



PROGRAM MANUAL - GLOBAL

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Introduction



Introduction

Version 1

This Program Manual contains essential instructions and guidance regarding the operation of the Subscription Product which you must adhere to in accordance with your Subscription Agreement.

Boom Gate Enterprises Pty Ltd T/as Ready Set Dance provides this electronic copy of the Program Manual to the Studio Owner/Subscriber for the term of the Subscription Agreement. The Program Manual forms part of your Subscription Agreement and is binding on the Subscriber and Studio Owner.

The Program Manual remains the property of Boom Gate Pty Ltd at all times.

The Studio Owner/Subscriber must not disclose any part of the Program Manual to any person without the prior written consent of Boom Gate Pty Ltd.



Vision, Mission & Team

Version 1

OUR VISION

To get the world moving, one preschooler at a time.

OUR MISSION

Our mission is to equip Studio Owners/Subscribers with the Ready Set Dance, Ready Set Acro and Ready Set Move programs so they can deliver quality and magical dance and movement classes to their toddler and preschool students.

OUR TEAM

You are now part of our community of motivated brand ambassadors! Throughout this manual we will make reference to the Product, Protection, People and Promotion of the program.

"Boom Gate Enterprises" also known as "Ready Set Dance HQ"- refers to the Ready Set Dance staff, led by our 3 directors (in order as they appear below), Natalie Ettingshausen, Priscilla Severino and Belinda Agostino







Definitions, Interpretation and Agreement



Definitions

Version 1

Agreement means an agreement for you to purchase one of the Subscription Products pursuant to the subscription agreement;

Branding means your use of any and all logos, Intellectual Property, Subscription Products or any other software or physical materials owned or used by the Company;

the Company refers to Boom Gate Enterprises Pty Ltd trading as "Ready Set Dance" of 31C Koonya Circuit, Caringbah NSW 2229, Sydney Australia;

Confidential Information means:

All ideas, product concepts, written material, pictures, drawings, specifications, notes, or other verbal information or written data concerning the content, design, development, marketing, sales plans and price structures relating to the parties;

all business and financial information, sales and supply details, marketing strategies, business listings, information concerning the business or customers, relating to a party;

any information which, by its nature, places or potentially places a party at an advantage over its business competitors; or

any information that would otherwise at law be considered secret or confidential information;

whether or not marked confidential BUT does not include information which:

at the time of first disclosure by a party is already in the public domain; and

after disclosure to a party, becomes part of the public domain otherwise than by disclosure in breach of the terms of this Agreement;

Copyright Materials means all copyright materials presently owned by the Company, together with any future copyright material owned by the Company;

Exclusive Territory means the area to be agreed upon by the Company and you as the area specified to exclude competing dance studios from purchasing a Subscription Product;

Intellectual Property means all intellectual property and all improvements, modifications, derivations and discoveries in or related to the Confidential Information, the Trade Marks and Copyright Material owned by the Company;

Main Location Listing is the location nominated by you as the dance studio where the majority of dance classes are to be delivered;

Official Location means you have qualified to be an official location by having purchased the Premium Partner product and are certified to deliver all Subscription Product programs;



Privacy Policy means the privacy policy drafted by the Company which sets out how and why the Company collects, uses, shares, and protects the personal information of you;

Program Manual refers to the manual provided to you at the beginning of the Subscription Term and made available to you from time to time which contains essential instructions and guidance regarding the operation of the Subscription Product which you must adhere to in order that you don't act contrary to this Agreement, including but not limited to:

marketing;

merchandising;

customer service; and

upholding system quality standards;

Subscriber means the person responsible for reading, interpreting, agreeing to, and complying with the conditions set out in this Agreement on behalf of the Studio and will be responsible for all correspondence with the Company. If the person ceases to be the Subscriber, it is the Subscriber's responsibility to nominate a replacement person and inform the Company of their replacement. If the Subscriber is unable to inform the Company of their replacement, the Studio is required to nominate a replacement and inform the Company;

Subscription Commencement Date is the date upon which payment of first subscription fee and Initial Upfront Set-Up Investment fee is made;

Subscription Product means any one of the subscription products offered by the Company outlined in paragraph 4 – 'Subscription Products' of this Agreement;

Subscription Term means the period of time which you agree to subscribe to a Subscription Product, as outlined in paragraph 6 – 'Subscription Term' of this Agreement;

Studio Owner refers to the person who is legally recognised as the owner of the Studio;

Studio refers to the dance studio nominated by you as the recognised primary studio for all contact and correspondence with the Company;

Trade Marks means the registered and unregistered trade marks owned by the Company, together with any future registered and unregistered trade marks owned by the Company;

You/Your refers to the Subscriber of this Agreement or any other person responsible for reading, interpreting, agreeing to, and complying with the conditions set out in this Agreement on behalf of the Studio



Interpretation

Version 1

The Subscription Agreement constitutes a legal, binding agreement between you and the Company and states the terms upon which the Subscription Product is provided to you.

If you are subscribing to any one of the Company's Products on behalf of your employer or such entity, you represent and warrant that:

you have full legal authority to enter into this Agreement on behalf of your employer or such entity;

you have fully read and understood all of the terms in this Agreement and how it relates to your employer or such entity;
and

you agree to these terms on behalf of your employer or such entity.



Amendments and modifications

Version 1

Any amendments, modifications, alterations or cancellations the Company makes to the Agreement is to be undertaken in accordance with the procedures and processes set out in this Program Manual



Force Majeure

Version 1

Neither party shall be liable to the other where any event or circumstance beyond the parties' reasonable control prevents either party from performing their obligations under the Agreement or this Program Manual.



Dispute Resolution

Version 1

Any party claiming a dispute pursuant to this Agreement must notify the other party in writing of the nature of the dispute (**Dispute Notice**), except where urgent interlocutory relief is being sought.

The parties must act in good faith and attempt to resolve any dispute between them before bringing the dispute before a relevant court.

If, after 30 days of the Dispute Notice having been received, the dispute is not resolved, either party may bring a legal action before the relevant court.

Each party must continue to perform its obligations under this Agreement despite any unresolved disputes on foot.



Laws governing this Agreement

Version 1

The Agreement is governed by, and construed, in accordance with, the laws applicable to the territory of the Main Location Listing.



Subscription



Grant of Subscription

Version 1

In consideration of you agreeing to comply with the requirements of this Agreement, the Company grants to you a non-transferable right to use the Subscription Product in accordance with this Agreement for the Subscription Term.

The Subscription Product constitutes a non-exclusive Agreement except for where otherwise specified in this Agreement.



Subscription Products

Version 1

The Company will offer the following Subscription Products for purchase:

Single Subscription, including one or any combination of the following;

- Ready Set Dance (**RSD**);
- Ready Set Acro (**RSA**);
- Ready Set Move (**RSM**).

Complete Subscription

All products offered in the Single Subscription.

Premium Partner Subscription

All products offered in the Single Subscription with Exclusive Territory



Conditions of Subscription Products

Version 1

The conditions of each of the Subscription Products are set out in the following table at paragraph and will be further detailed in this Program Manual.

Table detailing Subscription Products:

SUBSCRIPTION DETAILS	PREMIUM PARTNER	SINGLE SUBSCRIPTION
Exclusive Territory	Yes	No
Main Location	One Main Location plus the opportunity for additional Locations within your Exclusive Territory (Company and written approval is required)	One Main Location Only
1 x Website Listing	1. Premium Partner badge and 2. Official Location badge	1. Subscription Product badge 2. Ready Set Dance affiliate badge
Requirement to name classes as RSD, RSA and RSM	Yes	Optional
Requirement to use the Company's Branding	Yes	Optional
Requirement to use signage at your studio	Yes	Optional
Teachers required to wear uniforms	Yes	Optional
Requirement to use the Company's props	Yes (as per the Program Manual)	Optional



Subscription obligations

Version 1

It is your obligation to maintain current records, with accurate registration information and personal information (including full name, email address, address and date of birth), and to provide those records and personal information details to the Company.

