



# DANCE PARADE

## MEDIA KIT

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# WHO WE ARE & WHAT WE DO

We are a 501(c)(3) non-profit organization. Our mission is to promote dance as an expressive and unifying art form by showcasing a wide array of dance forms, educating the general public about the opportunities to experience dance, and celebrating the diversity of dance by sponsoring the yearly city-wide Dance Parade and Dance Festival.



## 14TH ANNUAL DANCE PARADE

Under the theme “**Dance Without Borders**”, over ten thousand dancers will showcase more than 100+ unique styles of dance in the world’s largest display of the diversity of dance, Saturday May 16, 2020.

## 14TH ANNUAL DANCEFEST

At the conclusion of the parade, DanceFest comes alive in Tompkins Square Park with choreographed performances, workshops and social dance – all FREE to the public!



## COMMUNITY ENGAGEMENT PROGRAMS

Our Community Engagement Programs provide engaging education curriculum to schools, recreation facilities and community centers in all five boroughs of New York City. Students enjoy the exciting conclusion of 10-20 weeks of classes by performing in Dance Parade and at DanceFest!



# DANCE PARADE NEW YORK

Dance Parade New York is the world's only parade to exclusively celebrate and showcase the diversity of dance. This annual celebration of eclectic dance styles from around the world boasts tens of thousands of dancers and spectators, more than 100 styles of dance and nearly 200 dance groups.

The parade is a colorful explosion of beautiful dancers. A family and community favorite, the yearly parade is a one-of-a-kind display of New York's richly diverse artistic community and the cohesive impact it has on the international community.

The parade commences at Broadway and 21st Street, travels south through Union Square and University Place, and turns East onto 8th Street. As it passes through Astor Plaza, Emcees Jerry Goldman and Rhina Valentine announce each group with choreography at our Grandstand at 4th Avenue. We call this "40 Second" street because each group has 40 seconds to strut their stuff. The parade continues on Saint Marks Place and finishes at Avenue A.

As the parade filters into the park, it transforms the space into a world of spirited dance displays and interactive activities. At DanceFest hours of on-stage performances, dance lessons, workshops, kids' activities and dance parties await those attending this post-parade festival.

Both the parade and festival are excellent ways to educate the community about the evolution of dance, the vital role it has played in cultures around the globe, and the importance of supporting the organizations and individuals who work so hard to preserve and promote this vital art form.



## ORGANIZATIONAL HISTORY

The organization owes its roots from a dance advocacy movement related to the 1926 NYC Cabaret License requirement that restricted dancing for 91 years. In 2006, a New York State Supreme Court ruled against a group of House, Hip-Hop, Ballet and Swing dancers that social dancing was not considered expressive activity protected by 1st Amendment freedoms. As a result, the inaugural Dance Parade of 2007 was organized to present dance as expressive in all its forms. In late 2017, the organization successfully led a repeal of the Cabaret Law, liberating the licensing requirement for dance venues.

Since 2007, hundreds of organizations have been invited to “Be Stars On Broadway” each May by presenting their art on this public world-stage. The parade presents emerging as well as established artists and showcases over 100 styles of dance, allowing thousands of artists to reach a broader audience.

DanceFest serves as a Grand Finale to the parade in Tompkins Square Park which includes curated performances on stage, “Experience Dance Booths,” a teaching area and a social dance area--all free to the public and providing an opportunity for artistic dialogue and collaboration.

Throughout the year, the organization utilizes its vast network to employ its roster of dedicated dancers and performing artists in New York City performances such as Winter’s Eve at Lincoln Square and in unique productions like “Dancing Through the Light” at Greenwood Cemetery and Eve Ensler’s “One Billion Rising”.

Since 2008, the organization offers Community Engagement Programs, which have benefited thousands of students through ten-week residencies at schools, community and senior centers. The programs crescendo with signature participation in the parade and festival.





# THE DANCE PARADE



## TRADITIONAL AND MODERN DANCE FORMS

Dance Parade New York showcases cultural vibrancy with ethnic groups, including: African, Middle Eastern, Latin American, Asian, as well as social dance styles, including: Swing, Salsa, Tango, Hip Hop, club dancing, and more. Traditional dance forms such as Ballet, Modern, Tap and Jazz are also heavily represented during the parade. Modern forms include dancers from the New York Nightclub soulful house, electronic and burning man style performing artists along with hip-hop, whacking, voguing, popping and locking dancers.

