



## CHICAGO DANCE MONTH

Let Chicago Move You!

SUMMER 2024 | [SEECHICAGODANCE.COM](http://seechicagodance.com)

# 2024 Chicago Dance Month Digital Toolkit

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## Introduction

It's with great joy that See Chicago Dance presents the 12<sup>th</sup> annual Chicago Dance Month, taking place June 1<sup>st</sup> through August 31<sup>st</sup>! This year's celebration of dance features 17 See Chicago Dance-produced events at Navy Pier and the Newport Theater, and hundreds of community-produced events at venues that cover the expanse of the city of Chicago! There is something for everyone to enjoy!

See Chicago Dance is taking advantage of several opportunities to promote this year's celebration and raise awareness around the dance happening in our great city. However, the most impactful method of promotion remains YOU, our amazing community of dancers and dance lovers!

This toolkit is designed to make it easier for you to help promote Chicago Dance Month on your own channels.

# Newsletter Communications

**Graphic:**



(Download Graphic [HERE](#))

**Suggested Copy** (*we encourage you to personalize this text to highlight what you're doing for Chicago Dance Month*):

Discover all that Chicago Dance has to offer this summer with **Chicago Dance Month!** This city-wide celebration of dance is presented by See Chicago Dance and takes place June 1<sup>st</sup> through August 31<sup>st</sup>! With tons of free and accessible dance performances and events, all taking place in stunning locations across the city of Chicago, there is something everywhere for everyone.

Don't miss out on any Chicago Dance Month events. Sign up for SCD's email list at <https://bit.ly/SCD-news>.

**Call To Action:** Learn More  
**LINK:** <https://bit.ly/ChiDanceMonth>

# Social Media Posts

Post your own unique content about Chicago Dance Month. The sample copy below may be used as is OR it can be modified to match the tone that you/your organization prefers:

## Sample Posts:

We're excited to be part of #ChicagoDanceMonth! Come celebrate our city's world-class dance scene from June 1–August 31 with tons of events all over the city! For a complete calendar of events, visit <https://bit.ly/ChiDanceMonth> and follow @SeeChicagoDance for the most up to date Chicago Dance Month information.



Find your groove this summer with #ChicagoDanceMonth! With tons of performances, classes, and other events across the city, there is something everywhere for everyone!

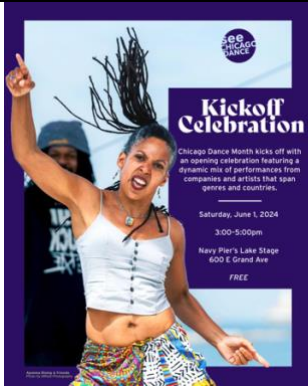
Learn more at <https://bit.ly/ChiDanceMonth>

Ever been curious about dance in the city but didn't know where to start? We've got you covered! Join us in celebrating #ChicagoDanceMonth this summer! There are tons of classes, performances, open studios, workshops, and more happening all around Chicago this summer!

Learn more at <https://bit.ly/ChiDanceMonth>

(Your company or organization name) is proudly participating in #ChicagoDanceMonth with our (your event, class, workshop, open studio, performance, etc). How will you celebrate Chicago Dance? Find a complete list of performances, events, and workshops here <https://bit.ly/ChiDanceMonth>

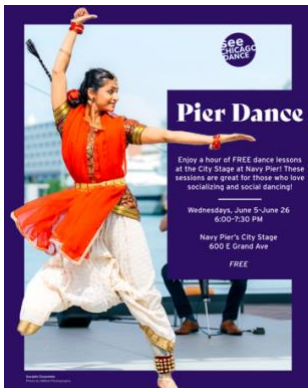
## Sample Posts (continued):



### Chicago Dance Month Kickoff Celebration

#ChicagoDanceMonth is here! The summer-long celebration of dance kicks off on June 1st on Navy Pier's Lake Stage! Grab your picnic basket and sunscreen, and celebrate the vibrancy of the Chicago Dance Community!

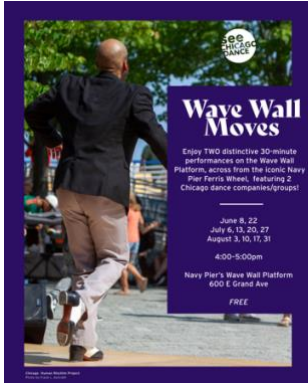
Learn more: <https://bit.ly/scd-ko24>



### Pier Dance

Grab your dancing shoes and get down to Navy Pier's City Stage for Pier Dance, an hour of FREE dance lessons every Wednesday at 6pm for the month of June. From salsa and swing to contemporary and Bollywood, there's something for everyone! Let Chicago move you! #ChicagoDanceMonth

Learn more: <https://bit.ly/scd-pd24>



### Wave Wall Moves

Celebrate #ChicagoDanceMonth with Wave Wall Moves, one exciting hour of FREE performances! Each installment of Wave Wall Moves will feature TWO Chicago dance companies, groups, or artists! Performances take place across from the iconic Navy Pier Ferris Wheel, on the Wave Wall Platform. Let Chicago move you!