In order for you to comply with the use of the Subscription Product in accordance with this Agreement, you must:

Possess, use and maintain all hardware, software and communications equipment necessary for your use of the Subscription Product;

Comply with all of our directions, policies and guidelines.

Where the Subscription Product becomes either wholly or partly unavailable for any reason whatsoever, the Company will not be liable to you or anyone for its unavailability. From time to time, the Company may suspend or restrict access to all, or some parts of the Company's services.

For you to comply with the requirements of this Agreement and use the Subscription Product in accordance with this Agreement, you must not:

Violate any of the Company's Intellectual Property;

Attempt to use, or use, the Company's Intellectual Property to create a product or service that is the same or deceptively similar to the Company and its Intellectual Property;

Create, copy, modify, or duplicate the same or similar works to the Company's Intellectual Property in any way contrary to this Agreement or the law;

Display, transfer, assign, sell, or disclose or otherwise commercially exploit, encumber or limit the Company's ability to make available its Subscription Products for use to you or any third party in any way that is or could be deemed contrary to this Agreement.

The Company may elect, from time to time, to provide you with ongoing training and assistance either electronically or at facilities selected by the Company at your cost. You must comply with all training, compliance or other certification requirements reasonably determined by the Company from time to time.

The Company is committed to protecting the privacy and security of the Studio Owner's/Subscriber's personal data. The Company will collect, use, and store personal data in accordance with applicable data protection laws and regulations. The Studio Owner/Subscriber consents to the collection, use, and storage of their personal data for the purposes of fulfilling the agreement and providing the agreed-upon goods/services. The Company will implement appropriate technical and organizational measures to safeguard the Studio Owner's/Subscriber's personal data against unauthorized access,



disclosure, alteration, or destruction. The Studio Owner/Subscriber has the right to access, correct, or request the deletion of their personal data by contacting the Company.



Subscription Term

Version 1

The subscription commences on the Subscription Commencement Date and continues for a period of 12 calendar months.

60 days prior to the end of the Subscription Term, you must notify the Company if you intend to cease the subscription at the end of that Subscription Term.

If you fail to notify the Company in accordance with paragraph 6.2, you agree that your subscription will automatically extend for an additional Subscription Term on identical terms as at the end of the immediately preceding Subscription Term.



The Company's right to terminate the subscription

Version
1

If you fail to pay the Company any monies owed and payable, and without prejudice to any of the Company's other rights under this Agreement or at law, the Company may write to you to give you an additional 14 days to repay all owed monies.

If you fail to repay any owed monies following written notice in accordance with paragraph 7.1, the Company may immediately terminate the subscription under this Agreement without incurring liability.

The Company shall not terminate the subscription for unpaid owed monies until the procedure outlined in paragraphs 7.1 and 7.2 is followed.

If you breach this Agreement or the law, the Company may write to you advising you of said breach and give you 7 days to remedy the breach. Failure to remedy such breach gives the Company an automatic right to terminate this Agreement immediately and seek recovery of its costs and compensation.



Your right to terminate the subscription

Version 1

If the Company substantially fails to provide adequate use of the Subscription Product, you may give the Company written notice of such failure. After giving the Company written notice of said failure, you must wait 14 days for the Company to remedy the substantial failure before terminating your Subscription Product. You must follow this process before terminating this Agreement.



Early Termination

Version 1

You and the Company may agree that you terminate this Agreement before the end of the Subscription Term. For the avoidance of doubt, Early Termination pursuant to this clause is not to be considered acting contrary to this Agreement.

Where you terminate this Agreement in accordance with 9.1, you shall make a payment to the Company. The total amount to be paid pursuant to this clause is to be agreed upon by you and the Company.



Subscription Payments

Version 1

The annual subscription will be charged either annually or in 12 monthly instalments. The Initial Set Up Investment will be charged at the time of purchase. Your payment data is encrypted and secure. This payment is processed by Stripe, Inc (Stripe). By proceeding to complete your payment, you acknowledge and agree to any additional processing fees charged by Stripe which are charged in addition to any goods and services provided by Ready Set Dance and are subject to any changes made by Stripe.

The Company reserves the right to modify the subscription fee at any time and may be increased by an amount we deem appropriate. We will provide you with 60 days' notice before any changes take effect via email or any other communication channel.

Any changes to the Subscription price will be effective immediately upon the completion of the notice period, at the next scheduled payment cycle.



Termination Fee

Version 1

If you cancel your Subscription Product or cease making payments contrary to this Agreement, you will be liable to a Termination Fee to be paid to the Company.

The Termination Fee is the amount of money that would have been paid from the date at which payments ceased to the end of the Subscription Term if you had continued with your Subscription Product plus interest.

The Company reserves the right to grant an extension of time to you to rectify any credit card issues which you may have experienced in good faith, which is to be a 14 day timeframe.



Protection



Copyright, Confidentiality and the Company's Intellectual Property

Version 1

Ready Set Dance, Ready Set Acro and Ready Set Move are registered trademarks owned by Boom Gate Enterprises Pty Ltd also known as Ready Set Dance HQ.

Ready Set Dance, Ready Set Acro and Ready Set Move Programs are approved and licenced programs of Boom Gate Enterprises Pty Ltd.

Only affiliate studios that are subscribed to Ready Set Dance, Ready Set Acro and Ready Set Move may use the content and have access to the Member Hub for each subscribed program.

Music, choreography and other intellectual property for the Ready Set Dance, Ready Set Acro and Ready Set Move programs as well as the subsidiary programs Ready Set Ballet and Ready Set Tap are trademarked and copyrighted by Boom Gate Enterprises Pty Ltd and all rights are reserved.

Unlawful use of any of the content will be considered breach of copyright and subject to legal action.

Use of the Company's Intellectual Property

You may, during the Subscription Term, use the Company's Intellectual Property only in accordance with the Agreement.

Ownership of the Company's Intellectual Property

Nothing in the Agreement is to be construed as granting any proprietary right or interest of the Company's Intellectual Property to you or any other party.

You must not challenge or dispute the Company's rights to the Intellectual Property.

You must not, without the Company's prior written consent, register or record or attempt to register or record anywhere in the world the Intellectual Property rights owned by the Company or assist any other party to do so.



Confidentiality Deed Poll

Version 1

Discloser: Boom Gate Enterprises Pty Ltd (ACN 603 070 168) (**Boom Gate**)

Recipient: Subscriber of the Agreement and Studio Owner who is legally recognized as the owner of the Studio.

The recipient of this Confidentiality Deed Poll must ensure that their employees, contractors, agents, consultants, and any other representatives of their Studio agree to and abide by the terms outlined below.

Background

- A. Boom Gate provides READY SET DANCE, READY SET BALLET, READY SET MOVE and READY SET ACRO branded dance programs and associated music and choreography in the READY SET DANCE, READY SET BALLET, READY SET MOVE and READY SET ACRO format for pre-school aged children to dance studios/schools, as well as other associated activities.
- B. Boom Gate has disclosed and may continue to disclose Confidential Information to the Recipient in connection with the delivery of READY SET DANCE, READY SET BALLET, READY SET MOVE and READY SET ACRO programs to the Recipient's subscribed studio/school (**Disclosure Purpose**).

Terms and Conditions

1 Definitions and Interpretation

1.1 Definitions

In this deed poll:

Confidential Information means any information regardless of its form, created at any time, which:



-
- a. is Specific Confidential Information;
 - b. is marked as confidential;
 - c. is by its nature confidential; or
 - d. the Recipient knows or ought to know is confidential,

but excludes information which, without breach of this deed poll or other breach of confidence:

- a. is or becomes public knowledge; or
- b. the Recipient already knew or had, on a non-confidential basis, before receiving the information from Boom Gate.

Disclosure Purpose means the purpose described under the heading “Background” above.

