


The logo consists of the letters 'NLNL' in a bold, rounded, green font. The letters are slightly irregular and have a hand-drawn appearance. The 'N's are connected to the 'L's, and the 'L's are connected to the next 'N's.

NO LIGHTS NO LYCRA

A single, hand-drawn wavy line in a yellowish-gold color, positioned diagonally between the NLNL logo and the main title.

**BECOMING  
AN NLNL  
AMBASSADOR**

INFORMATION SHEET

## We've been dancing in the dark around the world since 2009!

We turn off the lights and crank up the tunes to release our inhibitions, move our moods and work up a wild sweat – all completely sober.

We are mums, dads, students, lawyers and baristas, from 12 to 100 years old. We all have one thing in common; in the dark we come alive, shake the blues away and get lost in the music.

We grew from a small gathering in Melbourne into a global community, simply because joy is contagious, and people love to dance.

Each and every No Lights around the world brings its own unique personality to the dance floor. Our local events are run by the community, for the community, with a view of building a space that someone in Yangon, Myanmar or Alice Springs in the Northern Territory will love just as much as someone in Melbourne.

Lights Out, Let's Dance – there's room for you on our dance floor.

## **Business Vision**

**We envisage a future where No Lights No Lycra is available to anyone who needs a place to dance, free of judgement, for joy and improved physical and mental health. Our vision is for a thriving eco-system that supports our Ambassadors and our dancer community.**

# As an Ambassador for NLNL we are putting our faith in you to maintain the integrity of NLNL and uphold our core values.

## CORE VALUES NO LIGHTS NO LYCRA IS:

- a friendly, non-judgmental, drug and alcohol free atmosphere
- a place where everyone is a dancer
- an inclusive community
- a safe place to dance freely with no one watching
- a place to explore self expression through movement
- a place to exercise at your own pace
- a time to dance independently in the company of others
- a community that promotes health and well being through dance

## CODE OF CONDUCT / RULES NO LIGHTS NO LYCRA:

- is always a drug and alcohol free event
- is an inclusive event, open to all ages, genders, backgrounds and demographics
- provides equal access for everyone and this must be reflected in the cost (Price must be agreed on in writing with NLNL Head office)
- is an event that occurs in a dimly lit room.
- encourages SAFE DANCE PRACTICES.
  - adequate lighting for safe visibility
  - dancing individually without physical contact [ie. no contact dancing involving weight bearing]
  - clean, dry and safe floor surfaces
  - first two tracks should be warm up pace
  - play cooling down music at the end of the class to encourage stretching

# Becoming an Ambassador

To become an Ambassador for NLNL and run a night in your city you will need to agree to the conditions in the NLNL Licence Agreement. The Licence Agreement is there to protect the core values and the integrity of NLNL. As an Ambassador you will become part of the global community of NLNL, with your night promoted on our website and access to the monthly NLNL Ambassadors' Forum.

## YOUR ROLE AS AN AMBASSADOR:

- To run a regular NLNL dance night in your area that upholds and promotes the core values of NLNL
- To agree to the conditions in the NLNL Licence Agreement
- To uphold the NLNL Code of Conduct
- To stay in regular communication with NLNL Headquarters
- To fill out The Weekly Dancing Table
- To be an active member of our global online NLNL community and take part regularly in our monthly Ambassadors Forum

\*The license agreement entitles you as an Ambassador to run one weekly dance session per week. If you want to run multiple sessions in your community this will require an additional license agreement to be signed.

# What you receive as an NLNL Ambassador

- licence to use the NLNL logo and branding for the weekly dance night
- access to the Ambassador online resources, with marketing collateral, FAQs and playlist guide
- 6 week introduction course to NLNL in the form of weekly emails
- promotion of your NLNL night on our website through social networks
- ongoing support and advice from the NLNL headquarters in Melbourne
- access to the NLNL Ambassadors' Facebook Forum – a space to share ideas, music and trouble shoot
- access to NLNL playlists through Spotify
- free entry to NLNL dance nights around the world

In addition to receiving support from the NLNL head office you will be connected with other Ambassadors both in your country and around the world.

# Ambassador Licence Fees

## **Start up fee: (AUD) \$200+GST**

The start up fee is charged once and covers all the admin involved with setting you up in the system and helping you to start your No Lights No Lycra event equipped with plenty of knowledge and confidence - which we'll provide through support and advice!

## **Annual Registration Fee: \$200+GST**

This fee is charged each year on February the 1st to all ambassadors. The fee goes towards ongoing ambassador support, administration costs, the creation of new ambassador resources and the upkeep of our website.

# Tiered Payment System

NLNL is a global dance community based on equal access for all. The bigger dance communities support the smaller ones. When you come to an NLNL event you are signing up to be part of a bigger picture and support other dancers around the world.

## Percentage Fees

Ambassadors are required to pay 20% of your total income to NLNL HQ only after there are 25 or more attendees

(This is equivalent to \$2 for every full-paying dancer and \$1.60 for each concession-card holder).



# Weekly Dancing Table

You will be required to fill out a Weekly Dancing Table that includes the number of participants dancing at your NLNL night.

These figures are important as they help us track your progress and support you with marketing.

A link to this form will arrive in your inbox every week. It is a requirement of the licence agreement that you fill out one form for every NLNL session you run.

## WEEKLY DANCE TABLE: AUSTRALIAN MAJOR CITIES

Your email address: \*

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Your Location: \*

Please select 

Session Date: \*

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Entry Fee (per participant): \*

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please enter in AUD and only include numbers, no currency symbols

Number of PAYING dancers: \*

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- This figure will generate fees. - Please include 5 paid dancers from any 6 class passes sold on the night.

TOTAL number of dancers: \*

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- This figure helps us track global dance numbers. - Please include any free attendees including those who use a 6 class pass.

Gift Card Serial Number

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Total Due

\$ 0.00

Submit



*We're really looking forward to working with you.*