

BUSINESS *Partnership* PROPOSAL

kidsdancefitness.com



KDF
KIDS DANCE & FITNESS

ABOUT OUR COMPANY

Kids Dance & Fitness, since 2008, provides specialized ballet and yoga classes for children between the ages 2.5 to 12 year olds in various partnerships with schools and daycare facilities in the Dallas and surrounding areas. The quality of our classes has been building a successful and long term relationship with our partners, children, and their parents

We operate efficiently and professionally on all levels, We see this ability as a critical factor to have success in the alignment of the child's education and satisfactions of the parents. It is highly important to build and continue building on such relationships.









PARTNERSHIP

Kids, Dance, & Fitness wants to work with their partners in an efficient and practical manner, so that all communications and results are optimized.

To fully integrate our program into our partners curriculums, we make sure to provide all the tools and actions necessary to make this addition faster, efficient, and successful.

OUR COMPANY OFFERS:

-  Customized emails and services to be sent to the parents and the schools;
-  Project meetings for recitals;
-  Administration;
-  Marketing content (printed material, online content for social media reminders for parents, videos for the school's television, etc);
-  Organization and maintenance of academic material;
-  Meetings with partners.

We understand how busy your schedule is and how important it is to teach your children in a safe, educational environment. By teaching the children ballet and yoga at your school, we broaden their learning experience and introduce them to a wonderful world of dancing and learning.

Our classes emphasize basic skills and fitness in a structured and fun environment. Our classes can bring exclusivity and even more quality to the education sector of your school.

All at our staff are highly professional and trained to educate children, among being CPR and First Aid certified.

OUR PROGRAM

WE PROVIDE

Once parents sign up for our classes, we will provide the children with:
4 classes per month with a 45-minute duration each

We offer one Ballet Family Event in the first weekend of June
and one big Recital in December.

OUR RATES FOR PARENTS

We charge the following:

New Students (One Time Payment): \$50 Registration Fee

Monthly Tuition: \$75

Ballet Family Event in the first weekend of June: \$100 (mandatory)

Winter Recital: \$235 Recital Fee (required fee if student wants to participate in recitals)

OUR RECITALS

Our recitals are hosted at the MCL Grand Theater in Lewisville. In order for your child to participate in this event, it is necessary to pay the recital fee. The recital fee we charge the parents includes a beautiful ballet costume, a certificate of participation and a cute memory piece according to the recital theme. Each group's performance lasts 50 minutes resulting in a great, beautiful and memorable show.



OUR CLASSES

BALLET CLASSES

Our ballet classes program is designed for children between 2.5 and 12 year olds. Children enjoy this creative form of dance particularly because it gives them an opportunity to express themselves.

With the combination of fun dances, theatrical interpretation, and ballet music, it all comes together to make our ballet class a special time where the children are introduced to this kind of dance.

Dance is one of the most essential activities to optimizing a child's development it stimulates various senses such as: motor, tactile visual, auditory, affection and cognitive.

Along with personal benefits to the child, it helps their integration with other children by facilitating their relationship inside and outside the classrooms.

BENEFITS OF THE CLASS

✓ STRENGTHENS ABDOMINAL,
CORE AND BACK MUSCLES

✓ TEACHES PROPER POSTURE

✓ INCREASES FLEXIBILITY

✓ IMPROVES COORDINATION
SKILLS

✓ TEACHES THEM A SENSE OF
BALANCE

✓ DEVELOPS PERCEPTION

✓ DISCIPLINE

✓ INCREASE MUSICAL KNOWLEDGE

✓ HELPS ON CONCENTRATION

✓ STIMULATES THE TASTE FOR
CHALLENGES

✓ IMPROVES SOCIAL AND
LEADERSHIP SKILLS



OUR CLASSES

YOGA CLASSES

Yoga is a way of practicing mental and physical discipline, it is a technique of controlling the mind and body. In this day and age it is imperative to introduce yoga to kids at a very early age. Yoga improves flexibility, increases muscular strength and tones muscles.

Children feel energetic and rejuvenated! Breathing exercises help improve blood circulation, respiration and metabolism. Yoga is also known to help protect from injury.

Our Yoga class is designed for children age 3 to 12. In our classes we combine fun yoga poses with a relaxing music which enables them to use all of their muscles in many ways.

Our breathing techniques and and balance enhancing 'asanas' help instill confidence and improves concentration levels. Parents will observe the benefits of yoga over time.

They can see that affects the way they deal with difficult situations, keeps them calm and composed.



BUSINESS OWNER

PRISCILA MOORE

KDF FOUNDER, ARTISTIC DIRECTOR, BALLET AND YOGA INSTRUCTOR

Priscila Moore began her dancing career in Brazil. She received her first certification in Ballet from the Royal Academy of Dance in 1986. Following her professional education, Ms. Moore continues to strive for excellence in dance and ballet. In 2002, she continued her dance career in the United States, teaching ballet at a dance studio in Frisco, TX.

Working with children is her passion, so in 2007 Ms. Moore founded her own dance program, Ballet Priscila Moore, to teach children at private schools.

Due to the success of her children and classes in 2008 Ms. Moore proudly founded her dance and fitness company called Kids, Dance & Fitness, Inc to expand her classes and instruction, then adding Yoga Priscila Moore, a yoga program specially designed by her for the children.

To better serve the kids at the schools, in the near future Ms. Moore has plans to continue extending her classes, adding many others fitness and dance programs into her business.

CPR and First Aid Certified.



OUR INSTRUCTORS



MIA FRANCALACCI

Not just a seasoned yoga practitioner, Mia Francalacci is also a dedicated mom who understands the boundless energy and curiosity of young souls. She's on a mission to channel that vibrant energy through yoga, guiding our little ones on an empowering journey toward fitness and mindfulness.

Join us in welcoming Mia Francalacci to the KDF family and let's lay the foundation of a healthy and active life for our children together!



MARCIA HIGGINS

Marcia Higgins has been in the fitness industry for over 20 years. She is passionate about movement holding a Kinesiology and Nutrition degree from Texas Women's University. She has a positive attitude and projects her enthusiasm to all around her. She is an accredited and licensed Fitness Specialist, Group Exercise Leader and Personal Trainer since 2005. She is proficient in three languages: English, Spanish and Portuguese. She has taught exercise workshops, nutrition and aerobic classes for church members and community. Marcia is a Texas Certified EC-12 Standard Physical Education Teacher. Marcia is pleasant and encouraging with her students, working diligently to provide exercise options to each student in her class. Marcia has a heart for helping others to exercise and goes the extra mile to ensure they get the opportunity to exercise.



NICOLE HENTSCHEL

Nicole Hentschel has been dancing for a total of 6 years, consisting in experience with competitive dance and drill team. She attends ballet classes weekly, along with several other styles such as jazz, contemporary, and hip hop. In previous years she has assisted a ballet class at her dance studio, and has an officer position on her high school drill team where leadership is a prominent skill. She has an absolute passion for dancing, loves working with kids and is grateful to be a part of the KDF team.



ANNABELL PATEL

Annabell Patel has more than 20 years of experience in teaching ballet for different age groups in Germany, as well as jazz dance and fitness. She has also participated in various dance projects.

One of the most rewarding aspects for Annabell is the joy that children bring to dance and the creativity that comes from working with them. She is therefore grateful and happy to be able to teach as part of the KDF team.

WE LOOK FORWARD
TO STARTING A
PARTNERSHIP WITH
YOUR SCHOOL AND
GROWING TOGETHER!

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