TRAIN.
PERFORM.
INSPIRE.

CONFIDENT.
FOCUSED.
UNSTOPPABLE.

AARON DWYER
PERFORMANCE



# AD PERFORMANCE SQUAD

## SEASON 3 & 4 OPPORTUNITIES

## WHERE THIS JOURNEY CAN TAKE YOU

> Your £300 programme fee isn't paying for performances or trips. It's investing in a year's worth of elite training that prepares dancers for **opportunities like these.**

COMMITMENT. • DISCIPLINE. • PASSION. • TOGETHER. • EXCELLENCE.

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# MORE THAN MONTHLY TRAINING



Every month we train together for **one reason.** To create dancers who are technically strong, confident performers, and ready for opportunities that most dancers never experience.

Being selected for the **AD Performance Squad** isn't simply about attending classes.

It's about **committing to a journey.**

Your £300 programme fee **isn't paying** for performances or trips.

It's investing in a year's worth of **elite training** that prepares dancers for opportunities like these.

Throughout **Season 3** and beyond, dancers will have the opportunity to perform, train and represent AD at some incredible events across the UK and internationally.

**YOUR JOURNEY. | YOUR TRAINING. | YOUR FUTURE.**

COMMITMENT. • DISCIPLINE. • PASSION. • TOGETHER. • EXCELLENCE.

PERFORMANCE OPPORTUNITY ONE

# DANCE AWARDS IRELAND

*Invited Performance*

A CHANCE TO SHINE.
A MOMENT TO REMEMBER.

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This year I have been invited to become a sponsor of Dance Awards Ireland.

As part of the event, AD has been invited to perform on the **main stage** alongside some of the country's leading performance groups.

Our Performance Squad will create and perform an **original production** representing the AD Development Programme.

For many dancers, this will be their **first opportunity** to perform in front of hundreds of dancers, teachers and industry professionals.

DA DANCE AWARDS IRELAND

STATUS | CONFIRMED INVITATION

WE TRAIN FOR MORE THAN CLASSES.
WE TRAIN FOR MOMENTS THAT LAST A LIFETIME.

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# INVITATION TWO

## THE SUPER WEEKENDER

DANCE CONVENTION




# SUPER WEEKENDER 2026

Our **Performance Squad** has once again been invited to perform at **Super Weekender** this November.

This is one of the **UK's largest dance events** and gives our dancers the chance to perform on a **national stage**. The experience is about far more than the performance itself.

It teaches **professionalism**, **teamwork**, **discipline** and what it takes to perform at a **high level**.

**STATUS: CONFIRMED INVITATION.**

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PERFORMANCE OPPORTUNITY THREE

# MOVE IT 2027

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THE WORLD'S BIGGEST DANCE EVENT
MOVE IT
19-21 MARCH 2027 | EXCEL LONDON

Following Super Weekender last year, I will be submitting the performance video to be considered for the **MOVE IT Main Stage in London**.

Last year we reached the **reserve list** using nothing more than a rehearsal video.

This year we'll be submitting a **professionally rehearsed production** with a full performance recording.

While selection **cannot be guaranteed**, I genuinely believe our dancers have an **excellent chance** of being chosen.

Performing at **MOVE IT** would place our dancers on one of the **biggest stages** in the UK dance industry.

**STATUS: PENDING**

NOT GUARANTEED.
BUT WE HAVE AS MUCH CHANCE AS ANYONE.

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**FOCUSED.**
**UNSTOPPABLE.**

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INTERNATIONAL OPPORTUNITY

# BROADWAY NEW YORK

*July 2027*



THIS IS ONE OF **THE BIGGEST OPPORTUNITIES** WE HAVE EVER OFFERED.

## BROADWAY, NEW YORK
## JULY 2027

The Performance Squad will travel to New York to perform on a Broadway stage at the iconic New Amsterdam Theatre.

Alongside the performance, dancers will experience world-class workshops and training from leading Broadway professionals.

