



Introducing... the Club Dance Holidays Affiliates System

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Welcome to Club Dance Holidays the number one provider of dance holidays worldwide!

Who are we

We are a UK based company operating a worldwide programme of dance holidays to exciting destinations, with a learning experience, and stimulating nightlife. We achieve client satisfaction through passion professionalism and expertise. Our destinations range from Argentina, Cuba, USA, to Spain, Italy and across to Dubai. Our Dance styles cover Tango, Salsa, Swing, Linedance, Flamenco, Arabic, Modern and Latin and Bollywood. We are the leaders in our field, we are growing fast, and our brand strengthens everyday.

Over the past 7 years our growth has been phenomenal and our extensive experience now tells us our success is due to the fact that what Club Dance Holidays offers is more than just a fun weekend away. We offer a finely tuned product and behind the scenes supportive infrastructure that makes it easy for people to have fun, learn some new skills and enjoy the holiday experience long after the holiday ends – **In essence, we offer**

‘a holiday for life’

We attribute a lot of our success to the ongoing support we get from our affiliate network and the worldwide dance community.

What is the Club Dance Affiliate Scheme

In essence, Club Dance holidays have developed a fully automated web based affiliates system enabling our partners to make money from sales of our holidays and to advertise their own products.

The system is easy to set up and once installed, requires no input from you to continue to operate 24 hours a day. Put simply, you will be earning commission on holiday sales from your website, via a link to our booking platform as well as advertising your own classes and events.

Our booking system offers our complete range of holidays to passengers booking from anywhere in the world. As an affiliate partner you can choose which holidays you would like to offer from your webspace.

You will also have your own administration area from where you will be able to see how many registrations there have been, how many people have viewed your own publicity and how much you have earned. From this area you will also be able to request a transfer of the money we owe you at the click of a button. See more detail in ‘How it Works’ following.

Why become a Club Dance Affiliate

Like you we are passionate about what we do and we want to contribute to a powerful community whose common goal is to give people a way to grow and be inspired throughout their lives.

The Benefits of Being an Affiliate

1. You earn a commission on every person that books a holiday

As an affiliate, the more we work together, the more opportunity you have to earn money from your efforts. All you need to do is direct people through your website to your Microsite (a co-branded website that we set up for you) and when people book, you will receive a commission for every booking made. It's as easy as that. See 'How it works' for more details. We paid out £15,000 in commissions last year. The highest paid affiliate earned £7,500. This is a real opportunity and we believe the potential is limitless.

2. We promote you

We are acutely aware that organisations like yourselves are continuously looking for new ways to attract people to your class, event or website. The most common question we get asked is "where can I do some lessons". So we have created an area on the website for people looking for classes and events. As a Club Dance Affiliate, it is free for you to advertise your classes and events on our directory. . We also encourage people to take classes before they leave on one of our holidays. So we will promote you and your events on our website.

3. We will help you build a sense of community

Many of our customers tell us that going on a dance holiday is a fantastic experience not only because they learn new skills, but they meet great people who they can share pictures and swap stories with later when they return to class. They return from their holiday invigorated, positive and eager to keep learning. The best thing you can do in your own community is to harness this new found enthusiasm and boost your class numbers further and further.

4. Email Mail-out

Club Dance Holidays regularly sends out emails to our database of over 10000 dance enthusiasts. In some cases we can offer you the opportunity to advertise your business via this newsletter if you wish.

5. Get more exposure

Club Dance Holidays is a worldwide brand and leaders in our field. Just the strength of our brand will benefit you in that you will get seen by a huge audience that you may not otherwise have been seen by.

6. Bring your group and earn a commission at the same time

Many dance clubs and communities tell us that they have wanted to organise their own dance holiday in the past, but have given up on the idea simply because of the sheer volume of work involved. That's where we come in. This is a great way for you to earn commissions quickly. Our team of holiday planners would work with you to create the right combination of resort, hotel and dancing for your group. We would work out all the details with you including pricing and offer you your own exclusive online booking facility for the event. The beauty of it is that we handle everything behind the scenes while you are left to have fun and earn commissions in the process!

