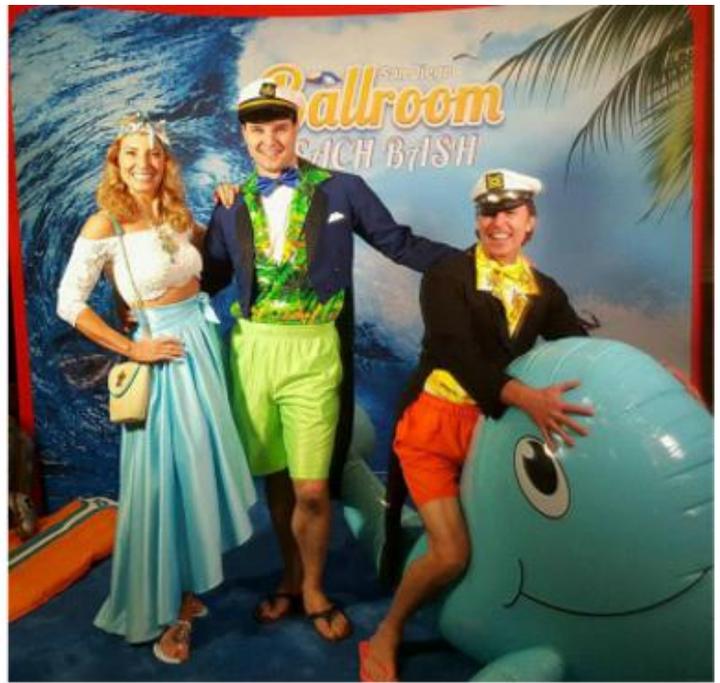


The San Diego Ballroom Beach Bash

Is A *One-Of-A-Kind* Event
with A *One-Of-A-Kind* Team
Behind It



What makes the Ballroom Beach Bash different?

Most ballroom dance competitions have a few fun perks to soften the edges of a highly competitive world. Dress and dance costume designers attend from all corners of the globe, each providing the perfect ensemble for the showcase number or for the competition on the horizon. Makeup artists stand by, wielding brushes of various sizes and enough color options to paint a small house. Jewelry designers cover table after table with bling, rings, and other things to add the sparkle that attracts a

judge's eye. Hair designers hover nearby as well, ready to smooth the frizzy fly-away hair into a perfect bun or man bun, if necessary.

The Ballroom Beach Bash takes the special treatment a step or three further.

- ❖ Every participant receives a \$50.00 voucher called 'Bash Cash.'
- ❖ Every participant has access to the Ballroom Butlers.
- ❖ Every participant has access to the masseuses.
- ❖ Competitors who fulfill registration requirements by a specific date receive an **Early Bird Discount**.



A Little TLC Goes A Long Way

The Ballroom Beach Bash is the only competition that offers special treatment to all of the participants as opposed to treating a select group. Four Cruise Directors walk around the floor, making dancers feel comfortable and ensuring that everyone is having a good time. Ballroom Butlers provide refreshments and water, as well as serving as an escort for any student

whose instructor remains on the dance floor between heats with other students. This service reduces the stress caused by students and instructors scurrying to find one another between heats. To cultivate the relaxed culture further, masseuses provide back massages and foot rubs while other assistants perform small favors such as fanning dancers with a palm leaf to lower the body temperature between heats or providing special blankets to cover the legs of anyone who might be in danger of cooling down too quickly. Toni stated that the payoff for extending these small courtesies to every competitor, every year, is a *“relaxed yet competitive and super fun”* event that cannot be found in any other competition around the world.

Masterpiece Theater

If the stress of competing by the shores of one of the most laid back areas in the United States threatens to overwhelm competitors, they have the option to indulge their creative side. In previous years, dancers have relaxed with a little sand sculpting therapy between heats. Sand trays were available during day sessions on Thursday and Friday in the main ballroom during the competition heats and awards were handed out during the evening heats on those days. For the April 2018 Bash, the artistic therapy combines creativity with fashion. Competitors will be given an opportunity to fashion a Beach Bonnet to wear during the formal Beach Wear Night.



Proud to be Innovative

The San Diego Ballroom Beach Bash features a club night, held outside on the beach with the air of being in a club environment. Dancers participating in heats during the Club Night may wear what they would normally wear to a club, matching the casual atmosphere of the evening. The casual feel is encouraged throughout the competition, and competitors at the Ballroom Beach Bash are encouraged to wear beach attire, or at the least a combination of formal/competition costumes and casual beach clothes. Although each day of competition features a high quality of dancing, judged by respected professionals in the dance world, even the judges relax just a little and ditch the white shirt, black tie, formal gown in favor of flip flops and swim trunks.

