



Fact Sheet

About the Event

Vision Dance Encounter is a unique weekend dance event in Toronto on the weekend of May 16-19, 2014. This event will be bringing world-class West Coast Swing and Brazilian Zouk stars to teach, perform, and inspire. The event will be fully hosted at the 4-star Intercontinental Toronto Centre Hotel in downtown Toronto, and will feature two full days of workshops, a dance Gala, and three evenings of social dancing.

Making a Difference Through Dance

Vision Dance Encounter is a non-profit event donating all proceeds to charity supporting people who live with full or partial vision loss.

Featured Stars

- Kadu & Larissa: World-Renowned Brazilian Zouk Dancers
- Jordan & Tatiana: World-Champion West Coast Swing Dancers

Attendees

This event will attract approximately 250 West Coast Swing and Brazilian Zouk dancers and approximately 60 corporate patrons will be in attendance for the Vision Gala. The demographics are as follows:

Guest	Quantity	Age Range	Income	Distribution	Notes
WCS Dancers	100-125	<ul style="list-style-type: none"> • 20-30yrs: 10% • 30-40yrs: 20% • 40-50yrs: 50% • 50+ yrs: 20% 	Middle/High	<ul style="list-style-type: none"> • 75% GTA • 25% Traveler 	Generally travel frequently (+5 times a year) for dance
Zouk Dancers	100-125	<ul style="list-style-type: none"> • 20-30yrs: 50% • 30-40yrs: 40% • 40-50yrs: 8% • 50+ yrs: 2% 	Low/Middle	<ul style="list-style-type: none"> • 80% GTA • 20% Traveler 	Travel occasionally (2-3 times a year) for dance
Non Dancers	60	<ul style="list-style-type: none"> • 20-30yrs: 5% • 30-40yrs: 40% • 40-50yrs: 45% • 50+ yrs: 10% 	High	<ul style="list-style-type: none"> • 100% GTA 	Corporate patrons supporting the cause

Exposure and Reach

Website	Facebook Page	Behind the Scenes Video	Facebook Shares
600 monthly visitors	5,000 monthly reach	Forecast: 100,000 users viewing the video campaign before and after the event.	13,000 users viewing event photos & videos

Contact Info

Organized by dZouk Productions, Toronto, Canada

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VisionDanceEncounter.com