Learn more: <https://bit.ly/scd-wwm24>



### Dance Month After Dark

Celebrate #ChicagoDanceMonth on Sunday, July 7th at the Newport Theater with the not-so-family-friendly Dance Month After Dark! Experience an evening of brassy burlesque, delectable drag, confounding contortion, colorful cabaret, and so much more! These TWO distinctive performances feature Chicago's most seasoned nightlife artists & entertainment professionals! Must be 21+ to attend.

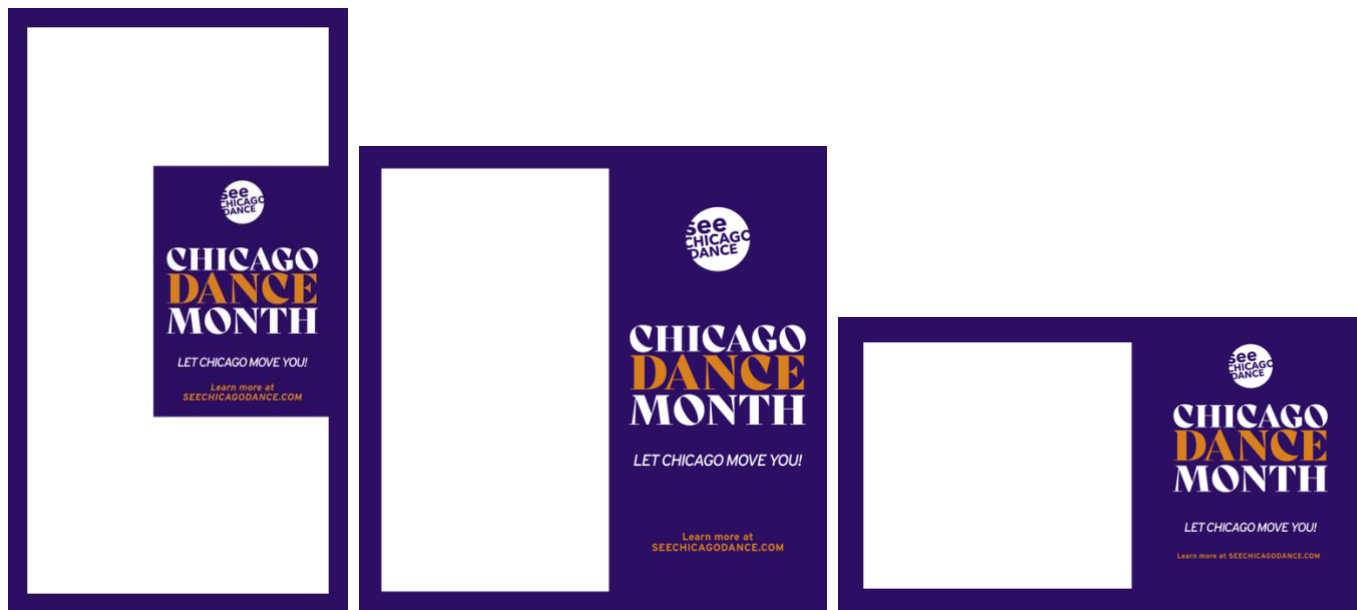
Learn more: <https://bit.ly/scd-dmad24>

All of the graphic assets can be found [HERE](#).



## Chicago Dance Month Graphic Frames

MAKE IT PERSONAL. Use these graphic frames to personalize your posts/communications. Simply open the *png* file in your preferred design software and insert your desired image.



(Download Frames [HERE](#))

## Email Signature

Add the below graphic to your email signature throughout the month, and be sure to link it to the following URL: <https://bit.ly/ChiDanceMonth>



(Download Email Signature Graphic [HERE](#))

## Useful Logos



The "Proud Member of See Chicago Dance" logo may be used year-round in any of your or your organization/group's digital or printed materials.

(Download Logo [Here](#))



Let your followers and subscribers know you are either participating in or supporting the Chicago Dance Month initiative by using the Chicago Dance Month logo in your summer programming promotional materials. We have provided a variety of color ways for your ease of use.

(Download Logo [Here](#))

## Digital Assets:

All of the digital files can be found [HERE](#).

This folder will be updated as new assets are generated. Please check back regularly for asset updates.

*Need help or have any questions?  
Contact Solomon Bowser at [solomon@seechicagodance.com](mailto:solomon@seechicagodance.com)*

