



CREATIVE DIRECTION FOR DANCE RECITALS

Your Recital Deserves More Than a Cute Theme.
It should feel like an experience.





Dance Recital Creative Direction is for studios ready to transform a collection of routines into one exciting, cohesive show.

From the first theme reveal to the final bow, I bring your music, costumes, visuals, and biggest creative ideas together.

A dancer's ear. A designer's eye. One unforgettable recital.

You already have dancers to teach, routines to create, and a studio to run.

You shouldn't also have to spend hours searching for songs, scrolling through costume catalogs, developing a theme, creating recital graphics, and trying to make every creative decision feel connected.

That's where I come in.

As your Dance Recital Creative Director, I help turn your ideas into a complete creative experience that feels true to your studio and exciting for your dancers, families, and audience.

You focus on your dancers.

I'll help shape the world they step into.

RECITAL CREATIVE DIRECTION SERVICES

Recital Theme Development

Your recital theme will be developed around your studio's personality, dancers, values, audience, and goals. This can include:

- Theme concepts
- Recital titles and taglines
- Story and narrative ideas
- Color and visual direction
- Mood boards
- Opening and finale concepts
- Ideas for carrying the theme throughout the entire experience

Music Selection and Curation

Music selections that support the theme while still making sense for each class, dance style, and age group. Selections may be based on:

- Dance style
- Dancer age and skill level
- Choreographic possibilities
- Lyrics and age appropriateness
- Energy and emotional tone
- Recital pacing
- Musical variety
- The studio's personality

Custom Music Editing

Music edited with dancers in mind.

Services may include:

- Performance-length song cuts
- Clean and age-appropriate edits
- Seamless musical transitions
- Extended sections
- Stronger beginnings and endings
- Multi-song mixes
- Sound effects and voiceovers
- Music for openings, finales, and transitions

Costume Selection and Curation

Costume selections that work individually and still feel connected when the entire recital is viewed as one production.

Selections can include:

- Primary costume choices
- Backup choices
- Coordinated recital color stories
- Age-appropriate looks
- Options based on movement and dance style
- Budget-conscious selections
- Shoes, tights, and accessory direction
- Hair and makeup direction

The studio remains responsible for ordering, sizing, payments, returns, alterations, and distribution.

Custom Costume Styling

Select routines deserve something especially memorable. Custom styling gives featured costumes an original look without requiring an entirely custom-made design.

This service may include:

- Styling purchased costumes in a fresh way
- Coordinating separates
- Layering and overlays
- Headpieces and accessories
- Rhinestones, appliqués, trims, and embellishment plans
- Tights, shoes, jewelry, hair, and makeup
- Prop integration
- Color or fabric adjustments
- Direction for a local seamstress or costume professional
- Limited in-person styling when available

Custom styling is ideal for opening numbers, finales, senior dances, featured groups, solos, and competition pieces.

Creative Show Flow

A strong recital should take the audience somewhere.

I'll help shape the creative flow of the production by considering:

- Energy changes
- Emotional pacing
- Variety in dance styles
- Costume and color changes
- Placement of younger and older dancers
- Opening and closing impact
- Intermission placement
- Transitions between recital sections
- The overall audience experience

Final show order and backstage feasibility remain with the studio.

Recital Visual Identity

A complete visual direction that makes your recital recognizable from the first announcement. Available creative assets include:

- Recital logo
- Color palette
- Typography
- Poster design
- Program cover
- Social media graphics
- Theme reveal & Countdown graphics
- Recital merchandise artwork

Opening and Finale Development

Start with intention. Finish with a moment people remember.

Creative direction may include:

- Music selection & Costume direction
- Featured dancer moments; Senior recognition
- Bows and acknowledgments
- Full-cast moments
- Closing visuals and messaging

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Choose Your Level of Creative Support

"Recital Development"

\$850

Perfect for a studio that needs a strong theme and creative starting point but wants to handle individual routine decisions internally.

Includes:

- Creative discovery questionnaire
- 60-minute virtual planning session
- Three original recital concepts
- Title and tagline options
- Theme story and creative direction
- Mood board and color palette
- Broad music and costume direction
- Opening and finale inspiration
- One refinement round
- Final digital concept guide

Timeline: Two to three weeks

Best booking window: August through November for a May recital

"Recital-10"

\$2,500

A detailed creative plan for studios that want the major recital decisions made before teachers begin building their routines.

Includes:

- Everything in the Recital Concept Intensive
- Creative direction for up to 10 routines
- Curated song selections
- Primary and backup costume selections
- Recital-wide color and costume coordination
- Opening and finale concepts
- Creative show flow
- Hair, makeup, accessory, and prop direction
- One Signature Costume Styling concept
- Complete digital recital creative guide

Ideal schedule: September/October through April

Music editing and graphic design can be added separately.

"Recital-25"

\$7,000

For the studio owner who wants a dedicated creative partner from the first idea through recital season.

