

RE ROYAL FLUX

10th ANNIVERSARY TOUR

Touring Performing Arts
Organizations
Professor Cosby
Madison Pivonka
Fall 2021
Submitted Dec. 13th 2021



SUMMER 2023



DESCRIPTIONS & GOALS

WHO WE ARE

COMPANY INFORMATION

Royal Flux Dance Company elevates contemporary dance and transports its audience to new dimensions. Flux performances are extremely athletic and inspire the highest type of artistry. They constantly push the boundaries of the dance industry, and they invite the audience to do the same.

COMPANY HISTORY

The company was established in 2013 by Jaci Royal in Los Angeles, California, and has continued to expand ever since. They have appeared on not one, but two seasons of the renowned television show NBC's World of Dance. They were selected to tour with the World of Dance Live Tour in 2018 where they performed all over the United States and Canada. Recently through the pandemic, they even produced a virtual show that enabled them to connect with their community through a new lens. Now, they are ready to celebrate their 10th year as a company by touring their favorite cities.

TOUR DESCRIPTION

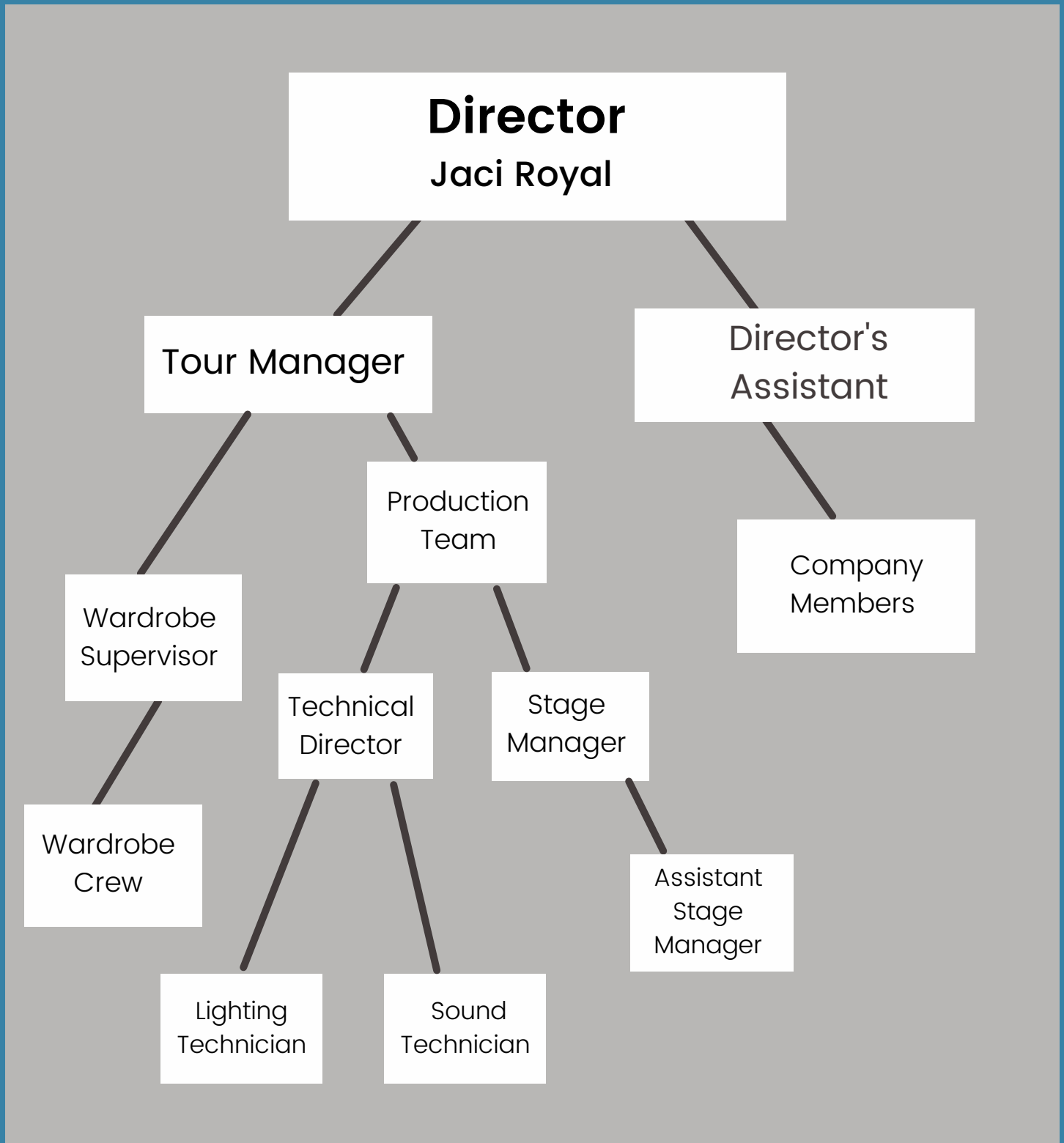
On tour, the company will be celebrating its 10th anniversary by performing a multitude of pieces, featuring some of their most popular numbers and some never before seen. Being brought back to the stage are Royal Flux alumni who are eager to perform with the current members. The tour will end with the annual 3-day Flux Factor Intensive in their hometown of Los Angeles.



