

Black Friday Offers 2025

SUMMER CAMP EARLY REGISTRATION - AD COPY

Black Friday Deal — Save Your Spot for Summer!

Save XX% and guarantee your dancer gets their favorite camp dates and themes before spots fill up.

Lock in your discount now, choose your dates later — includes early access to all selections.

SUMMER CAMP - EARLY REGISTRATION - VIDEO OPTION

Make it a Reel:

Clips of kids at camp, dancing, crafts, themed days, and fun activities. Overlay text highlighting offer.

Overlay Copy:

“Black Friday Deal — Save Your Summer Camp Spot!”

“XX% Off Early Registration”

“First Pick of Themes & Weeks”

“Save Now, Choose Dates Later”

NEW OR LIMITED EDITION MERCH- AD COPY

The comfiest hoodies and tees your dancer will actually want to wear.

Our new merch drop is XX% off for Black Friday Only — perfect for gifting or treating yourself.

Don't wait, stock is limited!

NEW OR LIMITED EDITION MERCH - VIDEO OPTION

Make it a Reel:

Clips of students wearing new studio merch, unboxing items, dancing in hoodies or tees, showing off bags, and fun shots of studio space. Overlay text highlighting offer.

Overlay Copy:

“Black Friday Merch Drop — Save XX%!”

“All new designs - limited supply.”

“Shop Your Favorites Before They're Gone”

“Great for a Holiday Gift!”

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PRIORITY ACCESS RECITAL PACKAGE- AD COPY

Recital day should be about celebrating your child — not scrambling for parking or squinting from the back row.

Recital Priority Access Package:
4 VIP seats - Priority parking & early entry - Early date selection - Professional family photo + digital download

Black Friday Only: \$XXX (save \$XXX)
Some moments are worth getting right.
Reserve yours now

PRIORITY ACCESS RECITAL PACKAGE - VIDEO OPTION

Make it a Reel:

Screen record selecting seats online, kids practicing backstage, recital highlights, and close-ups of keepsakes (trophy, flowers, programs).

Overlay Copy:

"Black Friday Exclusive VIP Recital Experience!"

"4 VIP Seats + Early Entry & Priority Parking"

"Souvenir Program, VIP Family Photo & Free Digital Photos"

"Limited Time — Secure Your VIP Experience Now!"

TUTU UNDER THE TREE - AD COPY

Give the gift of dance!

Perfect for kids who love to move—and parents who need one less toy to trip over.

Our bundle includes a 4-6 week intro session, tutu or studio tee wrapped and ready to put under the tree!

Gift them an experience that sparks joy, builds confidence, and creates lasting memories.

Limited Time Only

TUTU UNDER THE TREE - VIDEO OPTION

Make it a Reel:

Footage of gift bags being wrapped, kids twirling in tutus, Close-ups of certificates, tutus.

Overlay Copy:

"Give the Gift of Dance This Holiday!"

"Includes 4-6 Week Intro Class + Tutu or Tee wrapped and ready to put under the tree"

"Perfect for Kids, Grandkids, & New Families"

"Limited Time Only!"

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PRIVATE LESSON BUNDLE- AD COPY

Give Your Dancer the Edge: 3 Private Lessons for the Price of 2

One-on-one coaching delivers what group classes can't—personalized attention, targeted feedback, and faster progress toward their goals.

Ideal for competition prep, auditions, or mastering challenging skills.

Black Friday only — limited spots!

PRIVATE LESSON BUNDLE - VIDEO OPTION

Make it a Reel:

Clips of a student in a private session with a coach, close-ups of technique improvements, and smiles celebrating progress.

Overlay Copy:

"Black Friday: 3 Private Lessons for the Price of 2!"

"Prep for Competitions & Auditions"

"One-on-One Coaching to Reach Their Goals"

"Limited Spots Available!"

CONSIDER YOUR AUDIENCE

Early-bird campaigns work, with brands launching Black Friday promotions as early as November 7, and consumers were receptive, making purchases as early as 3 weeks prior to Thanksgiving. - [Source](#)

61% of Gen Z consumers lean more towards user-generated content than traditional marketing because it feels authentic. - [Source](#)

Brands looking to appeal to Gen Z need to understand that this generation's purchasing power is tied to their values. They're not just consumers; they're advocates and influencers in their own right. - [Source](#)