Specific Confidential Information means:

- a. information relating to the Disclosure Purpose or its existence;
- b. information related to the READY SET DANCE, READY SET BALLET, READY SET MOVE and READY SET ACRO syllabus, training materials, know how, trade secrets, business operations, customers, training curriculum, technical information, technology processes, intellectual property, merchandise, music, choreography, programs, ideas and concepts;
- c. all information obtained, derived or created by the Recipient partly or wholly from any of the Confidential Information, or from inspection or evaluation of any part of the Confidential Information; and
- d. this deed poll and its subject matter or existence.

2 Confidential Information

2.1 Duty of confidentiality

The Recipient acknowledges the confidential, sensitive, and proprietary nature of the Confidential Information and agrees:

- e. to keep confidential all Confidential Information; and
- f. not disclose or allow to be disclosed any Confidential Information to any person except:
 - i. as required by law or any regulatory body;

- ii. in accordance with this deed poll; or
- iii. with the prior written consent of Boom Gate.

2.2 Use of Confidential Information

The Recipient must ensure that all Confidential Information in the possession of the Recipient is only used for the Disclosure Purpose.

2.3 Security of Confidential Information

The Recipient must:

- g. maintain effective security measures to protect all Confidential Information from unauthorised access, use, copying or disclosure; and
- h. notify Boom Gate immediately in writing if the Recipient becomes aware of any possible or actual breach of this deed poll.

3 Disclosure

3.1 Authorised Recipients

The Recipient may disclose the Confidential Information to other teachers, trainers or employees of the subscribed studio/school on a strictly “need to know” basis provided that:

- i. the Recipient must ensure that such persons are under equivalent obligations of confidence to the Recipient as provided in this deed poll;
- j. the Recipient must ensure compliance by such persons with the terms and conditions of this deed poll which impose on any obligation on the Recipient, as if such persons were a party to this deed poll;
- k. a breach of such a term or condition by such a person shall be regarded as a breach of this deed poll by the Recipient.

3.2 Permitted Disclosure

If the Recipient is required by law or any regulatory body to disclose any Confidential Information, the Recipient must:

- l. first give reasonable notice to and consult with Boom Gate;
- m. disclose no more Confidential Information than is strictly required; and



-
- n. do whatever is necessary to ensure that the disclosed Confidential Information is treated confidentially.

4 Return or Destruction of Confidential Information

4.1 Return or destruction

Whenever Boom Gate requests, the Recipient must immediately return to Boom Gate (or if Boom Gate requests, destroy) all materials containing any of the Confidential Information in the Recipient's possession or control.

4.2 Obligations to continue after materials returned

The obligations of the Recipient under this deed poll will continue and will be enforceable by Boom Gate, even if the materials containing the Confidential Information are returned to Boom Gate or destroyed.

5 Boom Gate's Liability

5.1 Boom Gate does not warrant Confidential Information is accurate

The Recipient acknowledges that:

- o. Boom Gate does not represent that the Confidential Information is accurate or complete; and
- p. the Confidential Information may:
 - i. have been prepared without any particular standard of care;
 - ii. be speculative;
 - iii. be based on assumptions (stated or unstated) which may not be realised; and
 - iv. contain material which has not been audited or verified.

5.2 Boom Gate not liable

Boom Gate is not liable to the Recipient, or any other person in relation to the use of the Confidential Information by the Recipient, or any other person.

6 Injunctive Relief

6.1 Recipient's acknowledgments

The Recipient acknowledges that because of the nature of the Confidential Information, damages would not be an adequate remedy for Boom Gate if there is any unauthorised use or



disclosure of the Confidential Information. Therefore the Recipient acknowledges that Boom Gate can seek an ex parte interim, interlocutory or final injunction to restrain any unauthorised use or disclosure of the Confidential Information.

6.2 Recipient's consent

The Recipient irrevocably consents to any such injunction being granted to Boom Gate and to a copy of this deed poll being used as conclusive evidence of that consent.

7 Non-Disparagement

The Recipient must not say or do anything or engage in any conduct that will or may (either directly or indirectly) criticise or otherwise bring into disrepute or be contrary to the interests of Boom Gate, its related bodies corporate and all partners, shareholders, directors, officers, employees, servants and agents of any of them in any way.

8 General

8.1 Waiver and exercise of rights

- q. A single or partial exercise or waiver of a right relating to this deed poll does not prevent any other exercise of that right or the exercise of any other right.
- r. A party is not liable for any loss, cost or expense of any other party caused or contributed to by the waiver, exercise, attempted exercise, failure to exercise or delay in the exercise of a right.

8.2 Governing law and jurisdiction

- s. This deed poll is governed by and is to be construed in accordance with the laws applicable to the Recipient.
- t. Each party irrevocably and unconditionally submits to the non-exclusive jurisdiction applicable to the Recipient and any courts which have jurisdiction to hear appeals from any of those courts and waives any right to object to any proceedings being brought in those courts.

8.3 Recipient's understanding

The Recipient acknowledges, fully understands and agrees to all of the terms and conditions set out in this deed poll on using and disclosing that Confidential Information.

8.4 Entire understanding



This deed poll contains the entire understanding between the parties as to the subject matter of this deed poll.



Compliance with Laws and Regulations

Version 1

You agree to comply, at all times, with all applicable laws and regulations relating to any of your use of the Company's Intellectual Property.



Liability

Version 1

You must indemnify and hold harmless the Company, the supplier, their directors, employees, contractors and agents (**the indemnified persons**) against any loss, damage or expense suffered by the indemnified persons to the extent caused by your use of the Company's Intellectual Property in breach of this Agreement, except to the extent that such loss, damage or expense was caused or contributed to by the act of the indemnified persons.



Handling your data

Version 1

The Company is committed to protecting the privacy and security of the Studio Owner's/Subscriber's personal data. The Company will collect, use, and store personal data in accordance with applicable data protection laws and regulations. The Studio Owner/Subscriber consents to the collection, use, and storage of their personal data for the purposes of fulfilling the agreement and providing the agreed-upon goods/services. The Company will implement appropriate technical and organizational measures to safeguard the Studio Owner's/Subscriber's personal data against unauthorized access, disclosure, alteration, or destruction. The Studio Owner/Subscriber has the right to access, correct, or request the deletion of their personal data by contacting the Company.

The Company acknowledges that, in the course of providing services to you, it may have access to and handle certain data related to you. The Company agrees to handle all data related to you with the utmost care and in compliance with applicable data protection laws and in accordance with the Company's Privacy Policy.

You can find a copy of our Privacy Policy here: <https://readysset.dance/pages/privacy-policy>



Accessing Music, Choreography, Marketing and Resources

Version 1

Studio Owners/Subscribers will be granted access to the Member Hub as part of their onboarding.

Access to music and choreography can be accessed from the Member Hub and the Ready Set Dance App.

The Ready Set Dance Marketing toolkit and materials can be downloaded from the Member Hub.

*If you experience any issues with the Member Hub, please email customercare@readysset.dance.



Ready Set Dance, Ready Set Acro and Ready Set Move Logos and Characters

Version 1

For all information regarding the use of the Ready Set Dance, Ready Set Acro and Ready Set Move logos and characters, please refer to the Style Guide on the Member Hub.

The Ready Set Dance, Ready Set Acro and Ready Set Move logos, names and trademarked characters cannot be used in any modified form or design or connected with unassociated programs at your studio.

Please email customercare@readysset.dance if you are uncertain if you are breaching these guidelines. Please attach a copy of your draft artwork for prior approval.



Songs Approved for Public Use

Version 1

In order to protect your investment and exclusivity, the majority of our original songs and choreography are not approved for public use.

On the Member Hub you will find an up to date list of songs that can be performed in public and filmed by parents and used on social media.

Songs that have been featured on Nick Jr and YouTube are automatically approved for public use by Studios with a current Subscription.

How do I enforce this with parents?

