

Hello, Eastside Families!

We are so excited to have you join us for the 2025 - 2026 Dance Season! At Eastside Dance Company, we put all important information in writing and use e-mail as our primary means of communication. Our goal is to ensure you have all information needed in your inbox and can refer to it as questions arise. Please read this e-mail in its entirety as it contains EVERYTHING you need to know as we kick-off our 2025 - 2026 dance season.

Classes begin: Wednesday September 17, 2025

Studio Calendar: Visit our studio calendar page for Eastside's Closed days and Tentative Recital date. [Calendar \(eastsidedancecompany.com\)](http://eastsidedancecompany.com)

Student Class Schedule: Log into your online account to view your class schedule to ensure you are enrolled in all desired classes. [On-Line Registration - The Studio Director](#).

- IF you would like to add any additional classes you can do this directly through your online account. Be sure to **"checkout"** to complete the enrollment process into any classes you add.
- IF you have a schedule conflict and need to drop a class, please e-mail EastsideDanceCompany@verizon.net with your request. Your withdrawal request is only complete once you **receive written confirmation** from our office that the drop request has been received.

Drop Class Policy / Process: *If you choose to drop a class for any reason, the drop must be completed and received by the front office prior to the 20th of the month. If the class is dropped after the 20th than the next tuition payment will be charged. For example, a class dropped by October 20th will not be charged the third tuition charge (due November 1st). If the class is dropped on or after October 21st, the third tuition charge (due November 1st) **will be charged**. **The exception to this is September, if you drop a class prior to the season beginning charges for that class will be updated on your account to reflect the drop.***

Dance Shoes & Attire: Specific shoes and attire are required for all classes. We work hand-in-hand with **Encore Dancewear** to make this process simple. Encore has our full list of required shoes and class attire—just let them know which classes your dancer is enrolled in, and their staff will assist you with everything you need. You can also find this information right on our website [Attire](#) page. Pull it up when you arrive at Encore to help you do your back-to-dance shopping.

Encore Dancewear
1174 Fischer Blvd.
Toms River, NJ 08753

As a reminder, leotards and tights must be worn for dance class.
Eastside does **not** permit crop tops or belly shirts.

As a small business, we truly appreciate your support of us and other local small businesses. Be sure to visit Encore soon so your dancer is fully prepared with the proper shoes and attire for class.

STUDIO LOBBY PROCEDURE AND INFORMATION

Studio Lobby: For organization and smooth transition between classes, Eastside classes line up and begin class in the hallway. This helps our studio be as organized as possible with many dancers attending class. Our staff helps our youngest and newest dancers through this process of preparing and entering class in order for them to learn the skills of independence and responsibility, which helps them flourish in the classroom.

We walk dancers through getting their shoes on, lining up for class, and entering in an orderly manner. This process also helps our youngest dancers who struggle with separation more quickly adapt as our staff is able to encourage them and help them transition into the class independently. Our staff is here to walk these dancers through this process, and we are always so proud to watch the youngest dancers enter the classroom confidently after a few weeks of classes.

Guardians are welcome to stay in the lobby but are not required to stay. Only dancers are permitted into the classroom.

- If you have errands to run, other children to tend to, or simply want a moment to yourself, you are welcome to drop off and pick up. This does often help children to learn the skills of independence, responsibility, and the freedom to learn and flourish in the classroom in a distraction-free environment.
- If you have other children staying with you in the lobby, it is imperative that those children are tended to by you, the parent/guardian. Although our staff is here to tend to our lobby, they have many unseen tasks that they need to take care of and we appreciate parents ensuring their non-dancing children are supervised.

Once dancers are settled into class, our office staff is there to accept payments, take apparel orders, and assist you. Please note our dancers are the priority, so we thank you in advance for being patient if our office staff is assisting our dancers and assure you that once our dancers' needs are met, we will assist you.

Procedures:

- Students will enter the studio with their dance bag in hand and dance shoes inside.
- Students will line up in the hallway and prepare for class, putting their shoes on and all their belongings in their dance bag. (please only send your dancer with what they need).
 - **Kindergarten & Younger:** will bring all their belongings into the classroom

- **First Grade & Older:** will put their belongings into dressing room cubbies.
- Students will wait on the “Waiting for Class” wall until their teacher welcomes them into the classroom.
- Once all students are settled into their classes, the office staff can assist you, the parent/guardian.
- After class, dancers will return to the hallway to put on any items needed to head home and then wait on the “Going Home” wall. From here, office staff will dismiss dancers one by one. Parents, please be patient as our staff gets to know each child and guardian.
- If students have additional classes, they will switch their shoes and line up on the “Waiting for Class” wall again.

“No dance shoes outside, and no street shoes in the classrooms.”

It is not mandatory for a parent/guardian to stay, and most do opt to simply drop off their dancer(s). We do ask that you please check your online account to ensure your phone number is correct in case we need to contact you.

FAQ

What if my new little dancer is upset and doesn't want to separate from me?

Don't stress! We are here for you and your little one as we help them through this process of getting into dance class. Some tiny dancers take a little extra time to warm up or struggle with separation. That is OK, they are children, learning and growing each day! We do ask that you step aside until all other dancers are in and settled into class, and then our staff will assist your dancer individually and guide your dancer in.

What if my dancer has back-to-back classes with different tight colors, do they change their tights?