How to get the best out of the Affiliates System

1. **Give something away to people who book through you** – with a high perceived value and low financial cost to you.
2. **Make live announcements at your events** - a personal recommendation goes a long way to get people moving.
3. **Hand out promotional literature** - In order to promote the holidays we can provide you with high quality printed flyers, posters, etc.. to put out at your events and classes. There are many ways in which we can work together with you on this and what we suggest is that we get together and come up with a mutually beneficial strategy.
4. **Promote your own website** – something you would be doing anyway. If they click through to the Club Dance Holidays website from your website, and book a holiday, your school can earn commission from anyone that books a holiday. At a minimum, most of our affiliates choose to put a Club Dance Holidays banner ad on their homepage (or similar such ad), which clicks directly through to your Microsite. Others promote the holidays in a co-branded fashion via email newsletters or printed material. The choice is yours - just let us know what you prefer.

How it works

Step 1 – Set up your account

This can be done online in under 10 minutes. Please go to www.clubdanceholidays.com/affiliates and click 'sign up'. In this process you will need to provide us with your contact details, logo, web address .

Step 2 – Set up your Microsite

The most important part of this process is to set up your Microsite as this is the platform upon which the Affiliate System is based. You can set this up yourself, online very easily. All you need to do is have your logo ready to upload and then choose from a variety of drop down boxes that will determine what your Microsite is going to display. You will. This is also the area where you can add your class/workshop listings and events.

When finished, you will be given a unique web address link to place on your website. This link will take your visitors through to a site which will be branded with your own logo as well as that of Club Dance Holidays.

(You can see an example of this at: www.ceroc.com. Just click on the Club Dance Holidays logo on the top right hand corner.)

Step 3 – Place the Club Dance Holidays link on your website

There will be a 24 hour period where you will be assessed for suitability as a Club Dance Holidays affiliate. Once accepted , you will receive an email with all the details you need to get started.

What happens next? You are now ready to start earning commissions.

At this point, marketing is everything. The more active you are promoting the holidays the more you gain so all you really need to do is continue to promote your website as you would be doing any way. This really is a minimum requirement to enjoy any success with this program.

Active affiliates earn the most and we make it as easy for you as possible by giving you:

1. **A banner ad and special link to place on your website** - There are different types of banners to choose from and you can choose to place them wherever you want to on your website. Clearly the more prominent they are the more success you will achieve. We can discuss marketing ideas with you if you require assistance.
2. **Supplying you with free promotional material** – you get free of charge, 100 black and white jointly branded postcards for you to use as promotional material. These postcards have only your website on it. They do not carry our website address or telephone number. So your audience will register through your website. (Once you have achieved 20 registrations (and proved you have an audience) we will send you 500 or more colour postcards jointly branded.)
3. **Your own administration area** - You will be able to where you can, for example, see how many visitors have clicked through from your site, see how much money you are owed, change your details, and collect the money you are owed.
4. **Flexibility to choose which trips you promote** - perhaps you want to promote everything, after all we pay you regardless of which trip you promote. Alternatively you can choose to promote just one dance style, destination or just one date.

How do I earn money?

There are two types of fees paid to you - booking fees and referral fees.

Referral fees:

The first time new clients register for more information through your Microsite, they are automatically tagged as to their origin as a 'referral' and you are entitled to a referral fee. Referral fees recognise that people can discover us through your website but book later having requested more information or talked to their friends. Every registration through your website is tagged electronically in our database and when that person books a holiday, you will be paid. And that could be at any time in the future - even years after their initial registration.

Booking fees:

The first time new clients book a holiday through your Microsite, they are automatically tagged as to their origin as a 'booking' and you are entitled to a booking fee. Booking fees are simple. Every time anyone books a holiday through your website you will be paid.

You will receive a commission when a booking is confirmed. Payments are made according to our payment scales and conditions. There is a scale of fees payable to you which are listed below. See the full scale of commissions payable following.