It is good practice to have a sign that informs parents that they are not allowed to film unless they have expressed permission from the teacher of the class to do so.

On viewing days, it is our suggestion to create one segment of the class that can be filmed and let Parents know when it is time to film and when it's time to stop recording and enjoy the show!



Official Social Media

Version 1

Get connected with our public and private social media.

1. Like
2. Share
3. Promote to your own community

[facebook.com/READYSETDANCE](https://www.facebook.com/READYSETDANCE)

[instagram.com/readysetchanceofficial](https://www.instagram.com/readysetchanceofficial)

Any material posted on the official social media pages can be shared on your own studio pages. This content is approved.

Closed Groups:

STUDIO OWNERS: <https://www.facebook.com/groups/549875106070855>

TEACHERS: <https://www.facebook.com/groups/1673134956780454/>



Studio Social Media

Version 1

You cannot create a PUBLIC page or group using the program names; i.e. Ready Set Dance, Ready Set Move and Ready Set Acro.

Example: Facebook Page: Ready Set Dance Fresno

Instagram Page: @readysetchancefresno

You can create a PRIVATE page or group to communicate with your Ready Set Dance, Ready Set Move and Ready Set Acro customers.

Example: Closed Group – Ready Set Dance in Fresno or RSD ABC Dance Studio

Creating your own social media content

When creating your own content, please ensure you maintain the quality and integrity of the brand.

Any music featured should come from the public approved list.

Promo Videos and instrumental music can also be found in the Member Hub.

Please note: Choreography and/or Training videos are not permitted to be released to the public via social media or on your Studio's website.

Teachers or students cannot wear READY SET DANCE uniforms on Social Media platforms when advertising other programs offered within your studio.



Ready Set Dance YouTube

Version 1

The READY SET DANCE Official YouTube channel is a highly effective marketing tool for Studios when used correctly.

It is highly recommended that Studios attach Ready Set Dance, Ready Set Move and Ready Set Acro YouTube links on inquiry emails. This enables potential customers to see and instantly understand the magic of the brand.

Find the YouTube Channel here - [Ready Set Dance You Tube Channel](#)

You must not download or "rip" YouTube videos and put them on your Studio's YouTube. This is a breach of your Agreement and a copyright infringement.

Ready Set Dance: <https://youtu.be/TUCRRNfB8FM?feature=shared>

Ready Set Acro: <https://youtu.be/W4dP9deAAbE?feature=shared>

Ready Set Move: <https://youtu.be/ELvdstiEH94?feature=shared>



Insurance

Version 1

Studio Owners/Subscribers must take out and maintain at its own cost, appropriate insurances.

The Studio Owner/Subscriber must immediately report to Ready Set Dance HQ in writing, any event which may give rise to any insurance claim relevant to Ready Set Dance and/or Ready Set Move and/or Ready Set Acro.



Product



Product Intro

Version 1

Brand consistency across the Ready Set Dance, Ready Set Acro and Ready Set Move network is imperative to maintaining the integrity and value of the brand. The product needs to be delivered in the same format and with the same quality to every end customer.

This can be achieved by ensuring that all guidelines contained in this Program Manual are adhered to and teachers deliver the program as they are taught in our comprehensive training and certification sessions.



Program Pricing

Version 1

Studios can set their own prices for our programs, which must be reasonable and commensurate with the program's quality. Ready Set Dance HQ reserve the right to establish a minimum price for our products as deemed necessary to ensure consistency and fairness across all sales channels.

To maintain the integrity of our brand and the value of our programs, Studios are encouraged not to undercut any suggested prices set by Ready Set Dance HQ.



Duration of the Class

Version 1

We recommend that our preschool class durations are as follows:

Ready Set Dance

45 minutes without Tap

60 minutes with Tap

Ready Set Move

30 minutes or 45 minutes

Ready Set Acro

30 minutes or 45 minutes



Recommended Ages for each level of Ready Set Dance, Ready Set Acro and Ready Set Move

Version 1

The **Ready Set Dance** and **Ready Set Acro** programs are intended for students from 2 to 5 years old. All studios must accept enrolments within this age bracket to ensure brand consistency as this is what is advertised by Ready Set Dance HQ and also what is communicated on our official website.

The recommended split for **Ready Set Dance Level 1** is 2-3 years and 4-5 years for **Ready Set Dance Level 2**. The exact cut off point for this division is up to each Studio's discretion. It is recommended to advise parents that Level 2 caters for students going to 'big school' the following year, which also helps with retention.

Ideally, Ready Set Dance program taught as two separate levels as the exercises have been specifically designed to suit the developmental needs of each age group. If enrolment numbers do not financially support offering two classes on a particular day, it is acceptable to combine the levels.

Ready Set Acro levels are based on the capability of the students in the class.

The **Ready Set Move** program is designed for toddlers from walking age, up to 3 years - or whenever they are ready for the independent learning model of our other programs.



Class Structure & Playlists

Version 1

We recommend that classes be delivered using our recommended Playlist structure for the perfect class flow. We also recommend that all sections of the Playlist be delivered in each lesson. This ensures that the energy level of the class is balanced and will maximize the enjoyment of the class for the students as they will all have a different "favorite" element!

Repetition is a very important factor for preschoolers and enhances their confidence by knowing what's coming up next. Including new content each season is equally important to keep the content fresh. Ready Set Dance HQ will distribute suggested Playlists to help teachers achieve the right balance between repetition and the addition of new content.

Don't forget to add seasonal songs and birthday songs throughout the year.

Can teachers add in their own exercises?

For the most engaging class, we recommend you follow the Ready Set class flow and structure mentioned above. However, teachers can choose to add their own choreography and concepts into the session. We recommend that this happen during the "Free" section. In this section you may choose a crowd favorite or song from the tv show/YouTube or it can even be a current songs that is popular with preschoolers. Teachers should ensure that the song and lyrics are age appropriate.

Do the exercises need to be taught exactly the same as the instructional videos?

It is suggested that teachers keep classes as consistent as they can within their studio to ensure that the lesson is not teacher reliant but rather program reliant. This helps with consistency of learning outcomes across your entire preschool department and also works well for missed lessons that are made up on another day or time (if your policy allows make up lessons). This consistency also means that teachers can easily substitute each other and the students will still feel that same familiarity, going back to the confidence of knowing what to expect next. It is fine for teachers to make small adjustments, for example to arm lines or minor alterations to steps. Teachers may prefer to teach a certain step in a line instead of a circle.



Class Management

Version 1

Should teachers allow parents into the classes?

It is recommended that parents are not in the room during class time. Experience and research has found that this is distracting for students especially when siblings are in the room. Understandably, it may take a few weeks for parents to be comfortable waiting outside. Offering viewing windows or CCTV, are an effective risk management tool to support child protection.

How many students should be in a class?

The recommended ratio is 1 teacher to 12 students. Bigger classes should have the help of a class assistant. To determine what is right for your own Studio, Studio Owners/Subscribers should take in to account factors such as teacher experience, room size and the ability and age of the students in the class.

Sticker Systems

There are resources available that promote encouragement and positive reinforcement for preschoolers. There are program-specific sticker cards and stickers available from our e-store. It's completely up to each studio how this is implemented, and Studios should create a sticker management system that suits their own practices.

For Ready Set Acro there is a skills-based sticker/report card system, which is also available to purchase from our e-store. Their use is outlined in Ready Set Acro teacher training.

Birthday Badges

Birthdays are a big deal in Ready Set classes! We have special Birthday Badges that can be purchased from our e-store, and along with the special Happy Birthday song, can be used to create magical memories with preschoolers during the "Free" segment of the class.

Milestone Cards

Our Milestone Cards are designed to complement the key learning outcomes of our curriculum, acknowledging that preschoolers reach milestones at their own unique pace. With a wide variety of options available, each student can celebrate their individual achievements.

Milestone Cards can be purchased from our e-store and implemented in a way that best suits your Studio. Whether you choose to distribute them each season, mid-year, end of the year, or as each milestone is achieved, the flexibility is yours!