INTENSIVE DESCRIPTION

In addition to the performances, there will be a day of classes offered for local dancers in each city. This is a great opportunity to learn from Jaci Royal and her company members. These classes will contain a range of styles from contemporary to partnering and even ballroom. The classes will be offered to both intermediate and advanced dancers of all ages and interests. If able, dancers are encouraged to attend both the masterclasses and the performance to receive the full Flux experience.

ORGANIZATIONAL CHART



CREW & COMPANY MEMBERS

COMPANY MEMBERS

Malece Miller

Audrey Case

Aaron Czuprenski

Lauren Yakima

Ezra Sosa

Alexia Meyer

Ellie Biddle

Erik Klich

Aimee Smyke



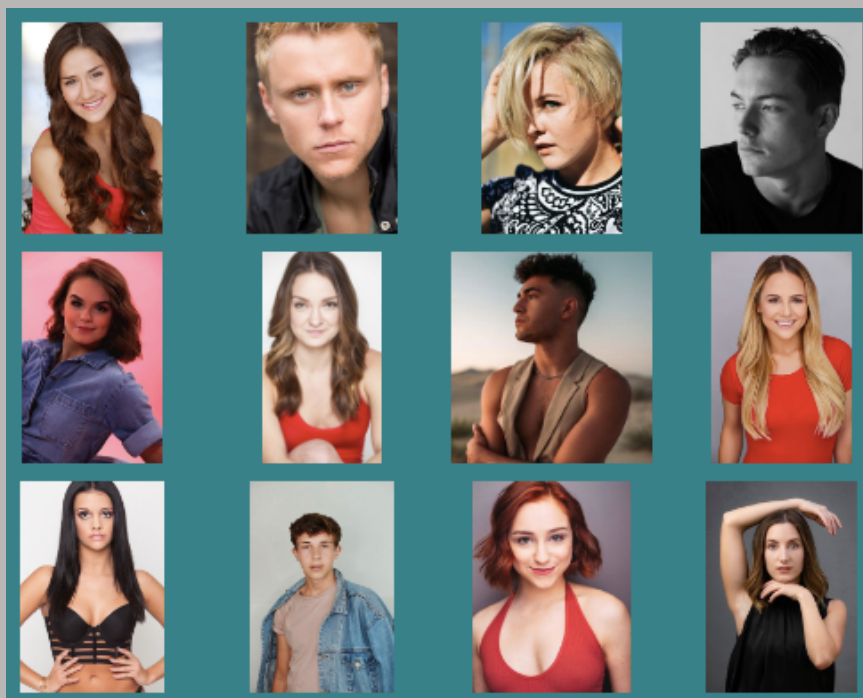
Jaci Royal
Company Director
Choreographer

