

Monday, August 5, 2024

Apply to Pentacle's Tour Ready Lab – Showcase at APAP 2025, Refine your Tour Package, & more!

Company: Pentacle
Location: New York, NY
Compensation: Program Cost: \$500-2000

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Pentacle's [Tour Ready Lab](#) works with choreographers and dance companies who seek to maximize their booking conference experience, refine their touring knowledge and assets, and showcase during the [APAP Conference in New York City](#). Tour Ready Lab aims to equip self-represented choreographers and companies with skills and materials necessary to increase the effectiveness and professionalism by which they conduct outreach to and engagement with presenters and other touring stakeholders.

There are two ways to participate in Tour Ready Lab: with an APAP showcase or without. [Learn more about TRL's showcasing options here.](#)

Applications are due by August 20, 2024 at 6:00pm ET.

>>> [APPLICATION LINK](#) <<<

Contact Quincie Hydock at quincieh@pentacle.org for assistance.

PROGRAM DETAILS

All participants in Tour Ready Lab will:

- Attend 3 interactive seminars focusing on tour readiness led by dance booking experts including:
 - Session #1: Tips from a Booking Agent – Presenter Research and Cultivation & Crafting Your Showcase
 - Session #2: Insights from an APAP Artist Alumni – What to Expect and Lessons Learned from Attending APAP
 - Session #3: Crafting Your Pitch with a Presenter – How to Communicate Effectively About Your Work
- Receive individualized guidance on how to refine digital assets needed for touring (EPKs, tech riders, video samples)
- Forge relationships and engage with an intimate cohort of artists working toward similar goals, which includes a introductory meeting and collective debrief
- Learn how to prepare for the conference and make the most of sessions, activities, and gatherings that APAP offers
- Attend in-person meet-ups during APAP weekend with the other participants

Showcasing artists will participate in the above, plus:

- Perform in a Pentacle-produced APAP 2025 showcase at Ailey Citigroup Theatre or New York City Center Studios as "Guests of Pentacle". Pentacle is a member of the prominent Dance Managers Collective (DMC), which produces APAP showcases in these venues each year
- Be included in APAP-related showcase marketing support:
 - "Guests of Pentacle" Postcard – Included in Pentacle's Joint Mailing in which presenters attending APAP receive postcards directly. Postcards are also available for artists to distribute at the conference
 - APAP listing on the official APAP website, app, and online calendar
 - Dedicated artist webpage and calendar event on the DMC website
- RSVP coordination and distribution
- Receive insight into how to utilize the APAP attendee list to target, contact, and form relationships with presenters
- Receive a list of the presenters who attended their showcase
- Opportunities to work with program staff and practice their pitch with other participants through open Office Hours

PARTICIPATION OPTIONS

Tour Ready Lab WITH showcasing is an ideal option for those who:

- Work in the dance or dance theater field
- Have identified specific repertoire they intend to tour in 2025-2027
- Have drafts of EPK, tech rider, and work samples for that repertoire, as well as marketing materials about themselves or their company
- Have toured at least once outside of their home location

- Plan to attend and participate in the APAP 2025 Conference: showcasing, purchasing a conference badge, attending workshops and conference meet-ups

Tour Ready Lab WITHOUT showcasing is an ideal option for those who:

- Are new to conferencing
- Want to learn about what it takes to be "tour ready"
- Plan to showcase in a regional or APAP conference in late 2025 or 2026
- Plan to attend and participate in the APAP 2025 Conference, including: purchasing a conference badge, attending workshops and conference meet-ups

PROGRAM TIMELINE

Program Start date: September 4, 2024

Program End date: January 22, 2025

Schedule:

August 20 at 6pm ET – Deadline to submit application

August 23 – Applicants notified of acceptance or nonacceptance

September 4 – Introductory meeting

September 11 – Seminar #1

October 9 – Seminar #2

November 13 – Seminar #3

January 10-14 – APAP Conference Weekend

January 11 – Tour Ready Lab participants APAP Showcases

January 22 – Closing and Debrief

*Seminar dates are subject to change. Introductory meeting, seminars, and closing will be offered virtually and in-person.

PARTICIPATION FEES

Applying to the program is free. If selected, participant is responsible for the following costs:

\$2,000 – Tour Ready Lab with Showcase at Ailey Citigroup Theater

\$1,500 – Tour Ready Lab with Showcase at New York City Center Studio 5

\$500 – Tour Ready Lab without Showcase

Participants of Tour Ready Lab will need to become a member of APAP and register for the conference to gain access to all APAP events, seminars, showcases, and entrance to the expo hall. These costs are not included in the Tour Ready Lab fee, but participants will be able to take advantage of any discounts that Pentacle is able to obtain.

Pentacle has space for 5 artists to showcase at Ailey, 4 artists to showcase at NYCC, and 5 artists to participate without showcasing.

>>> [APPLY HERE](#) <<<

Pentacle's Tour Ready Lab is not affiliated with Pentacle's Roster, and participation in The Lab is not a way to join The Roster.

Tour Ready Lab supports artists in preparing for touring, however participation does not guarantee bookings or engagements.

Pentacle is an equal employment opportunity provider of services and programming, and we strongly encourage diverse candidates to apply. Pentacle does not discriminate on the basis of race, color, religious creed, sex (including pregnancy), gender, national origin, ancestry, citizenship, age, medical condition including genetic characteristics, mental or physical disability, veteran status, marital status, sexual orientation, gender identity (including transgender status), weight, height, linguistic characteristics (such as accent and limited English proficiency, where not substantially program-related), citizenship status, or any other basis prohibited by law. This policy applies to all terms and conditions of service and program engagement, including applications, acceptance, and participation.

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