This is an excellent retention tool, emphasizing to parents the value of their child's dance lessons and celebrating their progress in a meaningful way.





Preschool Uniform

Version 1

For branding and consistency and to optimize use of the ready-made marketing assets, we encourage Studios to implement a uniform within their preschool department if this is something that aligns with their Studio. It provides a great additional revenue stream for Studio Owners/Subscribers, along with lots of accessories and merchandise to on-sell as well.

Ready Set Dance/Acro Uniform Options

- Pink and Blue Tutu Dress
- Blue Biketard
- Blue Shirt and Black Shorts
- Pink Tulle Skirt
- Pink and Blue cross over jacket

Accessories/Merchandise

- Winter Jackets
- Beanies
- Socks
- Tights/Stockings
- Leg Warmers
- Drink Bottles
- Bags
- Hair Accessories
- Plush dolls
- and more!

Orders for Uniforms and Accessories/Merchandise can be placed on our e-store.

Shoes

Ideally all students who do Ready Set Dance will have jazz, tap and ballet shoes. Ready Set Acro students do not require any footwear for this program. Toddlers in Ready Set Move can wear any enclosed footwear.

The color and specific style of dance shoes is the Studio Owner's/Subscriber's choice.



Teacher Uniform

Version 1

Studios that are Premium Partners must enforce the Teacher Uniform policy at their studio. Teacher Uniforms are optional for Single Subscription studios.

There are a choice of teacher uniforms to suit teacher preference and climate.

Teacher Uniform Options

- Blue and Pink Baseball Shirt (Logo: Ready Set Dance)
- Blue Cotton T-Shirt (Logo: Ready Set Dance) ***Currently out of stock*
- Blue Cotton T-Shirt (Logo: Ready Set Acro)
- Black Leotard (Logo: Ready Set Ballet)
- Purple Cotton T-Shirt (Logo: Ready Set Move)
- Student Teacher Shirts - Pink or Blue (Logo: Ready Set Dance)
- Zip Jumpers (Logo: Ready Set Dance)
- Long Tights (Logo: Ready Set Dance)
- Bike Shorts (Logo: Ready Set Dance)
- Crew Socks

Purchases can be made from our e-store, accessed from the Member Hub.

Preschoolers love color and we encourage all teachers to bring the fun to class by wearing bright colored sneakers and Ready Set Dance Hair Accessories.



Child Safety

Version 1

Studio Owners/Subscribers must ensure that teachers or administration staff involved in the delivery of Ready Set Dance, Ready Set Acro or Ready Set Move meet the requirements set by their local governing authority or regulatory agency to work with children. This may include, but is not limited to, state-issued licenses or certification, criminal background checks, CPR and first-aid training etc.

Toilet Management Policy

Studio Owners/Subscribers should be mindful of creating their own risk management system in relation to toilet policies for preschoolers. It is a mandatory requirement for all licensees to have internal toilet facilities. It is the Studio Owners responsibility to inform all staff of your policy.

Attendance Rolls

A class roll should be marked at every class. This should form part of your risk management policy and could be important documentation should an incident occur.

Student Dismissal

A formal dismissal procedure is crucial for Student Safety. The official Ready Set Dance HQ preferred method of dismissal is for Parents to pick up their child from within the classroom, rather than from hallways or outside the studio front doors.

Break Time Between Ready Set Dance and Ready Set Acro

It is important to allow for a safe transition between Ready Set Dance and Ready Set Acro classes. This might mean scheduling a short break of 5 minutes between both classes.

The official Ready Set Dance HQ preferred policy is for Parents to be on the premises and assist their own child when transitioning between the classes.



Ready Set Dance, Ready Set Acro and Ready Set Move Content Exclusive Use to these Classes

Version 1

The content of the Ready Set programs are only to be used in the corresponding Ready Set classes.

It would not be in the best interest of the program or the customer for studios to continue to teach the Ready Set content longer than their preschool cycle at a studio.



Public Approved Tracks for use in Recitals

Version 1

You are free to use public approved songs in your Recitals for your preschooler routines if you would like to. We recommend that you use some of our favorite tracks for finales, like 'I LOVE DANCING', 'GET DOWN GRANNY', 'ARE YOU READY'.



Premises



Exclusive Sales Territory for Premium Partners

Version
1

If you are a Premium Partner, dance studios located within your Exclusive Territory are not eligible to proceed with a Subscription for Ready Set Dance, Ready Set Acro or Ready Set Move. **No other dance school in your sales territory can deliver the programs.**

You can still accept Ready Set Dance/Ready Set Acro/Ready Set Move enrollments from outside your Territory. It is always the customer's choice ultimately where they enroll their child. Lots of studios have customers outside of their immediate area and we know that a lot of factors come into play when parents decide where to enroll their child. It might be closer to their workplace, or grandparent's house, or they just absolutely love your studio!



Classroom Presentation

Version 1

Your classroom should entice and engage preschoolers with colors, characters and fun from the moment they walk in. All props should be organized and pre-set to ensure a successful class flow.

Star spacers should be in position, microphones and disco lights set up and hand-held props should be easily accessible.

Storage solutions like cube shelves make props easy to manage and move around the classroom.

It is also recommended to display the 'Imagination Station' signs in each corner of the room. This teaching tool template can be found in your Canva Template file.



Additional Locations for Premium Partners

Version 1

Premium Partners have the opportunity to run classes at locations in addition to the Main Location as long as it is within your Exclusive Territory. Written approval from Ready Set Dance HQ is required prior to commencing any classes. Please email customercare@readysset.dance with your request.



Studio Relocation

Version 1

Relocation to an alternate location may be possible with the approval of Ready Set Dance HQ. This request to relocate must be made in writing to Ready Set Dance HQ for consideration. The Studio Owner/Subscriber must wait for an official response and approval prior to commencing any advertising of the new location.

Consent to the relocation of the studio will be confirmed if:

1. It does not infringe on the rights of another pre-existing location
2. The alternate location meets Ready Set Dance HQ's criteria for location selection, including obtaining all necessary local government approvals and authorization
3. Ready Set Dance/Acro/Move signage from previous location is removed
4. Ready Set Dance/Acro/Move customers are clearly and appropriately informed of the relocation
5. Ready Set Dance/Acro/Move classes continue to be held until the alternate Location can be open for trading and must not occur in both locations at the same time. Relocation must occur within 6 months of request notification or in approved temporary location

People



People Intro

Version 1

The most important brand ambassadors of the programs are the teachers who deliver the magic of dance to preschoolers in studios every week.

Teachers need to be enthusiastic, organized, passionate and nurturing people with the appropriate level of dance skills, classroom management and knowledge.

Teachers have an important role in building the brand and a responsibility to deliver the experience appropriately and consistently to the preschoolers in your community.



Confidentiality Agreement

Version 1

The longevity of the program really depends on the protection of our Intellectual Property and your investment. It will be very tempting for teachers to use some of the material at other dance schools, schools, preschool classes or other activities. It is the Studio Owners/Subscribers responsibility to make sure they understand the importance of being involved in the Ready Set program/s and the repercussions for breaches of confidentiality.



Teacher Training

Version 1

We offer two primary training options for Ready Set Dance and Ready Set Move: On-demand or Live sessions. For Ready Set Acro, only live sessions are available.

On-Demand Training

Available for:

- Ready Set Dance
- Ready Set Move

Details:

- All content is delivered online.
- Trainees must upload assessment videos of themselves performing selected routines.
- Assessments can be submitted anytime within 30 days.
- Failure to submit within 30 days results in forfeiture of the course, requiring repurchase.

Costs:

- Ready Set Dance: USD \$349
- Ready Set Move: USD \$149

Live Training

Available for:

- Ready Set Dance
- Ready Set Move
- Ready Set Acro

Details:

- Part of the content is delivered online, with the remainder live via Zoom.
- Pre-required learning must be demonstrated during the live assessment.
- Live assessments occur periodically, typically every three months.
- Missing the next available live assessment results in course forfeiture and requires repurchase.