ALUMNI CAST:

Lauren Powell

Savannah Timeus

Andrew Allen





DATES & LOCATIONS

WHEN & WHERE

< JUNE 30TH – JULY 21ST >

SAN DIEGO, CA <June 30th >

Balboa Theatre & Studio FX Dance & Performing Arts

SALT LAKE CITY, UT <July 2nd >

Capitol Theatre & Millenium Dance Complex

TULSA, OK <July 5th >

Brady Theatre & South Tulsa Dance Co.

HOUSTON, TX <July 7th >

North Texas Performing Arts & Dance Houston

AUSTIN, TX <July 9th >

Bayou Music Center & Dance Austin Studio

ALBUQUERQUE, NM <July 12th >

Popejoy Hall & Stars Dance Studio

TUSCON, AZ <July 14th >

Fox Theatre & University of Arizona

PHOENIX, AZ <July 16th >

Comerica Theatre & CanDance Studios

LAS VEGAS, NV <July 18th >

Green Valley Ranch Resort & Rock Center for Dance

LOS ANGELES, CA <July 21st >

The Saban

< **FLUX FACTOR** July 24th–28th >

Industry Dance Academy



WHY AND HOW?

THE COMPANY WHY

The purpose of Royal Flux's tour first and foremost is to share the company's talent with each community and inspire the next generation of dancers and choreographers.

While traveling, they will also be looking for talented individuals to become apprentices and future Flux members. The opportunity to work alongside Jaci and her company is priceless for those who hope to become professional dancers. Lastly, Royal Flux hopes to earn a profit that will allow them to continue performing and putting on intensives that bring the community closer to their passion.

TRAVEL EXPLANATION

Due to the location selected as well as the minimal size of the cast and crew, Royal Flux will be traveling by bus and truck. There will be a separate bus for the male cast, female cast, and production team. Following those will be one truck to hold any set pieces, costumes, and lighting needed at each theatre.



10TH ANNIVERSARY TOUR
June-August 2023

BOOKING PACKET

ROYAL FLUX BOOKING PACKET

The Booking Packet holds important marketing materials that will be distributed to possible presenters and anyone else we want to share that information with. It is a representation of Royal Flux, and what we want others to know about our show.

INCLUDED:

- Brochure
- Possible Letter to Presenter
- Company Description
- Company History
- Poster
- Promotional Photos
- Business Card
- Review
- Booking Fee

BROCHURE

The Royal Flux brochure includes an about section, previous show features, an introduction of the artistic director, tour information, reviews, and contact information. It is laid out so the reader can understand who we are, what we do, and what we have coming up.

The brochure is eye-catching and gives a proper representation of what Royal Flux is all about. This will be one of our main marketing materials and will be distributed to future presenters and other important figures.

BROCHURE

ROYAL
FLUX



Featured on...

NBC'S WORLD OF DANCE



SO YOU THINK YOU CAN DANCE



ABOUT ROYAL ~FLUX~

Royal Flux transports its audience to new dimensions through contemporary dance. They are extremely athletic and inspire the highest type of artistry while constantly pushing the boundaries of movement.

Artistic Director



-Seasons

11-16 SYTYCD

-2 seasons

World of Dance

- Teacher @

Broadway Dance

Center



~DANCE~
COMPANY

What the Industry is

Saying...

"Royal Flux is not your typical contemporary group. The group is comprised of athletes, who have a distinctive style and passion for their work"

~**NBC World of Dance**

"Jaci Royal's choreography was powerful and mesmerizing, proving once again why she is a force to be reckoned with"

~**Hollywood Convention**

"Her instruction and movement encourages dancers to connect with the music, explore the self, and awaken the imagination."