Competition Isn't Just About Dancing

A few non-dance perks include the opportunity to compete against professionals, amateurs and, on occasion, competition staff in events like the Kinkeda Klash on Friday or the Trash Talk Volleyball session on Sunday.

The Kinkeda Klash is a simple, non-contact thumb game for two people. It takes place on Friday after the competition finishes and contestants may sign up when they register or simply show up when the contest begins. Full rules are on the Beach Bash Backside website and include a list of what not to do as well as a few handy tips for warming up prior to taking part in the event.

The main competition ends on Saturday with the Open Professional heats, but competitors who have not departed by Sunday morning have an opportunity to de-stress with the Trash Talk Volleyball in the park. Breakfast is provided between 9:00 am and 11:00 am, with volleyball sets starting at around 9:30 am. Trash Talk Volleyball differs from standard volleyball by utilizing a softer ball, lower net, and a focus on 'trash talk' and style as opposed to athleticism and talent.

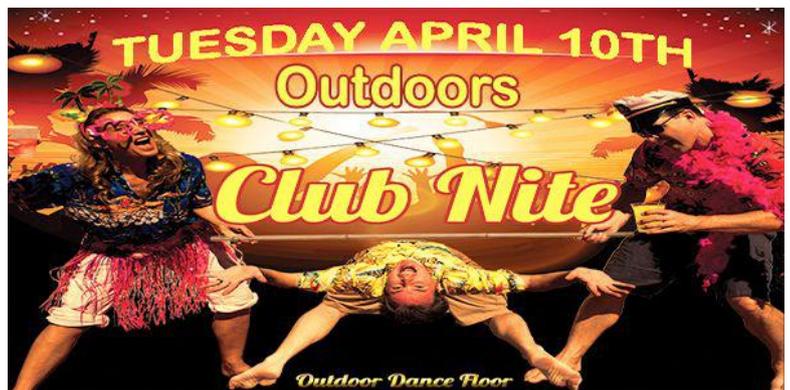
Will Participants Be Bored Between Heats?

Toni and her partners embraced the concept of bringing the Ballroom Beach Bash competition back to San Diego from its walkabout up and down the west coast because of the abundance of local attractions. Dancers who dare to compete in an event held on the beach of a prime vacation spot in southern California can find a plethora of activities that don't require dance shoes and music. Just a few of the perks waiting for competitors and their friends and family before and after heats include:

- ✧ Golf
- ✧ Shopping
- ✧ Theme parks
- ✧ Zoos
- ✧ Culinary tours
- ✧ Specialty wine and beer venues
- ✧ Museums
- ✧ Biking
- ✧ Hiking
- ✧ Balloon rides
- ✧ Glider rides
- ✧ The Sand And Land (SEAL) tour, and
- ✧ An array of water sports that includes fishing, whale watching, paddle boarding, jet pack, kayaks, and swimming with the sharks

The Ballroom Beach Bash began in April of 2015 with just three days of heats. As a Thursday/Friday/Saturday event, it was similar to many multi-day competitions across the country with one small twist. From the beginning, this innovative event included a Sunday morning volleyball session. The competition grew every year until it became an extended venue which allowed dedication of specific days to complement the different dance styles, as well as special activities during and after the competition.

Tuesday is welcome night. Competitors dance in the **Beach/Disco Club Night**, which is held outdoors by the water.



Other days are divided into two sessions to accommodate a range of categories.

DAY:



Wednesdays are for rhythm.



Thursdays. focus on Smooth.



Friday daytime is a great time for a bit of cool **Ballroom Dancing**, but the floor heats up in the evening for **Rising Star Pro** heats.



Saturday a.m. is strictly Latin.

Open Pro heats take place on Saturday evening.



EVENING:



“The stress of competing together makes it easier to handle the stress of running a business together.”

Toni attributes the success of the Ballroom Beach Bash to the talents and history of her partners. Every problem they could encounter in their business is something they’ve already dealt with as competitors, making an otherwise overwhelming task manageable. Utilizing the commitment, dedication, and business practices that they used in their rise to stardom, Toni Redpath, Michael Mead, and Jonathan Roberts work together, each playing a specific role.



Toni Redpath (left) is the cruise director of the voyage. Focusing on anything visual, Toni coordinates the decor, trophies, costumes, and props for the event.

Michael Mead (right) is the computer genius. He handles anything that requires a computer including the graphics used in their advertising and their Facebook and website pages. When competitors fill out that

online entry form, they can thank Michael for making it easy. “Anything with a cord, Michael’s in charge,” stated Toni.



Jonathan Roberts (left) is the people person of the group. Using what Toni describes as a ‘diplomatic’ and ‘wonderful’ personality, he deals with anything that requires communication. He coordinates hotel rooms, personnel, judges, staff, contracts, and a myriad of other minute details, making a difficult job look easy.

