailto:support@printingcenterusa.com)

Contact Us

# Your Dance Program Deserves the Best Print.

We are here to help you bring your book to life with the quality, care, and expertise your art deserves.

**PRINT YOUR PROGRAM NOW**

**GET AN INSTANT QUOTE**

**ORDER FREE SAMPLES**

**[www.printingcenterusa.com](http://www.printingcenterusa.com)**

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