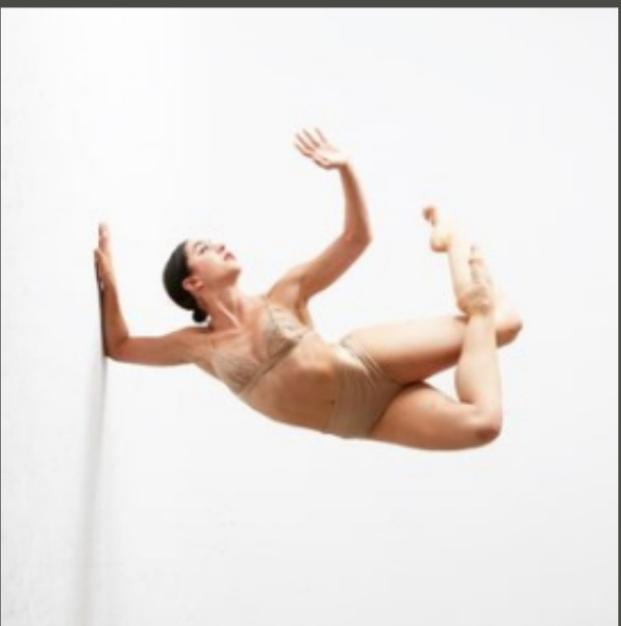
~**Broadway Dance Center**

CONTACT US

501-223-7200

RoyalFluxDance@gmail.com

royalfluxdance.com



FOLLOW US



@royalflux_dance



@RoyalFluxDance



Royal Flux

UPCOMING
PERFORMANCES
SUMMER 2023.

ROYAL FLUX

10th Anniversary Tour

Coming to 10 theatres & studios across the country.

Watch our most iconic pieces & take class from Jaci Royal and Royal Flux!

ROYAL FLUX DANCE COMPANY

July 2nd, 2022

Kassidi Sasser, Event Director
Balboa Theatre
868 Fourth Ave
San Diego, CA 92101

Dear Mrs. Sasser,

My name is Madison Pivonka, and I am the tour manager for Royal Flux, a contemporary-based dance performance group located in Los Angeles, California. In June of 2023, Jaci Royal and her Fluxers will be embarking on a national tour of the United States to celebrate their 10th Anniversary and offer masterclasses in each city. Previously featured on NBC's World of Dance and 2018 tour with Derek Hough, JLO, and Nayo, Royal Flux is excited to reconnect with audiences all over the country. Our tour will include recreations of Jaci Royal's pieces from television as well as a plethora of never-before-seen work.

We would love to collaborate with you as one of our presenters on our tour. We believe we will attract local and far-out audiences to come to see our amazing show and fill your space. Attached is our Booking Packet which includes detailed descriptions of our company, cast, and tour, as well as all of our promotional materials.

We look forward to working with you! Please do not hesitate to reach out with questions. Thank you for your time.

Very respectfully,

Madison Pivonka

Madison Pivonka
Tour Manager
Royal Flux Dance Company
mnpivonka@gmail.com

BOOKING PACKET

COMPANY DESCRIPTION

Royal Flux Dance Company elevates contemporary dance and transports its audience to new dimensions. Flux performances are extremely athletic and inspire the highest type of artistry. They constantly push the boundaries of the dance industry, and they invite the audience to do the same



COMPANY HISTORY



Jaci Royal,
Artistic Director

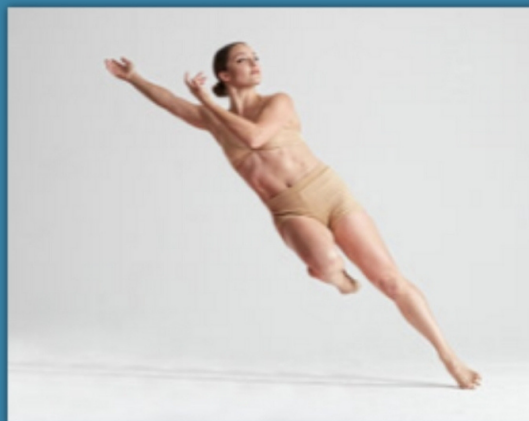
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BOOKING PACKET