## WATCH OUT FOR THE NEW YORK DANCE POLICE!

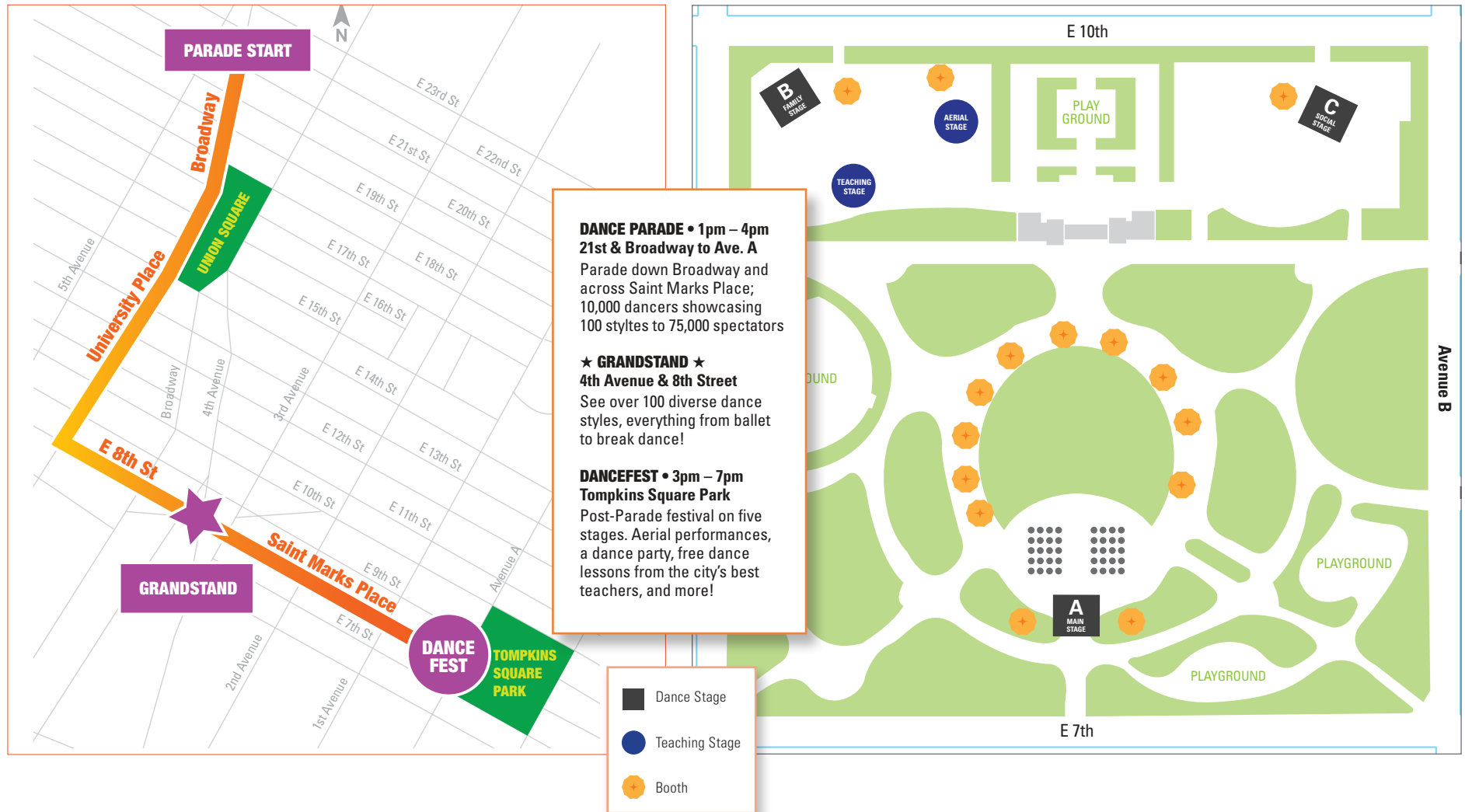
A brigade of 30 uniformed men and women “NYDP” patrol the parade playfully seeking participants to join the dance. Continuing a fan favorite tradition started in 2007, audience members, onlookers or others not dancing are approached by the dance police and asked a few questions. Non-dancers are given a summons stating that they must report to a dance school or nightclub to serve time: dance lessons or practice. The summons is accompanied with a discount or free offer for entry to a club or school. The Dance Police’s vigor brings smiles to those being ticketed... maybe the NYPD should follow suit.