Costs:

- Ready Set Dance: USD \$249
- Ready Set Acro: USD \$249
- Ready Set Move: USD \$149
- Ready Set Acro Extension (for teachers certified in Acrobatic Arts Preschool AcroDance and Module 1): USD \$99

Complimentary Introductory Training Certification



Ready Set Dance & Ready Set Move:

- Complimentary access to On-Demand training for 30 days upon subscription commencement for entire teaching team.
- After 30 days, standard training fees apply.

Ready Set Acro:

- One teacher receives complimentary access to the Ready Set Acro course for the next available session.
- Missing this session requires repurchase of the training.

Certification and App Access

- Certified teachers gain app access to their respective programs.
- Certification is valid for 12 months from the assessment date.
- Teachers start at the Silver level for 12 months, then must complete annual Gold training to maintain certification and app access.
- Gold training has no pre-required learning or assessments, but attendance is mandatory to maintain certification and app access.

Additional Training Sessions

From time-to-time, Ready Set Dance HQ may deliver live training sessions at events such as our annual Summit, at Dance Expos and other pop up events. Please be aware that sessions such as these are for educational and professional development purposes and will not provide the attendee with certification and/or app access.



Responsibilities of Ready Set teachers beyond the classroom

Version 1

Teachers can actively promote the brand outside of the classroom. Some ideas for this are:

- Share and engage in Ready Set Dance HQ's Facebook and Instagram posts on social media
- Facilitate photo opportunities during special events such as birthdays, seasonal celebrations, 'My first day of dance', medal ceremonies and watching week.
- Become a member of the Ready Set Dance teacher's Facebook page to feel a part of the positive energy of this community and gain some insight and teaching tips.
- Ensure that they read all newsletters and notices from Ready Set Dance HQ
- Follow all social media and communication policies
- Promote merchandise and specials when they are released
- Encourage parents to enter competitions
- Connect with parents through feedback and encouragement about their child in the waiting area before and after class
- Participate in closed studio Facebook groups, by posting special videos. A good example of this is posting a video when a preschooler reaches a specific milestone like skipping or having the confidence to sing on the microphone. Please ensure teachers are aware of any privacy restrictions for sharing images of children externally
- Assist at public events and Recitals where Ready Set Dance/Ready Set Acro/Ready Set Move students are involved
- Subscribe to YouTube and comment showing support and enthusiasm towards the program

Attachments	
Policy	Website, Social Media and Communication



First Aid requirements for operating Ready Set programs

Version
1

Studio Owners/Subscribers are responsible for ensuring that someone with Current First Aid training is on the premises when Ready Set Dance/Ready Set Acro/Ready Set Move classes are operating.



Teacher Employment - Ceases or Terminates *Version 1*

It is the Studio Owner's/Subscriber's responsibility to remove a teacher that is no longer employed or contracted from the Member Hub and also advise us to remove them Teacher's Facebook group.

Studio Owners/Subscribers must also ensure that any Ready Set Dance/Ready Set Acro/Ready Set Move materials in the teacher's possession are returned to the Studio.

Teachers should be reminded that Ready Set Dance HQ will be forced to take legal action against any teachers who are found to be teaching any portion of the syllabus at an unauthorized studio or breaching the confidentiality agreement.



Ready Set Dance Network

Version 1

There are exclusive groups on Facebook for:

Studio Owners/Subscribers: Ready Set Dance - Affiliated Studio Members

<https://www.facebook.com/groups/549875106070855>

Teachers: Ready Set Dance Teachers - Global Studios

<https://www.facebook.com/groups/1673134956780454/>

A very valuable part of the program is belonging to our community. Feel free to engage in discussions about your experience with our programs at your studio or other topics that come up in the day to day running of a dance studio. Contribute and benefit from the wealth of knowledge of the group.



Complaints and Grievances

Version 1

Content/Branding Complaint

If Studio Owners/Subscribers receive a complaint about the content or branding of the Ready Set Dance/Ready Set Acro/Ready Set Move curriculum, this needs to be put in writing and sent to Ready Set Dance HQ.

In-class Delivery Complaint

If Studio Owners/Subscribers receive a complaint about the way Ready Set Dance/Ready Set Acro/Ready Set Move is being delivered at their location, we recommend this be addressed via in house training and professional development. However if this is ineffective, Studio Owners/Subscribers may contact Ready Set Dance HQ for additional support.

Studio Location Complaint

Ready Set Dance HQ will investigate any contract breaches of the Agreement. It is of the utmost importance that Studios comply with the standards and ethics set out in this Program Manual. Ready Set Dance HQ may request an inspection and meeting with Studio Owners/Subscribers to assess the validity of the complaint.



Communication with Ready Set Dance HQ

Version 1

Studio Owners/Subscribers can contact Customer Care on **332 238 5347** or email customercare@readysset.dance for any urgent matters.

Prop and Merchandise Enquiries and Orders to be emailed to orders@readysset.dance

While we endeavour to provide as fast a service as possible, please ensure you allow 7-10 days after payment for delivery.

Training and Conference Enquiries to be emailed to training@readysset.dance

Please direct all other queries to Customer Care.

Please ensure that you keep us promptly informed of any changes to your contact details. Ready Set Dance HQ regularly communicates information via email and as such you must have a valid email account and update us of any changes immediately.

Studio Owners/Subscribers must also respond to any urgent communication from Ready Set Dance HQ within 48 business hours. In a situation where the Studio Owner/Subscriber is on leave, the Studio Owner/Subscriber must nominate the person who will be left in charge by emailing their details to customercare@readysset.dance.



Promotion



Approved Marketing Materials for Ready Set Dance, Ready Set Acro and Ready Set Move

Version 1

Ready Set Dance, Ready Set Acro and Ready Set Move Affiliate Studios have been provided with the following tools.

- Complete Marketing Toolkit to create your own marketing assets (Includes Logos, Icons, Holding Shapes, Backgrounds, Fonts, Color Palette, Characters and Compositions)
- Style Guide indicating guidelines on how to use the contents in the toolkit
- Promotional Videos
- Instrumental music
- Class resources
- Promo Photos
- Canva Template including ready-made social tiles and other digital assets

If you are creating any additional marketing using any of the Ready Set Dance/Ready Set Acro/Ready Set Move branding, you must get artwork approved by Ready Set Dance HQ by sending to customercare@readysset.dance.



Attracting new students to your Ready Set classes

Version
1

Ready Set Dance HQ creates and finances regular marketing campaigns. Studio Owners/Subscribers are encouraged to take advantage of the benefit of these campaigns by promoting them on their own social media and to their local community.

Customers that land on the Ready Set Dance website and submit an inquiry will be automatically redirected to the Studio's nominated email. It will be the Studio's responsibility to respond to customer inquiries. We recommend that inquiries are responded to within 24 hours to ensure the best chance to convert that lead to a trial and/or enrollment.

Ready Set Dance HQ will present marketing ideas to Studio Owners/Subscribers through our Summit, regular newsletters, posts in the private members group and Zoom events.



Email Template to Convert Potential Customers

Version
1

An enquiry reply email template is available in the Member Hub. This has been designed to convey the important messages about the classes without confusing potential customers with too much general studio information. The content of the email was developed with reference to the marketing research done by Ready Set Dance HQ advised by experts in the marketing field, who specifically target the preschool segment of the market.

Studio Owners/Subscribers can customize this email to reflect their specific information.

It is optional for Studio Owners/Subscribers to offer a free or paid trial class. It is recommended that potential customers feel they can attend a no risk trial whether paid or unpaid and will not be locked in to a longer period before they know if their preschooler will enjoy the activity.



First Point of Contact - Key Selling Points

Version 1

The person answering the phone at the studio can often be the very first contact that a potential customer has with the brand.