Includes:

- Complete original theme development
- Creative direction for up to 25 routines
- Music selection and curation
- Primary and backup costume selections
- Custom music editing for up to 15 routines
- Two Signature Costume Styling concepts
- Opening and finale development
- Creative show flow
- Recital visual identity
- Custom recital logo and key artwork
- Program cover design
- Theme reveal graphic
- Five promotional or countdown graphics
- Hair, makeup, accessory, and prop direction
- Monthly creative check-ins
- Asynchronous creative support
- Final digital recital creative guide
- Final creative review before recital
- Two refinement rounds during each major creative phase

Standard timeline: September/October - April

Payment plans are available throughout the creative direction period.



Customize Your Recital

Additional services are available for studios that need focused support.

- Additional routine creative direction: \$125 per routine
- Simple music cut: \$35
- Standard music edit: \$65
- Multi-song mix: Starting at \$150
- Signature Costume Styling: Starting at \$200 per costume concept
- Additional costume selection: \$75 per routine
- Recital logo and key artwork: \$650
- Theme reveal graphic set: \$450
- Full recital program design: Starting at \$750
- Additional social media graphics: Starting at \$50 each
- Additional refinement round: \$125
- Rush creative work: 30% additional
- In-person creative support: Starting at \$200 per day plus travel

Materials, costumes, alterations, printing, licensed music, props, shipping, and third-party vendor fees are not included.



The Full Creative Direction Timeline

September or October: Discovery and Big Ideas

We begin with your studio's goals, personality, dancers, class list, past recitals, budget, and hopes for the upcoming production.

You'll receive multiple original theme concepts before selecting the direction we'll develop.

October and November: Building the Creative World

The selected theme becomes a complete visual and emotional experience.

During this phase, we develop the recital title, story, color palette, visual identity, music direction, costume direction, and ideas for the opening and finale.

November through January: Music and Costume Selection

Each participating class receives music and costume selections based on its age, dance style, skill level, and place within the recital.

Primary and backup costume choices are organized for studio review before ordering deadlines.

January through March: Music Editing and Featured Styling

Approved music is edited for rehearsals and performance.

Signature Costume Styling concepts are also developed for selected routines, along with accessory, hair, makeup, and embellishment direction.

March and April: Show Flow and Recital Visuals

We bring the individual routines into one cohesive production.

This phase includes creative show flow, recital artwork, program cover design, promotional graphics, and any remaining opening, finale, or transition concepts.

End of April: Final Creative Review

Before the recital, we complete a final review of the music, costumes, visuals, and creative guide.

Your studio handles rehearsals, backstage planning, technical production, and show-day logistics with a clear creative direction already in place.

What I Don't Manage

This service is intentionally focused on the creative side of recital production.

I do not manage:

- Venue selection or booking
- Ticket sales
- Costume ordering or distribution
- Dancer measurements
- Costume payments or returns
- Parent communication
- Volunteer coordination
- Dressing-room assignments
- Technical crew hiring
- Rehearsal management
- Backstage management
- Show calling
- Day-of production logistics



You maintain control of your studio and production operations.
I'm your creative partner.

Why Work With Me?

I'm a classically trained dancer, former dance instructor, recital music editor, designer, and creative director.

I understand counts of eight and the bigger picture.

I know that a beautiful costume still needs to move. A great song still needs to serve the choreography. A clever theme still needs enough flexibility for preschool ballet, senior contemporary, tap, jazz, hip-hop, acro, and everything in between.

Through Mitchell Marketing, I bring more than 20 years of artistry and design experience to the process.

This is creative direction built by someone who understands both the studio and the stage.



Frequently Asked Questions

When should we begin?

For a May recital, Full Creative Direction should normally begin in September or October. This gives us enough time to develop the theme, select costumes before ordering deadlines, prepare music for choreography and rehearsals, and complete the visual materials without unnecessary last-minute pressure.

Can you work with a theme we have already selected?

Yes. I can develop your existing idea into a stronger visual, musical, and creative direction through the Recital Blueprint or a custom creative consultation.

Do you choreograph the routines?

Choreography is not included in these packages. Limited choreography, routine development, or cleaning may be available through a separate agreement.

Do you order the costumes?

No. I provide organized costume selections, styling direction, links, and backup choices. The studio handles availability checks, sizing, purchasing, payments, alterations, returns, and distribution.

Can you style only a few featured costumes?

Absolutely. Signature Costume Styling can be booked for individual featured routines without purchasing a complete creative direction package.

Can you attend the recital?

My standard creative direction service is virtual. Limited in-person creative support may be available based on location, schedule, travel requirements, and the type of support needed.

What happens if our recital has more than 25 routines?

Additional routines can be added for \$125 each. Large studios, multiple recital casts, and separate productions may require an expanded package.

Who handles music licensing?

The studio must provide legally obtained audio files and remains responsible for securing the performance, recording, streaming, synchronization, and other music permissions required for its specific use.

Let's Make This Recital Feel Like Your Studio

A complete creative experience that celebrates your dancers, reflects your studio, and gives families something they'll remember long after the final bow.



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