Poster

ROYAL FLUX
Dance Company

**10TH
ANNIVERSARY
TOUR**



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~10 cities~

**One dynamic show
PLUS intensives**

**Purchase
tickets now &
register for
masterclasses**

royalfluxdance.com

BOOKING PACKET

Promotional Photos



BOOKING PACKET

Promotional Photos



Business Card



BOOKING PACKET

REVIEWS

"Royal Flux is not your typical contemporary group. The group is comprised of athletes, who have a distinctive style and passion for their work"

~NBC World of Dance

"Jaci Royal's choreography was powerful and mesmerizing, proving once again why she is a force to be reckoned with"

~Hollywood Convention

Her instruction and movement encourage dancers to connect with the music, explore the self, and awaken the imagination.

~Broadway Dance Center

"I have never seen a performance like that of Royal Flux. Their bodies can do things I never thought imaginable for a human, no less a dancer"

-Savannah Demers

BOOKING FEE

Royal Flux Dance Company maintains a Booking Fee of \$20,000.

This price will be negotiated later on along with the technical rider. The total ticket sales will be split giving 25% to the company and 75% to the presenter.

BOOKING PROCEDURE

Royal Flux will not be attending a Booking Conference and instead utilizing direct communication to secure presenters. We will distribute our Booking Packet and make all arrangements through virtual and in-person meetings.

BOOKING & PROMOTIONAL CALENDAR

The Booking Calendar

The Booking process for Royal Flux's 10th Anniversary Tour will begin in June of 2022. This Booking Calendar has been created to be utilized by the Tour Manager, Director, and administrative team to plan and schedule the process of booking Presenters. The calendar has been laid out in months and includes any and all important tasks to be done that month. These include, but are not limited to, important meetings, scheduling when to send Booking Packets, and when the presenters should be booked. This Calendar will keep the tour on track to being successful.

The Promotional Calendar

The Promotional Calendar was specifically created for use by the presenter and Royal Flux's marketing team. Its purpose is to monitor and implement the advertisement of the tour. The calendar is laid out by month, each including important tasks such as reviewing the promotional plan, developing the social media campaign, and scheduling interviews. This calendar reminds presenters when they need to advertise the tour and how to acquire the necessary materials. It will keep the tour's promotions in line overall.

BOOKING CALENDER

JUNE 2022	<ul style="list-style-type: none"> - Meeting with Director, Company, and Managers - Estimate Budget - Create Presenter Database - Book studio for all tour rehearsals
JULY 2022	<ul style="list-style-type: none"> -Research Potential Presenters - Solidify Initial Tour Budget - Begin to Book Presenters - Draft contracts
AUGUST 2022	<ul style="list-style-type: none"> - Finalize Presenter Bookings - Second Meeting with Director, Company, and Managers - Sign contracts
SEPTEMBER 2022	<ul style="list-style-type: none"> - Book Bus and Truck - Hire Technical staff - Hire Promotional Staff
OCTOBER 2022	<ul style="list-style-type: none"> - Reach out to studios for intensives - Begin Booking Hotels
NOVEMBER 2022	<ul style="list-style-type: none"> - Finalize hotel bookings - Finalize Studio Bookings - Book Photographer/ Videographer for Promotional Photos and Videos
DECEMBER 2022	<ul style="list-style-type: none"> - Finalize studio bookings - Continue to adjust the budget as needed - Meet with the technical director and managers to decide tech needs
JANUARY 2023	<ul style="list-style-type: none"> - Research and meet with Costumers
FEBRUARY 2023	<ul style="list-style-type: none"> - Begin Rehearsals - Hire costumer - Begin collecting all technical equipment
MARCH 2023	<ul style="list-style-type: none"> - Continue Rehearsals - Meet with Costumer

BOOKING CALENDER

APRIL 2023

- Costume Fittings
- Continue rehearsals
- Create Promotional Content and Update all Social Media

