



The Prima Program

Our Exclusive VIP Family Program

What is the Prima Program?

The Prima Program is an exclusive membership for dedicated Virginia Academy of Dance families who love sharing the joy of dance with others.

Our Prima families serve as ambassadors for our studio by encouraging others to experience a safe, healthy environment where dancers receive strong classical training while growing in confidence and character.

As a thank you, members receive exclusive benefits throughout the dance season.

Membership Requirements

To participate in the Prima Program for the 2026–2027 Season, families agree to:

- ✓ Be enrolled in **two (2) or more classes**
- ✓ Share **all Virginia Academy of Dance Facebook posts** throughout the season
- ✓ When posting photos or videos from the studio, tag:

@va_dance

#VADance

- ✓ Attend at least **ONE** of the following studio events:

- Open House

OR

- International Dance Day
-

Prima Program Perks

As a Prima Program member, you'll receive

- Early Access to Performance Ticket Sales
 - 10% Off Boutique Merchandise
 - Special Prima Program Merchandise catalog
 - Invitations to Exclusive Prima Events & Parties
 - Summer 2027 Registration Fee Waived
 - Perform in a special Prima Program dance during the Spring Showcase
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Program Expectations

The Prima Program is designed to celebrate families who actively support the Virginia Academy of Dance community.

Members agree to:

- Positively represent Virginia Academy of Dance in person and online.
- Encourage others through genuine excitement and kindness.
- Maintain respectful conduct that reflects the Studio Code.
- Complete the membership requirements throughout the dance season.

Failure to meet the program requirements may result in membership benefits ending for the following season.

Thank You

Thank you for helping us spread the love of dance and introduce more families to the Virginia Academy of Dance community. Your support helps us continue providing safe, healthy, and excellent dance education for every student.

Virginia Academy of Dance

Prima Program Registration

2026–2027 Dance Season

Parent/Guardian Name:

Student(s):

Email:

Phone:

Number & Title of Classes Enrolled:

Prima Program Agreement

I understand that participation in the Prima Program requires that my family:

- ☐ Is enrolled in two (2) or more classes.
- ☐ Shares Virginia Academy of Dance Facebook posts throughout the season.
- ☐ Tags Virginia Academy of Dance in applicable social media posts using:

@va_dance

#VADance

☐ Attends at least one qualifying studio event: Open House (August 29, 2026) or International Dance Day (April 29, 2027)

I understand that, upon fulfilling the program requirements, my family will receive:

- ☐ Exclusive Prima Merchandise Catalog
 - ☐ Early Access to Performance Ticket Sales
 - ☐ 10% Off Boutique Merchandise
 - ☐ Invitations to Prima Program Events
 - ☐ Summer 2027 Registration Fee Waived
 - ☐ Perform in a special Prima Program dance during the Spring Showcase
 - ☐ Special Prima Program Merchandise catalog
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I understand that the Prima Program is a seasonal membership designed for families who actively support Virginia Academy of Dance and help promote our mission within the community.

Parent Signature:

Date:
