



# MEDIA KIT





## What is the ICDR

The International Competitive Dancer Registry (ICDR) is the world's first secure digital platform that verifies and anonymizes sensitive dancer data, safeguards media access, and streamlines administrative processes—establishing new standards for safety, fairness, and efficiency in competitive dance.

## Industry Overview

The competitive dance sector has experienced extraordinary growth and transformation over the past decade, reshaping how young dancers train, perform, and share their artistry. Popular television shows like *World of Dance* and *So You Think You Can Dance* have catapulted competitive dance into mainstream consciousness, creating unprecedented visibility and inspiring a new generation of dancers. This mainstream exposure has coincided with social media's revolutionary impact on dance culture, where platforms like TikTok and Instagram have become vital spaces for dancers to showcase their talents, connect with peers, and engage with global dance trends.

The industry's expansion reflects a broader cultural shift toward youth development through the performing arts. Parents and educators increasingly recognize dance as a powerful vehicle for building confidence, discipline, and creative expression in young people. This growing appreciation has led to higher enrolment in competitive programs and greater investment in dance education.

However, this digital transformation and rapid growth have introduced new challenges. Growing concerns about online privacy and digital security, particularly regarding young performers' personal information and media content, have become paramount. Studios and competitions face mounting pressure to protect their dancers while managing increasingly complex administrative demands. The modern competitive dance landscape requires sophisticated database solutions that can streamline operations while maintaining the highest standards of security and professionalism.

## Mission

To build a safe, secure, empowering community where dancers and their families have full control over their privacy, and media; a space where studios and competitions are supported, celebrated, and protected.



## Vision

We are establishing the foundation for the dance community to further develop tools, resources, and a unified voice that promote the ongoing advancement of the industry, setting new standards for safety, efficiency, and opportunity in competitive dance.

## Registration Types & Pricing

**Competitions:** No-cost, permanent registration

**Studios:** No-cost, permanent registration

**Dancers:** Free for 2025 season, yearly renewal

## Core Features & Benefits

For dancers and their guardians, the ICDR provides comprehensive protection and control through secure, verified competitive dancer profiles and unique member ID numbers. Personal information remains protected through data anonymization, while a centralized system tracks performance history. Guardians maintain complete control over media access through a multi-user management system, allowing secure sharing with additional guardians.

Studios enjoy complimentary registration and platform access to a comprehensive system that assists with their competition administrative operations. Through our secure platform, studios can effortlessly verify dancer histories and maintain precise records throughout a dancer's journey. The centralized waiver management system, protected by robust two-factor authentication, eliminates paperwork hassles, streamlines signatures and communication. By consolidating these critical functions into one intuitive platform, studios significantly reduce their administrative workload while strengthening their security protocols and operational efficiency.

Competitions always receive free platform access to a suite of tools that enhance their events' professionalism and security. Our integrated waiver management system streamlines the pre-competition administration checklist without interrupting current workflows or media rights. The ICDR partnership offers competitions a distinguished market position, demonstrating their commitment to dancer safety and industry advancement.



## Technology Integration

The ICDR's technology infrastructure offers comprehensive integration capabilities through seamless API connections with existing dance registration platforms and media provider systems. Our platform ensures secure data synchronization while providing custom development support for partners. Security is paramount, implemented through robust two-step authentication protocols and a unique member ID system that maintains data integrity across all touchpoints.

## Founding Members

Studios and competitions that register before August 31, 2025, will receive Founding Member status and the following benefits:

- Free dancer registration for the 2025 season
- Exclusive discounts and benefits for their dance families for subsequent seasons
- Press opportunities and inclusion in our ICDR campaign highlights
- Opportunities to collaborate with our team on the development of tools and resources
- An ICDR Registration Stamp and Founding Member status icon to display on their website to highlight their affiliation with the ICDR.
- **Access to upcoming workshops and safety events.**
- **Preferred assistance through the ICDR Foundation.**

## Impact Statistics

- Enhances safety for thousands of young dancers
- Streamlines operations for studios and competitions
- Protects performance media
- Reduces administrative workload

## Media Assets

Official ICDR logos, brand guidelines, and digital badges available upon request.