MAY 2023

- Finalize gathering of technical equipment,
- Costume and Dress rehearsals

JUNE 2023

- Load tech and supplies into bus
- Tour Begins
- Adjust Budget as needed
- Intensive classes begin

JULY 2023

- Currently Touring
- Final Budget Adjusted
- Intensive classes continue
- Tour ends
- Final Budget calculated
- Flux Festival Begins

PROMOTIONAL CALENDER

DECEMBER 2022

- Receive Press Kit in its entirety
- Review all current marketing materials
- Review Promotional Plan with Company Director
- Create Promotional Timeline
- Video and Photo shoot

JANUARY 2023

- Receive Initial Press release
- Develop Marketing Plan
- Develop Social Media campaign
- Clarify any questions or concerns with Company Director & Tour Manager

FEBRUARY 2023

- Verify Social Media Campaign
- Verify Marketing Plan and Social Media Campaign
- Contact all local publicity agents
- Send first poster graphic/promotional information to studios

MARCH 2023

- Review and Release first Press Release
- Develop a strategic plan for ad and poster placement
- Plan tour launch party

APRIL 2023

- Schedule tour launch Ad shoots and interviews
- Checkin with presenter and studio to ask if they need more content or help to stay on plan
- Announce Tour Launch Party
- In-person Magazine Meetup and Interview

MAY 2023

- Confirm all interviews and ads are scheduled
- Confirm press for Tour launch party
- Issue Secondary Press Release
- First Radio Interviews record at end of month
- Send all dates to newspapers

JUNE 2023

- Tour begins
- Tour Launch party
- Release virtual ads, newspapers, and magazines
- Continue regular social media posting and updates on classes
- Local interviews taking place

JULY 2023

- Tour Continues
- Continue regular social media posting and necessary updates
- Conclude last local interviews

PRESS RELEASE

Royal Flux's Press Release will be distributed to the media to generate publicity and press coverage of specific news regarding the tour. The Press Release includes information on the Company's History, what the tour offers their audience, and the tour's accessibility in terms of cities that will be visited and pricing. The company hopes to attract a wide range of people and performers to become their audience and dance with them in class. *The Press Release is included below*

PRESS RELEASE

Media Contact:
Madisson Young, Marketing Director
480-797-8500
Madisson7000@gmail.com



FOR IMMEDIATE RELEASE

NBC World of Dance contestants **ROYAL FLUX** present their **10TH ANNIVERSARY TOUR** in the Summer of 2023

Los Angeles, CA- Royal Flux Dance Company, having already toured with *World of Dance* in 2018, is eager to celebrate its **10th anniversary** by touring cities all across the United States and offering masterclasses for the next generation from **June 2023 - July 2023**. The tour ends with their annual *Flux Factor Intensive* in Los Angeles.

"The Royal Fluxers are excited to be performing our most popular and a few never before seen pieces to celebrate our 10th anniversary. The pandemic has made America miss live performances, and the stage is where our dancers thrive. We can't wait to reconnect with the next generation of dancers, and we hope to see new faces in the audience and in class"

- Jaci Royal, Company Director and Choreographer

Royal Flux was created in 2013 by *Jaci Royal*, whose love for choreography led her to many opportunities in New York City. She was also a choreographer on **So You Think You Can Dance** for multiple seasons. Jaci's "*impressive and electric*" dances are performed by her Royal flux company members who come from far and wide but are joined through their passion for dance.

The 10th Anniversary Tour will be visiting over 10 cities across the United States including Phoenix, Arizona Austin, Texas, and Salt Lake City, Utah.

Masterclasses taught by Jaci and other special guests will be offered at local studios in each city to give dancers the opportunity to grow as a performer.

Tickets begin at \$60 *general admission* or \$100 *VIP* to meet Jaci and the company backstage. Masterclass prices are \$25 *for a single class* or \$200 *for the full day*.