PLEASE NOTE: The maximum commission will be earned when a client both registers and books through your Microsite. In some cases people may book through Club Dance Holidays directly. In this situation, you will earn the referrals commission only.

Scale of remuneration for Club Dance Holiday affiliates

Updated 1st January 2005

Commission Levels	Referral Commission	Booking Commission
Holidays to Cuba	£10	£30
7 day Holidays to Europe	£10	£18
Weekend Breaks	£10	£12
All other holidays	£10	£20

Notes:

1. The above scales of remuneration are current for all Club Dance Holidays Affiliates.
2. All changes to the scales of remuneration will be notified to our affiliate partners in writing by email.
3. From time to time where possible, Club Dance Holidays may notify you of increases in commission payable on individual holidays. Again, these will be notified by email.
4. All commissions will become payable to the affiliate on completion of the holiday being booked by the client and will be paid by transfer to a nominated account.
5. The definition of a 'Referral' is the registration of a new customer to the Club Dance Holidays database. On completion of the first booking by the client, a one-off fee becomes payable as per the scale above.
6. The definition of a 'Booking' is the online booking of a holiday through an affiliate website, completed by the client.
7. Commissions are not payable on holidays which are cancelled.
8. If you are booking a group, commissions are payable for each member on the booking.
9. Booking fees and referral commissions will both be payable on qualifying bookings.
10. Bookings MUST be made through the affiliate website to qualify. To qualify for a paper based booking form system, affiliates must obtain written authorisation from Club Dance Holidays.
11. Additional marketing material can be ordered from your administration page at www.clubdanceholidays.com
12. We recognise that booking through a link is less common but commission levels are set such that we would expect affiliates to be able to offer incentives to clients to do so.

What about advertising my events and classes

As an affiliate you have exclusive access to the Club Dance Holidays Classes and Events Register. That means you can advertise your own dance events, classes and products on the Dance Holidays website - worldwide. All listings will be accessible through the Club Dance Holidays search engine which will enable visitors to search by dance type or geographical area.

How do I sign up

Sign up on-line now. It takes about 15 minutes. There is a simple system of signing up on our website www.clubdanceholidays.com. Click on the 'Affiliate Program' link to begin setting up your account. Once completed, we will begin setting up your Microsite in partnership with you. If you have any problems give Dina or Robert a call on (+44 from outside the uk) (0)870 2866000

A Deeper Relationship

Be a guest Teacher on one of our trips. Perhaps one way of persuading people to book through your web site is to say that you will be coming on the trip and teaching. If you want to do this talk to our operations department first so we can see if it fits within our current teaching programme (john@danceholidays.com). If it fits in with what all our other clients are expecting then we may be able to pay you for these classes. If we come to an agreement we may be able to offer you a discount 10% off the price of the trip.

Your Own Trip. We can set up a trip anywhere in the world and on any date with an itinerary just for your group. Not only are we totally in tune with your client's needs and the world of dance but we are professionals at all the back office work eg fielding enquiries, taking bookings, sending confirmations, buying flights, collecting money, sending joining instructions, etc leaving you to accompany the group and do the fun part. And we are a fully licensed and bonded tour operator. If you want to do this contact our operations department on john@clubdanceholidays.com

We want to work with you in a way that suits you. We are an inclusive organisation and open to ideas. If you think there are other ways we can work together, please let us know. You can email me at dina@clubdanceholidays.com

We look forward to working with you and helping to promote dancing everywhere.

Yours sincerely

The Club Dance Holidays Team

Appendix 1 - The Administration Area

How can I see what I am owed?

Every affiliate has their own administration area from where you will be able to see the important statistics. This administration area is password protected and you will be able to set and re-set your own passwords as you please. The information available will be as follows:

- How many people have clicked through the link from their website
- How many people have registered for more information
- How many people have booked a holiday
- How much money you are owed

You may also collect the money you are owed from this administration area at the click of a button, and we will make a transfer to the bank account that you register with us.

