

# The Ultimate Guide to Creating and Sustaining a Successful Dance Company

Starting and running a successful dance company is no easy feat. It takes a lot of hard work, dedication, and perseverance. But if you're passionate about dance and have a vision for your company, it's definitely possible to make it happen.



## Choreographing a Company: A Guide to Creating and Sustaining a Successful Dance Company by Charles N. Li

★★★★★ 5 out of 5

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In this guide, we'll cover everything you need to know to create and sustain a successful dance company, from developing a business plan to marketing your company and fundraising.

### Developing a Business Plan

The first step to starting a dance company is to develop a business plan. This will outline your company's mission, goals, objectives, and strategies.

It will also help you to track your progress and make necessary adjustments along the way.

When developing your business plan, be sure to consider the following:

- Your company's mission and vision
- Your target audience
- Your marketing strategy
- Your financial plan

## **Structuring Your Company**

Once you have a business plan, you'll need to choose a structure for your dance company. The most common structures are:

- Non-profit organization
- For-profit corporation
- Limited liability company (LLC)

Each type of structure has its own advantages and disadvantages, so it's important to choose the one that's right for your company.

## **Funding Your Company**

Funding is essential for any dance company. There are a number of ways to raise funds, including:

- Grants
- Donations

- Ticket sales
- Sponsorships

It's important to diversify your funding sources so that you're not reliant on any one source. With that in mind, consider developing a fundraising plan that outlines your goals, strategies, and timeline.

## **Marketing Your Company**

Marketing is essential for getting the word out about your dance company. There are a number of ways to market your company, including:

- Social media
- Email marketing
- Public relations
- Advertising

It's important to tailor your marketing efforts to your target audience. For example, if your target audience is young people, you'll want to focus on social media and email marketing. If your target audience is older adults, you'll want to focus on public relations and advertising.

## **Sustaining Your Company**

Once you've started your dance company, it's important to sustain it over the long term. There are a number of ways to do this, including:

- Building a strong financial foundation
- Developing a loyal audience

- Investing in your dancers
- Staying up-to-date on trends

By following these tips, you can create and sustain a successful dance company that will bring joy to your community for years to come.

## Additional Resources

- Dance/USA
- National School of the Arts
- The Dance Hall



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