*Register for classes and purchase tickets at **royalfluxdance.com***

PRESS KIT

Royal Flux's Press Kit would include the following items:

- High-quality photos & videos from prior performances and recent photoshoots
- Advertisements created using our promotional photos
- Radio & TV spots
- Reviews, testimonials, and quotes from Industry professionals and close contacts who have seen prior performances
- Photos of Royal Flux with our logo and name superimposed on the Production shot
- Official Press Release: a short, eye-catching presentation of our tour with the most crucial information our audience needs to know.
- PSAs: public service announcements to be distributed
- Awards received and other High Recognitions, such as placement in NBC's World of Dance

All of these items will be utilized by our presenters to properly promote our tour, and when asked, provide promotional content to other promotional outlets.



FINANCIAL STATEMENT

Actual Budget

INCOME CATEGORIES	PROFIT	PROPOSED	ACTUAL
PRESENTER FEE		\$200,000	\$200,000
Per city (presenter fee 20,000 x 10)		\$200,000	\$200,000
PERFORMANCES		\$141,250	\$135,950
Regular Ticket (\$50 x 7,000) 25% sales = \$12.50/ticket		\$136,250	\$131,450
VIP Ticket (\$80 x 250) 25% sales = \$20/ticket		\$5,000	\$4,500
- Balboa Theatre cap. 1,339 (\$12.50 x 1,000) + (\$20 x 25)		\$13,000	\$12,000
- Capitol Theatre cap. 1,800 (\$12.50 x 1,200) + (\$20 x 25)		\$15,500	\$14,800
- Brady Theatre cap. 2,800 (\$12.50 x 1,500) + (\$20 x 25)		\$19,250	\$19,500
- N Texas Perf Arts cap. 400 (\$12.50 x 400) + (\$20 x 25)		\$5,500	\$5,750
- Bayou Music Center cap. 3,464 (\$12.50 x 2,000) + (\$20 x 25)		\$25,500	\$24,800
- Popejoy Hall cap. 1,985 (\$12.50 x 1,100) + (\$20 x 25)		\$14,250	\$13,350
- Fox Theatre cap. 1,445 (\$12.50 x 1,000) + (\$20 x 25)		\$13,000	\$12,000
- Comerica Theatre cap. 2,500 (\$12.50 x 1,200) + (\$20 x 25)		\$15,500	\$12,500
- Green Valley Ranch cap. 500 (\$12.50 x 500) + (\$20 x 25)		\$6,750	\$5,050
- The Saban 1,897 (\$12.50 x 1,000) + (\$20 x 25)		\$13,000	\$11,700
MASTERCLASS		\$164,250	\$146,650
Full day Intensive Fee (\$200 x (90 students/city x 9))		\$162,000	\$144,000
Single Class fee (\$25 x (10 students/city x 9))		\$2,250	\$1,650
MERCH		\$51,000	\$55,525
Tshirts (\$25 x 70/city x 10) *sold 875*		\$17,500	\$21,875
Tanks (\$20 x 55/city x 10) *sold 450*		\$11,000	\$9,000
Long Sleeve (\$40 x 50/city x 10) *sold 550*		\$20,000	\$22,000

Actual Budget

Sweatshirt (\$50 x 10/city x 10) *sold 130	\$500	\$650
Bracelets (\$10 x 20/city x 10) *sold 200*	\$2,000	\$2,000

TOTAL INCOME	\$556,500	\$538,125
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EXPENSE CATEGORIES

