

# 2016 FALL FESTIVAL

Your Guide to the 2016 Hollywood Fall Festival



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# WHAT IS THE ARTHUR MURRAY FESTIVAL?

There are two Festivals per year: The International Dance Festival in the spring, and the Tournament of Champions in the fall.

It is a 6-week competition where Arthur Murray schools are rated based on their student participation.

The studio, executives, and teachers compete against schools of similar size, and the top studio, executives, and teachers receive awards and recognition for their efforts.

Additionally, students earn points and prizes for their activity. Whether it is enrolling in lessons, taking lessons, referring friends to Arthur Murray, or dressing up for one of the fantastic themed parties, there are a wide variety of ways for students to earn points.

## FESTIVAL DETAILS

**THEME:**

Hollywood

**KICKOFF PARTY:**

November 4th

**COMPETITION DATES:**

Nov 11th - Dec 16th



# WHAT HAPPENS AT THE ARTHUR MURRAY FESTIVAL?

**The Festival is built around a common theme. This year's theme is "Hollywood."**

The staff from your local Arthur Murray put together six different costume parties that relate back to the theme of the Festival. Students and teachers alike pull out all of the stops for these parties! There are games, prizes, raffles, awards for costumes, potluck dishes, and enthusiasm!

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**THIS IS NOT SOMETHING YOU WANT TO MISS!**

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# FESTIVAL SCHEDULE

**11/4** Festival Kick-Off Party

**11/11** Week One: Horror Movies

**11/15** Casting Call Open House

**11/18** Week Two: Sports Movies

**11/23** Week Three: Action Movies

**12/2** Week Four: Mob Movies

**12/9** Week Five: Musicals

**12/16** Week Six: Classics

**12/16** Holiday Ball

An Academy Awards themed night, including dinner, dancing, limo, and fun surprises

# THE EXTRAVANGA

## WHAT IS THE ARTHUR MURRAY EXTRAVAGANZA?

Extravaganza is a celebratory in-studio event that features student dance routines with unique choreography and dancing at all skill levels. This event is built around solo routine performances from new-comer through the Gold level, and from children to adults.



## Extravaganza Dates:

**Arthur Murray Hayward** - Saturday, November 5th, 12 PM

Castro Valley Center for the Arts

**Arthur Murray Fremont**- Friday, November 18th

Arthur Murray Fremont Studio

**Arthur Murray Millbrae**- Friday, November 18th

Arthur Murray Millbrae Studio, featuring Gabriela Young

**Arthur Murray Redwood City & Arthur Murray San Francisco**- Monday, November 21st & Tuesday, November 22nd

Canada College

**Arthur Murray Walnut Creek, Arthur Murray Livermore, & Arthur Murray Stockton** - Friday, December 2nd



# GET INVOLVED

## Earn points and support your favorite school

The festival is a 6-week ratings competition where your teachers and executives are competing for awards. They earn points based off your participation. In turn, you earn prizes for the points you earn.

### How to earn points:

- Upgrade your program
- Refer a friend for lessons
- Subscribe to our blog
- Sponsor your teacher
- Wear a costume for themed parties
- Bring a dish to parties
- Take private lessons
- Participate in promotions



# WHAT DOES IT MEAN TO SPONSOR?

## There are three levels of sponsorship: Bronze, Silver, and Gold

Becoming a sponsor qualifies you for promotions and special incentives, it includes a commemorative Arthur Murray t-shirt, it shows your support for your teachers and studio, and includes tickets to special events and some sponsors-only activities<sup>1</sup>.

<sup>1</sup> Tickers for Silver and Gold sponsors only

### Bronze (\$45)

- Festival t-shirt
- Sponsor workshop
- Festival points

### Silver (\$95)

- Festival t-shirt
- Sponsor workshop
- Festival points
- Guest ticket to Extravaganza

### Gold (\$395)

- Festival t-shirt
- Sponsor workshop
- Festival points
- Guest ticket to Extravaganza
- Ticket to the Holiday Ball

[SIGN UP TO BE A SPONSOR ►](#)