Page Views (Today)	31
Page Views (Last 7 Days)	354
Total Page Views	17072
Referrals who have not booked	454
Referrals who have booked	53
Bookings	25
Commission Potential	4200 GBP
Commission Payable	540 GBP

Appendix 2 – Choosing which holidays to display

As part of the registration you will choose exactly which holidays you want to advertise. For example, if you only want to advertise Ceroc and Jive holidays then you can choose to only show that dance style category. Alternatively if you have set up a special holiday just for your group, we can set up the Microsite to only present that single holiday.

Return to Ceroc UK

Club Dance Holidays in association with:

CEROC

What is a dance holiday
It's your choice
How does it all work
Find a holiday
Customer service
What others say
Classes & workshops
Festivals & events
Join the Club
Book Now

Welcome to Club Dance Holidays in association with Ceroc UK...

A Club Dance Holiday is a unique holiday experience like no other. You can expect three things: a fantastic time, complete flexibility of choice and first-rate dance tuition. Wherever you go, you're assured a relaxed and easy-going atmosphere, great parties, lasting friendships and the opportunity to let go, be yourself and dance to your heart's content. Whether you were born to dance or have two left feet, it really doesn't matter. Everyone is welcome. See below for the list of available dance holidays.

Have a query? Our Reservations Team are available now on +44 (0) 870 286 6000 to take your call or email your query to info@clubdanceholidays.com

Ski Ceroc in Granada & Sierra Nevada - 7 nights 6 Mar - 13 Mar

Ski and Ceroc. Life is about living, and what better way to live than to combine two exhilarating activities? Your accommodation, Ceroc classes and nights out Ceroc-ing are in the magical city of Granada. Your skiing takes place on the sunny slopes of the Sierra Nevada just thirty minutes away.

[Find Out More](#)

Ski Ceroc in Granada & Sierra Nevada - 3 nights 10 Mar - 13 Mar

Ski and Ceroc. Life is about living, and what better way to live than to combine two exhilarating activities? Your accommodation, Ceroc classes and nights out Ceroc-ing are in the magical city of Granada. Your skiing takes place on the sunny slopes of the Sierra Nevada just thirty minutes away.

[Find Out More](#)

BOOK NOW

- Get a brochure
- Print page
- Questions
- Email to a friend

Appendix 3 – Advertising your classes, workshops and events

As an affiliate you have exclusive access to the Club Dance Holidays Classes and Events Register. That means you can advertise your own dance events, classes and products on the Dance Holidays website - worldwide. All listings will be accessible through the Club Dance Holidays search engine which will enable visitors to search by dance type or geographical area.

The screenshot displays the 'Classes and workshops' section of the Club Dance Holidays website. The page features a navigation menu on the left, a search form in the center, and a list of class results at the bottom.

Navigation Menu (Left):

- What is a dance holiday
- It's your choice
- How does it all work
 - Before you go
 - When you're there
 - After your trip
- Find a dance style
 - Tango
 - Salsa
 - Cercoc/Modern Jive
 - Swing
 - Flamenco/Sevillanas
 - Belly Dance
 - Arabic/Oriental
 - Boleros
 - Bollywood
 - Line Dancing
 - Modern & Latin
- Find a destination
- All 2005 holidays
- Questions we're often asked
- Customer Service
 - Download a fact sheet
 - Get a brochure
 - Book a holiday
 - Contact us
 - Register for our club
- What others say
- Classes & workshops
- Special promotions
- Festivals & events
- Media centre
- Become an Affiliate
- Join the Club

Search Form (Center):

Please choose at least one category below to perform your search

Dance type: Town/City/County:

Weekday classes: Sun Mon Tue Wed Thu Fri Sat

Region: County:

[Search Now >](#)

Class Results (Bottom):

South Central England	Beatrice Curtis - Egyptian Dance - Slough classes	Wed
Berkshire	Westgate School	
South Central England	Beatrice Curtis - Egyptian Dance - Farnham classes	Tue
Surrey	Adult Learning Centre	
South Central England	Beatrice Curtis - Egyptian Dance - Guildford Class	Thu
Surrey	Sports Centre	