## GRANDSTAND *aka* 40 SECOND STREET

It’s named that way because groups with choreography have 40 seconds to perform. The grandstand is located in Astor Place Plaza, where Fourth Avenue meets St. Mark’s Place. Seating more than 300 spectators, the stands are the best seat on the parade route as over 10,000 dancers stop and perform.

Tickets are available for purchase and all proceeds go to offsetting the cost of the parade.

# 2020 DANCE PARADE & FESTIVAL



# THEMES & GRAND MARSHALS

Each year, Dance Parade brands the parade and festival with a theme and honored individuals who have made significant contributions to a particular dance culture or have achieved notability in their genre of dance.

## 2020 THEME: DANCE WITHOUT BORDERS

2020  
GRAND  
MARSHALS:



**DAVID DORFMAN**  
Modern



**PRINCESS LOCKEROO**  
Waacking



**LIQUID TODD**  
EDM



**SARINA JAIN**  
Masala  
Bhangra

YEAR / THEME	GRAND MARSHAL	GENRE
<b>2019</b> <i>Movement of the People</i> (13th Annual)	Bill T. Jones Baayork Lee Louis Mofsie DJ Dara	Contemporary Broadway Native American Drum & Bass
<b>2018</b> <i>The Cabaret of Life</i> (12th Annual)	Camille A. Brown Mickela Mallozzi Council Member Rafael Espinal Doc Martin	Contemporary World Dance Cabaret R&B
<b>2017</b> <i>The Dance for Peace</i> (11th Annual)	Maurice Hines Mestre João Grande Rosie Mendez Frankie Bones	Tap Capoeira Community Techno
<b>2016</b> <i>Decade of Dance</i> (10th Annual)	Garth Fagan Kwikstep & Rokafella	Modern Choreographer Hip Hop & Break Dance
<b>2015</b> <i>Live Free &amp; Dance</i> (9th Annual)	Carmen de Lavallade Robert Battle Mary Verdi-Fletcher Rekha Malhotra	Ballet Ballet Physically Integrated Dance Bhangra
<b>2014</b> <i>Be the Momentum</i> (8th Annual)	Savion Glover Jawole Willa Jo Zollar Hex Hector	Tap Contemporary House
<b>2013</b> <i>Unity Through Dance</i> (7th Annual)	Dr. Charles Davis Jacquelyn Buglisi Louie Vega	African Dance Theater Soulful House

YEAR / THEME	GRAND MARSHAL	GENRE
<b>2012</b> <i>United We Dance Parade</i> (6th Annual)	Ashley Tuttle Elisa Monte Bill Shannon DJ Jonathan Peters	Ballet Modern Skate Board on Crutches House
<b>2011</b> <i>United We Dance</i> (5th Annual)	Charles Reinhart Joseph Harrington Kat Wildish	Contemporary Broadway "Billy Elliot" Community
<b>2010</b> <i>Diverse City</i> (4th Annual)	Ellenore Scott Elizabeth Zimmer DJ Jellybean Benitez Amy Marshall	Contemporary Dance Critic Pop Music Modern
<b>2009</b> <i>Live to Dance, Dance to Live</i> (3rd Annual)	Luis Salgado Don Cambell Morocco	Broadway Popping and Locking Raq Sharki
<b>2008</b> <i>May Feet</i> (2nd Annual)	Luigi Faccuito	Jazz
<b>2007</b> <i>One Parade, Many Cultures</i> (1st Annual)	DJ Kool Herc DJ Danny Tenaglia Djoniba Moufle	Hip Hop House African



# COMMUNITY ENGAGEMENT PROGRAMS

Dance Parade's Community Engagement Programs allow participants of all ages - from schools to community and senior centers - to discover their own innate capacity for the communication of ideas, thoughts, and feelings through the medium of dance.

## PROGRAM OFFERINGS

*CULTURAL RESIDENCIES* – Multi-week residencies focused on culturally specific dance forms

*COMMUNITY KINECT* – Using dance to instill lifelong enthusiasm for physical fitness

*AGELESS ACTION* – Serving older Americans through the joy of movement and dance

*WORKSHOPS AND PERFORMANCES* – Single-day performances and workshops

## OUR PROGRAM BENEFITS

- Exposure to the creative process as it relates to dance: from conception, to reflection, to construction, critique, and public presentation
- A greater comfort with, and awareness of, their bodies in space as individuals and as a collective
- Physical activity that supports coordination, flexibility and improved circulation and engaging explorations of meaningful ways to maintain fitness for a lifetime
- A unique perspective on learning about and respecting history, progress and diversity by studying the way a culture moves

All participants in Dance Parade's Community Engagement Programs have the unique opportunity to dance alongside their teaching artists in our annual parade on Broadway and Festival in May!