NO – we say “Ballet Trumps All.” If your dancer has a class before or after ballet, they wear their ballet pink tights for both classes. For example, our 6–8 ballet dancers who take jazz or acro after ballet will wear their pink tights for both classes.

What if my dancer has a class in Studio C (Bellcrest Plaza location)?

Studio C: Our Studio C (Bellcrest Plaza) location is primarily for our team and oldest dancers. This is a drop-off/pick-up location only. If your dancer has class in Studio C and you need assistance, please visit our main office for staff to assist you.

Additional Information

Food & Drink: We love that Eastside is a cozy place, but please remember the lobby is not a café. 😊 We ask that food and drinks be kept out of the lobby as much as possible so we can maintain a clean studio.

Closed Lobby Period: Near the end of the dance season, the lobby will close as we distribute costumes, work on finales, and prepare for recital. During this time, the studio will operate as a drop-off/pick-up facility only. This will take place in the spring, and you will receive notification when this period is about to begin.

Personal Belongings: Please only send your dancer with items needed for class, and be sure to label shoes and all personal belongings. Eastside is not responsible for lost items. Labeling items allows us to quickly return anything left behind to the appropriate owner.

Jewelry: Wearing jewelry to dance class can be dangerous. All necklaces, bracelets, and dangling earrings must be removed before coming to class. We strongly encourage dancers to remove these items at home to avoid the risk of loss.

Tuition / Costumes / Auto Pay

- Tuition is an annual fee broken into ten equal charges.
- Charges for tuition and costumes are posted to your account on the 25th of the previous month, due in accordance to the tuition payment schedule below.
- Late payments will receive a \$20.00 late fee and the card on file will automatically be charged.

| Tuition Payment Schedule | |
|--------------------------|--|
| Payment 1 | Due: The 1st of September September has an extended grace period. Any account with a balance as of September 20 th will receive a late fee and the card on file will be charged. |
| Payments 2 – 9 | Due: The 1st of the month October – May Any account with a balance as of the 10 th of the month will receive a late fee and the card on file will be charged. |
| Payment 10 | Due: May 20th Any Account with a balance as of May 25 th will receive a late fee and the card on file will be charged. |

| Costume Payment Schedule | |
|--|---|
| <i>*Kindergarten Combo has 2 costumes*</i> | |
| <i>*Late fees policies apply to costume balances along with tuition*</i> | |
| Costume Deposit | Due: November 1 st (\$60.00 per costume) |
| Balance | Due: January 1 st (Balance TBD) |

Payments: Payments can be made in studio, in the form of cash or check. Payments made on-line can be in the form of Credit Card or Debit, Visa, or MasterCard.

Automatic Reoccurring Payments can be set up via your online account with a credit or debit card. AutoPay is the best way to ensure you will never forget a payment and incur a late fee, as long as your card on file is valid.

If enrolled in autopay you are responsible for providing Eastside with an up-to-date card, should any changes occur during the course of the dance season. If on autopay and the card is declined and not updated, late fee charges will be applied.

TO SET UP AUTOPAY

1. Log into your account and click the menu icon (≡) in the upper left side.
2. Select “Edit Payment Info On-File”
3. Click “Enter a new Payment Method”
4. Complete required information and **be sure to check the box at the bottom that says “Yes, sign me up for AutoPay”**
5. You will then put in your card information. If you have a card on file, you will have to re-enter the information when enrolling in autopay.

Already on Autopay: If you are on autopay, your first payment will be processed on September 5th. If your card has expired or is declined an automatic e-mail will be sent and you will need to login and update your card information and process the first tuition payment to avoid late fees.

STAY CONNECTED

E-mail: All of our important announcements and tuition notices will be sent via email. Please check your spam folder and add the following two e-mail addresses to your safe senders list.

- E-mails sent through our software come from e-mail address: no-reply@thestudiodirector.biz.
- If you need assistance our studio e-mail is: EastsideDanceCompany@verizon.net

Website: Bookmark our website www.eastsidedancecompany.com. Here you can find answers to many common questions, studio calendar, attire, and more.

Social Media: Eastside Dance Company is also on Facebook and Instagram. Information on studio closures, special events, studio news and inspiration is shared here.

Don't forget to Tag us and Check-in @EastsideDanceCompany

[Facebook](#) & [Instagram](#)

Your Information: Make sure Eastside Dance Company has the correct contact information for your family. Please notify us via e-mail of any changes to your e-mail, home address, or phone number.

Need additional assistance before the season begins, we will be in studio:

- **Wednesday September 10th: 5:30 – 7:00pm**
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YOU MADE IT - TO THE END OF THIS E-MAIL :-)! As we kick off the 2025 - 2026 season we want to thank you for being part of the Eastside Dance Family!

At Eastside, we believe dance should be a stress-free enjoyable activity. To help that we put everything in writing. We thank you for reading all information sent out as we aim to ensure all necessary information is communicated in detail.

Thank you for giving your children the gift of dance, for choosing Eastside, for entrusting us, and for helping make dance a truly joyful experience! For those who are new to Eastside we WELCOME you! For those returning we thank you for your continued love for your studio and look forward to watching your dancers continue to grow!

We look forward to a wonderful season of dancing with you.

Eastside Dance Company

910 Hazelwood Road
Toms River, NJ 08753

E-mail: EastsideDanceCompany@verizon.net

Website: www.eastsidedancecompany.com