### THE ITINERARY INCLUDES:

- Performance on the **Broadway** stage at the New Amsterdam Theatre (home of Aladdin)
- Performance under the lights of **Times Square**
- **Disney Theatrical** Movement & Music Workshop
- **Celebrity Masterclass**
- **Hamilton** Dance Captain **Gabriella Sorrentino**
- **Michael Lee Brown** from Dear Evan Hansen
- Four nights in **New York**
- Optional **Broadway shows**
- Optional **NYC Skyline Dinner Cruise**

For many dancers, opportunities like this become **memories** that last a **lifetime.**

**STATUS: CONFIRMED OPPORTUNITY**

A ONCE-IN-A-LIFETIME EXPERIENCE. A FUTURE YOU'LL NEVER FORGET.




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# WHY WE TRAIN EVERY MONTH

These opportunities don't happen by accident.

They require consistency. Technique. Discipline. Professionalism.

That's why the AD Development Programme exists.

Every monthly session builds towards performances that require dancers to work together as a company rather than simply learning routines for one event.

CONSISTENCY.
TECHNIQUE.
DISCIPLINE.
PROFESSIONALISM.
TOGETHER.
UNSTOPPABLE.

ONE TEAM.
ONE MISSION.

ONE FUTURE.

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# WHO CAN ATTEND BROADWAY?




The Broadway project is a major commitment.

To ensure the performance is of the highest possible standard, dancers will need to be committed members of both:

- SEASON 3
- SEASON 4

This allows enough time to create, rehearse and refine a production worthy of performing on one of the world's most famous stages.

This opportunity is designed for dancers who are committed to the full journey.

**TWO SEASONS. ONE GOAL. A LIFETIME OF OPPORTUNITIES.**

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# THIS IS JUST THE BEGINNING

The AD Development Programme has never been about attending one class each month.

It's about creating opportunities that inspire dancers to dream bigger, work harder and experience things they may never have thought possible.

- From national performances...
- To industry showcases...
- To Broadway...




## THIS IS THE JOURNEY WE'RE BUILDING TOGETHER.

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UNSTOPPABLE.**

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# PERFORMANCE SQUAD COMMITMENT

Being part of the AD Performance Squad is a commitment to both the team and the opportunities we create together. Our aim is to deliver performances of the highest possible standard, and this can only be achieved through dedication, consistency and teamwork.

## TO MAINTAIN THESE STANDARDS, ALL PERFORMANCE SQUAD MEMBERS ARE EXPECTED TO MEET THE FOLLOWING COMMITMENTS:

- Entry into the Performance Squad is by invitation only.
- Dancers wanting to attend Broadway must be committed members of both Season 3 and Season 4 of the AD Development Programme.
- Attendance at all monthly training sessions and scheduled rehearsals is expected. Every session plays an important role in preparing for future performances.
- If a rehearsal is missed due to exceptional circumstances, dancers are responsible for ensuring they have caught up with all choreography and rehearsal content before the next session.
- Every dancer is expected to demonstrate a positive attitude, strong work ethic, commitment to improvement and a willingness to work as part of the team.
- Additional rehearsals will be scheduled throughout the season when required. These rehearsals will incur a **£20 rehearsal fee per dancer.**
- Performance costumes are not included within the programme fee and must be purchased by parents.
- Parents are responsible for arranging and funding all travel and accommodation required for performances and must ensure all bookings are made by the deadlines provided.
- Some performance opportunities require a minimum number of dancers in order to proceed. Participation in these events will therefore be subject to sufficient confirmed interest and numbers.
- Performance Squad members are expected to attend as many performance opportunities as possible. Whilst we understand that exceptional circumstances may occasionally prevent attendance, commitment to the team is an important part of being a Performance Squad member.
- Participation in individual performance opportunities may be dependent on rehearsal attendance, commitment, performance standard and a dancer demonstrating that they know all required choreography.
- When representing Aaron Dwyer Performance, dancers must wear the full company uniform unless otherwise instructed.
- Hair, make-up and overall presentation must always be completed to the required performance standard.
- Every dancer represents the reputation and values of Aaron Dwyer Performance. Professional behaviour, respect, punctuality, teamwork and a positive attitude are expected at all rehearsals, performances and official AD events.

The AD Performance Squad is built on **commitment, consistency and teamwork.**
By working together and maintaining these standards, we can create outstanding performances and provide unforgettable opportunities for every dancer.