Dance Parade is a 501(c) non-profit that presents over 200 groups in over 100 styles of dance annually during our May Parade and Festival. Supported by proceeds from the parade and its generous donors, we are privileged to be able to offer a unique, experienced selection of dance for your community through one (or more!) of our programs.





# ORGANIZATION AND STRUCTURE

Dance Parade, Inc. is a 501(c)(3) non-profit charity. The organization is governed by a Board of Directors and staffed by passionate team supported by volunteers with a wide-range of professional expertise. Nine specialized committees which include executive, development, finance, production, marketing, recruiting, legal, educational outreach and affiliates, work to accomplish Dance Parade's tasks and goals each year.

The organization is largely funded by the New York City Department of Cultural Affairs, The Lower Manhattan Cultural Council, Corporate Sponsors and generous individuals who love dance and support the organization's mission and "Why We Dance."

## CULTURAL EQUITY



## EDUCATIONAL EMPOWERMENT



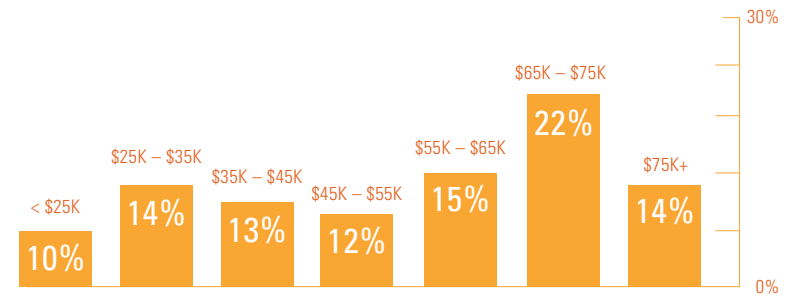
## EMOTIONAL & PHYSICAL HEALTH



## FREEDOM & PEACE

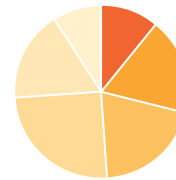


# DEMOGRAPHICS



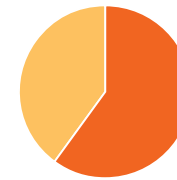
AUDIENCE BY INCOME (THOUSANDS)

AUDIENCE BY AGE



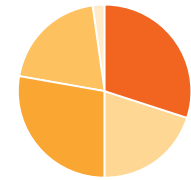
- 11% < 18
- 18% 18-24
- 20% 25-34
- 25% 35-49
- 17% 50-64
- 9% 65+

MALE/FEMALE RATIO



- Female
- Male

AUDIENCE BY DIVERSITY



- 30% Caucasian
- 28% Hispanic
- 20% African American
- 20% Asian
- 2% Other

DANCE PARADE	2019	2020 (goals)	DANCEFEST	2019	2020 (goals)
Audience (Estimated)	105,000	120,000	Audience (Estimated)	10,500	11,000
Dance Participants	10,349	10,000	Performances	87	90
Groups Represented	165	150	Performers	383	400
Types of Dances Represented	107	100	Types of Dances Represented	39	40
Decorated Floats & Vehicles	73	75	Dance Workshops/Lessons	8	8



# WHAT THEY ARE SAYING

*"I encourage all New Yorkers to slip on their dancing shoes and boogie, sashay, step or promenade down to the East Village to dance the day away and support our vibrant arts community."* – New York City Mayor Bill de Blasio

*"I commend Dance Parade for advancing and celebrating the spirit of the arts that continues to enrich New York so greatly."* – US Senator Kirsten Gillibrand

*"Since its inception in 2006, Dance Parade New York has become an eagerly anticipated event, providing dancers with exciting opportunities to share their moves and to learn and enjoy other dance traditions."* – New York Governor Andrew M. Cuomo

*"As the director of a Mexican folkloric ensemble, it's an extraordinary pleasure to be a part of the Dance Parade. With the current news of walls and immigration we want to show the world the real aspects of our culture through our music and dance."* – Jose Mendoza, Director of Xochipilli Dance Ensemble

*"Dance Parade is the best hope to grow dance popularity in NYC."* – Caterina Bartha, former Executive Director of Doug Varone and Dancers

# INTERNATIONAL MEDIA COVERAGE







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