

How to Host Zumba® Fitness-Parties in Nightclubs

- 1) Check the latest ZIN™ Newsletter job postings for nightclub opportunities in your area or contact nightclub managers directly.
- 2) Give the nightclub manager your contact information and a free class pass so they can check out the Zumba® Fitness-Party in action and decide if it's right for them. You can also point them to zumba.com/nightclubs to learn more.
- 3) Meet with the nightclub manager to interview and audition (if necessary) and to discuss your terms and rates.
 - a. Bring a portfolio that states who you are, what the Zumba Fitness-Party is, what it can do for them and how they can contact you.
 - b. Decide together what days and times you will teach, how much you will charge and how the money will be divided (see below).
 - c. Consider hosting a demo or free trial night to gauge interest.
 - d. Ask about sound system availability and if there is a stage/platform for you to teach on.
- 4) Decide how to market your Zumba® Fitness-Party — remember, you want to pack the house!
 - a. Develop an advertising strategy (posters, flyers, social media, etc.) and see if the nightclub is willing to do in-house promotional marketing as well.
 - b. Consider marketing your party as a “Latin Night”: teach everyone a few steps they can break out later in the night. Latin music is popular all over the world and is considered a trendy and in-demand genre.
- 5) Practice your choreography and decide what music and special elements you will use (costumes, instruments, live music, DJ, theme, etc.). Make it a party!
- 6) Make sure all your regular Zumba® students are invited. Get set up and rock the club!

Important Details

- Remember that Zumba® Fitness-Parties are customizable to your needs and the needs of the nightclub manager. You can host them once a month or once a week, in the afternoon, right before regular business hours, on a slow night or on a busy night (as a Latin Night). Don't be afraid to get creative and make it your own.
- Protect the Zumba® brand. Cocktail servers and bartenders are not allowed to wear Zumba apparel or accessories.
- Alcohol should not be directly involved with your Zumba® party, but it can be present in the club and consumed at the discretion of nightclub patrons.
- Although you may be rocking a Zumba® wear outfit, keep in mind some patrons may be wearing dresses and high heels and you may need to modify your choreography accordingly.
- As a licensee of the Zumba® brand, you are responsible for having liability insurance and providing waivers to participants (for more information, visit the "Discounts and Resources" section on ZIN™ Home).
- Contracts are not necessary. Either party can decide not to host Zumba® Fitness-Parties at any time and for any reason.
- If you have any questions, please contact Legal Compliance at legal.compliance@zumba.com.

3 Ways to Handle Payment:

1. Zumba® Instructor charges a fee to everyone who attends the party and gives a percentage to the nightclub manager (usually a 50-50 split, but can be negotiated).
2. The instructor pays the nightclub manager a pre-determined flat fee and all attendee revenue goes to the instructor.
3. The nightclub manager pays the instructor a pre-determined flat fee, and all attendee revenue goes to the manager.