It is important that admin staff are trained to convey the magic of the program and be concise about its benefits. Please see some helpful phrases below that can be used by a studio reception team.

'We are very proud to be an Affiliate Ready Set Dance location for our area.'

'The class aims to develop the three 'C's - coordination, creativity and confidence. The exercises are all designed to help preschoolers achieve developmental milestones.'

'The classes are so successful they are now offered in over 400 locations around the world.'

'The creators of the programs have won many industry and business awards.'

'Ready Set Dance is a one hour combo class that includes jazz, tap, singing, music and hip hop. This gives preschoolers a taste of lots of different styles of dance in the one lesson.'

'This program is awesome for boys and girls varied themes.'

'The music is produced by the writers of Australia's most popular children TV shows.'

'The Ready Set Ballet class is an absolutely magical introduction to ballet. The class is 30/45 minutes long and takes preschoolers on a magical adventure with pixie kings, mermaids, feathers and fairies.'

'The Ready Set Dance classes are filled with fun props like parachutes, bean bags, shakers, microphones, rhythm sticks and magic wands.'

'The Ready Set Ballet Classes are filled with fun props like feathers, wings, magic wands and frozen snowballs.'

'Ready Set Move is a creative movement and music class for toddlers and their grownup.'

'Participating in Ready Set Move with the support of a grown up can make a significant contribution to play, development and learning.'

'Ready Set Acro is a collaborative acrobatic program developed with Industry Leader Acrobatic Arts, specifically designed for preschoolers.'

'Ready Set Acro emphasises safe and effective progressions to foster the physical and social skills needed for healthy early childhood development.'



Mystery Shopper Exercises from Ready Set Dance HQ

Studio Owners/Subscribers are responsible for training all reception staff and will be accountable for any Mystery Shopper Exercise results. See more about Mystery Shopper in Chapter 9.4.

Studio Signage

Business experts have emphasized the importance of this very simple marketing concept. A prominent sign can generate local interest and showcase a main point of difference that an Affiliate Studio has over other dance studios in the area.



Compulsory Sales Schemes

Version 1

From time to time there may be official sales schemes that Studio Owners/Subscribers must participate in

- Studio Owners/Subscribers must fully participate in any Customer Reward Program established by Ready Set Dance HQ
- Studio Owners/Subscribers must fully participate in Sales Referral schemes in relation to promotion of the program to customers
- Studio Owners/Subscribers will be required to use gift certificates and internet sales as specified by Ready Set Dance HQ from time to time



Taster Classes (In House & Child Care/Preschool)

Version
1

In-House Taster Class

Taster Class

A great way to create excitement about the programs is to run taster classes. This is usually something that you would advertise for in advance and should be held on a day or time where you don't run your timetabled classes. This way you can have plenty of teachers on hand to create a really seamless class and make all students feel welcome!

The taster class should run for 30 minutes per program and could be free or paid. Just like a normal class, any song in our catalogue can be used in class, however if you plan on sharing footage on social media, please ensure it's only up to 15 seconds unless it's a publicly approved song, then you can share as much of it as you like!

Here are our suggested Taster Class playlists:

TASTER CLASS PLAYLIST



1. Hello Song
2. Humpty Dumpty
3. Weather Song
4. Silly Mr Stretchy
5. Toddler Aerobics
6. Baby Shark
7. I Like To Wave My Hands
8. DICE GAME
9. I Love To Fly
10. Bubbles in the Air




1. Little Waves, Big Waves
2. Parachute Play
3. Pancake Play
4. Under The Sea
5. Get Down Granny
6. Sushi Song Level 1
7. Come Twirl with Me
8. Sing Like A Star
9. Rhythm In A Circle
10. Fluffy Cloud



1. Stretchy Band
2. Twirl's Magic Garden
3. Ballet Bubbles
4. Ballet Bumble Bee
5. My Feather
6. Chasing Rainbows
7. Magic Runs
8. Unicorn Ballet
9. Fairy Washing Day
10. What's Inside The Box?

TASTER CLASS PLAYLIST



1. A.C.R.O Warm Up 1
2. Time For Toast
3. Happy Cat Angry Cat
4. Rock and Roll
5. Superhero
6. My Friend Jumpy
7. Great Big Bear
8. Log Rolls
9. A.C.R.O Dance
10. Bean Bag Balance

DO give out stickers at the end of the class and make sure you leave some marketing material with information on how to enrol at your location.

DO use the ready-made marketing materials and resources to create your own take-home bag of goodies. You can include RSD/RSA/RSM sticker chart & stickers, any of the branded coloring sheets, RSD branded balloon, RSD/RSA/RSM puffy stickers, activity set, pom pom bag tag, etc.

DO give incentives to enroll the day (i.e. Free Rego or Free Uniform) we also suggest you have admin staff on hand to ensure that enrollments can be taken on the day or 2nd trials are booked, so no lead is lost!

Pre School/Daycare Taster Class

Pamphlets/Flyers

It is a good idea to connect with other local businesses that share the same customer network. Studios can drop rack cards in shopping malls, preschools or childcare centers. It is a great idea to ask if these can be placed in pigeonholes or pockets rather than just leaving them on a pile on the front desk.

Taster Class

Free 20-30 minute taster classes can be offered in preschools or childcare centers for Ready Set Dance and 15 minutes for Ready Set Ballet. Please use music **ONLY** from the playlists below to protect intellectual property of the brand and your investment.

READY SET DANCE	READY SET BALLET



Disco Dream (Parachute)	Mermaid Morning
Banana Smoothie	Barnyard Ballet
Blast Off	Chasing Rainbows (with ribbons)
Boom Clap Pow (with Capes)	Unicorn Ballet
I Wanna Shake (with Maracas)	
Get Down Granny	
Sing Like A Star (with portable microphone)	
What's My Jam?	

**You can also add any of the 1 Minute Move It tracks and seasonal tracks if applicable.

Check with the childcare provider that they are covered for external providers to do a class in the center and that you will not be responsible if someone is injured.

Do NOT allow any childcare staff or parents to film the taster class.

Do NOT take any photos yourself as you will not have privacy permission from parent's of preschoolers that aren't your customers. Childcare staff may take photos and use them in accordance to their own regulations and permissions.

Do NOT leave any copies of music or the curriculum with the center.

DO give out stickers at the end of the class and make sure you leave some marketing material with information on how to enroll at your location.

We recommend that you do not offer this as a regular service as this will cannibalize enrollments within your own Studio. This should always be done as a taster to entice them to join your community.

We recommend only carrying out this exercise at LOCAL childcare centers and preschools as a marketing exercise so that it is a reasonable location option for future customers, who we know like to keep their children's activities close by.



Retaining Customers

Version 1

Throughout the year Ready Set Dance HQ will provide Studio Owners/Subscribers with ideas as well as resources that can be purchased to make retaining strategies easier to implement. Some of these include:

- Birthday Badges
- Stickers and Sticker Charts
- Certificates and end of year medals
- Seasonal celebrations
- Tips for local events
- Facebook campaigns that capture parent testimonials
- Uniform and merchandise opportunities
- Competitions
- End of season transition templates



Website, Social Media and Communication

Version 1

We expect our Ready Set Dance Studios to conduct themselves appropriately when using electronic communication to share information with their clients or posting material on public websites connected to Ready Set Dance or Boom Gate Enterprises.

Studio Owners/Subscribers:

- Should refer to their studio as the official Ready Set Dance/Acro/Move location in Suburb. E.g. The official location of Ready Set Dance in Fresno. They should not refer themselves to Ready Set Dance Suburb. E.g. Ready Set Dance Fresno.
- Should neither claim or imply that they are speaking on behalf of Ready Set Dance or Boom Gate Enterprises.
- Must obey child protection laws.
- Must not offend, intimidate, humiliate or bully another person or business.
- Must not share any personal information about the directors or other Studio Owners/Subscribers that has been shared in confidence.
- Must present themselves in a way that is compatible with ideals and visions of Ready Set Dance and in appropriate manner for a provider of a preschool performing arts education.