COSTS PROPOSED ACTUAL

BUS & TRUCK	\$59,125	\$59,750
➤ Trailer Purchase	\$10,000	\$10,000
➤ Bus Rental (\$1,200/day x 22)	\$33,000	\$33,000
➤ Bus Gas Price (\$3/mile x 5,375)	\$16,125	\$16,750
HOTELS	\$41,580	\$43,200
➤ (\$180/night x 12 rooms x 20 nights)	\$41,580	\$43,200
SALARIES	\$154,000	\$154,000
Touring Management		
➤ Director (\$3,000/city x 10)	\$30,000	\$30,000
➤ Director's Assistant (\$800/city x 10)	\$8,000	\$8,000
➤ Tour Manager (\$2,500/city x 10)	\$25,000	\$25,000
Creative Team		
➤ Wardrobe Supervisor (\$600/city x 10)	\$6,000	\$6,000
➤ Wardrobe Crew (\$500/city x 10) x 2	\$5,000	\$5,000
➤ Hair Artist (\$4,400/city x 10)	0	0
➤ Makeup Artist (\$4,400/city x 10)	0	0
Production Team		
➤ Technical Director (\$900/city x 10)	\$9,000	\$9,000
➤ Stage Manager (\$2,000/city x 10)	\$20,000	\$20,000

Actual Budget

➤ Assistant Stage Manager (1,500/city x 10)	\$15,000	\$15,000
➤ Company Member (2,000/city x 10)	\$20,000	\$20,000
Bus Driver		
➤ \$500/week x 4	\$2,000	\$2,000
PER DIEMS	\$26,400	\$26,400
➤ ((\$60 per day x 22 days) x 20 people)	\$26,400	\$26,400
MERCH	35,750	36,550
➤ Tshirts (\$12 x 800)	\$9,600	\$10,800
➤ Tanks (\$10 x 650)	\$6,500	\$6,500
➤ Long Sleeve (\$25 x 550)	\$13,750	\$13,750
➤ Sweat shirts (\$35 x 125)	\$4,375	\$4,375
➤ Bracelets (\$5 x 225)	\$1,125	\$1,250
ADVERTISEMENT	\$6,150	\$7,150
➤ Brochures (\$10 x 75)	\$750	\$750
➤ Posters (\$12 x 200)	\$2,400	\$2,400
➤ Media coverage (Radio, Online Ad)	\$2,000	\$3,000
➤ Mailing (\$10 prints x 100)	\$1,000	\$1,000
WARDROBE	\$3,200	\$3,800
➤ Costumes (\$75/costume x 80)	\$3,000	\$2,800
➤ Washing Supplies	\$100	\$150
➤ First Aid/Hygiene	\$100	\$150
TECHNICAL EQUIPMENT	\$550	\$600
➤ Props	\$400	\$400
➤ Handheld lamps	\$150	\$200

Actual Budget

MISCELLANEOUS	\$150	\$100
➤ Office Supplies/Folders	\$150	\$100
HAIR	\$150	\$175
➤ Supplies bought for dancers to utilize	\$150	\$175
MAKEUP	\$400	\$360
➤ Items bought for dancers to utilize for cohesive look	\$400	\$360
TOTAL EXPENSES	\$349,975	\$331,925
<u>TOTAL PROFIT</u>	<u>\$236,615</u>	<u>\$206,200</u>

Tour Summary

	Proposed	Actual
Income	\$556,500	\$538,125
Expenses	\$349,975	\$331,925
Profit	\$236,615	\$206,200

Financial Statement

After completing and reviewing the actual finances of the Royal Flux 10th Anniversary Tour, the Company made an overall net profit of \$206,200, which is less than our proposed amount but still satisfactory.

During the tour, we did not sell as many tickets as expected and we did not fill all of our masterclasses completely. However, we are still thrilled with the turnout of our first tour not associated with a well-known TV show. We gained more income than expected through our merchandising.

In terms of expenses, we spent more than proposed on gas because of extra stops, but that was not a detrimental expense. We also spent roughly \$2,000 more than expected on hotels due to fees and variations in nightly charges. Our media coverage also cost us more because of the extra interviews we scheduled. These were very effective and a worthwhile expense. Small expenses such as hair, makeup, and costume supplies wavered over and under.

In the future, we would like to book smaller, more intimate venues that will allow us to feel closer to our audience and properly fill the seats. Overall, our purpose to attract new students and company members was fulfilled through the tour and masterclasses.