Do Studio Owners/Subscribers require a Studio website?

Yes. A studio website is essential to promote and communicate to potential Ready Set Dance, Ready Set Acro and Ready Set Move customers in their location. It must be current, relevant and appropriate. All Studios must include a description of the Ready Set Dance, Ready Set Acro and Ready Set Move classes on their website with appropriate images/video/text.

However, Studios must not register any domain name which includes and derivative of 'Ready Set Dance, Ready Set Acro, Ready Set Move, 'Twirl' or 'Freeze'.

Which Social Channels are Approved?

You may share and promote all official Ready Set Dance, Ready Set Acro and Ready Set Move socials.

facebook.com/readyssetdance

instagram.com/readyssetdanceofficial

YouTube.com/readyssetdance

You cannot create your own public Ready Set Dance location or studio socials. For example;

www.facebook.com/readyssetdancefresno

www.instagram.com/readyssetdancelockport

www.youtube.com/readyssetdancefrederick

What can be posted on Studio social media?



-
1. Only use the official Ready Set Dance logo, trademark /artwork.
 2. Share posts of Ready Set Dance, Ready Set Acro and Ready Set Move official social media onto your own social media platforms.
 3. Photos of your own students - but only after receiving parental consent. These can be of students enjoying the class, in front of the Ready Set Dance pull up banner, with their teacher etc.
 4. Video footage – film and post videos on Instagram/Facebook with the Ready Set Dance, Ready Set Acro and Ready Set Move theme song/s or approved music listed in the portal by Ready Set Dance HQ. There is instrumental promo music available from the Member Hub.
 5. Protect the brand – Please check for any inappropriate poses, exposed body parts, background objects/signage. Look carefully at anything you put up before it's out there for the world to see. Studio Owners/Subscribers may be asked to remove anything deemed inappropriate by Ready Set Dance HQ.



Dealing with the Media when representing the Ready Set Dance brand

Version 1

All dealings with the media need to be pre-approved by Ready Set Dance HQ. It is imperative that the brand is represented in a positive, family-friendly, fun and engaging manner.

Studio Owners/Subscribers can not make statements that are misleading, false or likely to injure the Ready Set Dance brand reputation.

Specific guidelines tailored to media opportunities can be provided by Ready Set Dance HQ upon request by Studio Owners.

Please email customercare@readysset.dance with regards to all dealings with the media.



Building Signage

Version 1

You may put Ready Set Dance, Ready Set Acro and Ready Set Move branded signage on your building.

Every space is different and will need to be approved through customercare@readysset.dance. You will need to design this file yourself. We won't be able to customize this mock up for individual studios.

Your design must be separate from your studio branding.

These tools can be found on the Member Hub:

It must have:

1. Logos for the programs you offer
2. Affiliate/Premium Partner location stamp
3. Title "Dance Classes for Preschoolers"
4. Your own website/phone number or both
5. Twirl and Freeze in their together position
6. Copyright/Trademark line
7. Your choice of iconography and background

Once we have received a file of your design and a photo of where it will be on your building it will be checked to see it meets the standards of Ready Set Dance HQ. We will let you know that this has been approved.



Performance



Quality Assurance & Mystery Sampling

Version 1

Quality Assurance

We recommend that Studio Owners/Subscribers engage in direct supervision of Ready Set Dance, Ready Set Acro and Ready Set Move classes at regular intervals throughout the year for quality control. This is to support and update the teaching team to continually deliver the program as it is intended.

Mystery Shopper Exercise

Boom Gate will conduct a Mystery Shopper Exercise as a way to assess Studio Owners/Subscriber's dealings with the public, compliance with the system and correct representation of the brand. This information will be used for professional development and support.



Tracking

Version 1

Establishing an effective tracking system for enrollment, engagement and retention is essential for growth. It is important to make notes of the initial numbers, set realistic targets/goals and document current activity during the term every week/month.

Ready Set Dance HQ will request a submission of an Audit periodically throughout the year to obtain this information for business analysis.

Tracking Enquiries

The most successful studios have in place a full proof tracking system.

Whether it's something in Excel or your dance specific dance school software the main thing is that you have one and that it's fool proof.

You will need a system, that can be accessed and checked by whomever is

1. Taking the enquiry
2. Managing the trials on the day
3. Following up with the trial
4. Converting the trial to an enrollment

At any point in time, everyone on your team should know where the trial is at ... and NO lead is lost!



Annual Summit

Version 1

In each year Ready Set Dance HQ may hold a Summit in the location of their choosing, to conduct in-person professional development, networking opportunities and the following:

- New program information
- Updated curriculum content
- New product/merchandise information
- Business and marketing support strategies
- Business awards and recognition
- Relevant and Professional Guest speakers
- YouTube Show and Live Event updates
- Summit promotion and deals
- Sponsor discounts and offers



Safeguarding Goodwill

Version 1

The Studio Owner/Subscriber must not operate or otherwise act in relation to their Studio in any way which is harmful to the Studio or which may harm the reputation or goodwill of Ready Set Dance HQ / Boom Gate or the System and must use its best endeavours to ensure that their teachers and other employees do not become involved in harmful conduct.

Props



Ordering Ready Set Dance Props

Version 1

Props and uniform items can be ordered through the Ready Set Dance e-store, accessed via the Member Hub. You will need to be logged in to receive wholesale access.

Any products out of stock will be displayed as out of stock or coming soon and will not be able to be added to your cart.

We recognise that privacy, whether it is personal or credit card information is important to our customers. We are committed to maintaining and using this information responsibly.

Please read the Terms and Conditions on our website before ordering.

Can Studios use their own props for Ready Set classes?

Premium Partners must use the Ready Set branded props which are available to purchase from the e-store. While it is not compulsory, Single and Complete Subscribers also encouraged to use the Ready Set Dance props to compliment the key learning outcomes of our curriculum.

Ready Set Dance HQ will not engage in any on-selling of Props at any time. If a Studio wishes to sell props to another Affiliate Studio, this can only be done privately and must not be listed publicly, including Facebook groups.



Storing and Maintenance of Props

Version 1

Classrooms where Ready Set Dance, Ready Set Move and Ready Set Acro are being run should be clean, organized and safe. It is recommended that props be stored in storage solutions such as bright colored tubs or cubes.

Studios must ensure at all times that props are maintained in a clean and safe condition, and are suitable and ready for use during the delivery of the program/s.



Stock or Merchandise Non-availability or Delay

Version
1

Boom Gate will not be held liable for any shipping delays or unavailability of Uniforms or Merchandise. Where possible, Ready Set Dance HQ will be update purchasers on the progress of the shipping or the availability of the product. We recommend that Studios do not sell to their customers until goods are received.



Footer



Registered Trade Mark & Copyright

Version 1

Intellectual Property Rights

The names and logos relating to the names BOOM GATE, READY SET DANCE, READY SET BALLET, READY SET MOVE, READY SET ACRO, TWIRL & FREEZE and TWIRL and FREEZE Characters are trade marks of Boom Gate Enterprises Pty Limited or used under license by Ready Set Dance.

Ready Set Dance also owns or is licensed to use the Copyright in the Online Content, videos, photographs, music and Website.

Studio Owners/Subscribers acknowledge that any intellectual property rights, including graphics, logos, trade marks, copyright, designs, business methods, software, distinctive brand features, design, text, icons, the arrangement of them, sound recordings and all software relating to this website, photographs, videos and choreography are owned by Ready Set Dance, any Subsidiaries, or in some cases, a related body corporate of them, or third party, and that these remain the property of their respective owners and must not be used in any manner without the prior written consent of the owner. These intellectual property rights are protected by Australian and international laws and nothing in these Terms gives you a right to own any of them but only a limited licensed to use the Online Content, as agreed for the specific Purposes (as defined).

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