

PARTNER COMPETITION REGISTRATION PACKET

SEASON 4



**NATIONAL DESI
DANCE LEAGUE**

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WELCOME TO THE NATIONAL DESI DANCE LEAGUE

The National Desi Dance League is more than a competition circuit. It is a national league model built to create a stronger, more organized, and more sustainable future for competitive South Asian dance. NDDL was created with three core pillars in mind: Accessibility, Sustainability, and Meritocracy. These pillars guide how teams compete, how Partner Competitions operate, and how the league continues to grow across regions.

At its core, NDDL exists to make the dance circuit work better for everyone involved. Teams deserve a clearer path to competition and Nationals. Partner Competitions deserve stronger systems, support, and structure. Audiences, families, sponsors, and the broader community deserve a professional league experience that reflects the talent and effort dancers bring to the stage.

The NDDL Partner Competition model is designed to bring that vision to life. Partner Competitions, also known as PCs, serve as the foundation of the regular season. Each PC becomes part of a larger national structure while still maintaining its own local identity, community, and personality. Full NDDL Partner Competitions must be prepared to support up to 12 teams, while hybrid competitions may operate alongside other circuits or styles as long as they meet NDDL's standards and maintain a clearly defined NDDL division.

NDDL will match teams to Partner Competitions based on team location, application timing, regional balance, PC capacity, and overall league needs. This location-based assignment model is intended to reduce unnecessary travel burden, strengthen regional ecosystems, and create a more consistent regular season experience. Each team will attend one required Partner Competition, and performance at these events will serve as the pathway toward NDDL Nationals.

NDDL Nationals is the highest level of the league. It is invite-only and represents the pinnacle of NDDL's merit-based structure. Teams advance through their regional performance and official NDDL ranking process, with final qualification details communicated clearly before the season begins. The purpose of this structure is simple: teams should understand how they can compete, how they can advance, and how their work is being evaluated.

To protect consistency across the league, all Partner Competitions must follow NDDL's standardized systems. This includes using NDDL-approved judges, DJs, MCs, and vendors; selling all tickets through tickets.nddl.com; using the official NDDL portal; incorporating NDDL branding on merchandise; and publishing major media content through NDDL platforms. NDDL will be requiring all Partner Competitions to use the same media vendor to ensure consistent coverage and production quality across the season. The exclusive media vendor for NDDL Season 4 will be released in the coming months. These standards are not meant to erase the individuality of each PC. They are meant to make every NDDL event feel trustworthy, professional, and connected to the larger league.

By partnering with NDDL, your competition becomes part of something bigger than one weekend. You gain access to centralized systems, league-wide branding, national media visibility, sponsorship potential, approved vendor networks, team registration support, roster coordination,

and operational guidance throughout the season. In return, each Partner Competition is expected to uphold the standards that make the league stronger for everyone.

This packet is designed to help PC boards understand what it means to operate as an official NDDL Partner Competition. It outlines expectations, requirements, timelines, and responsibilities so that every PC can plan with clarity and confidence.

NDDL is building a league where South Asian dance can grow with structure, fairness, creativity, and long-term trust. Partner Competitions are central to that mission.

Together, we are not just hosting competitions. We are building the future of the circuit.

REGIONAL MODEL

PARTNER COMPETITIONS WITHIN THE NDDL REGIONAL STRUCTURE

NDDL's regional model is designed to create a **more organized, sustainable, and connected competition season** for Partner Competitions across the country.

Rather than having competitions operate as completely separate events, **NDDL places each Partner Competition within a larger regional structure**. This allows PCs to serve as official league events for their surrounding area while still maintaining their own local identity, board culture, and competition brand.

The goal is not to make every Partner Competition look the same. The goal is to make sure every PC fits into a **clear national framework** that supports stronger team placement, better audience development, more consistent media coverage, and a clearer pathway to Nationals.

NDDL currently organizes Partner Competitions around four primary regions:

- **West**
- **South**
- **Midwest**
- **Northeast**

These regions help NDDL determine where Partner Competitions are needed, how teams should be assigned, and how the regular season should be balanced. Regional placement may be adjusted based on final PC locations, team distribution, application volume, and league needs.

WHY REGIONAL PLACEMENT MATTERS FOR PCs

A Partner Competition's location has a major impact on the success of the event.

A strong PC should not only have a good venue and board. **It should also make sense geographically within the NDDL ecosystem**. The competition should be positioned in a way that allows teams to travel realistically, families and alumni to attend, sponsors to see value, and the region to grow over time.

This is why NDDL looks at each PC as part of a regional system, not just as an individual event.

When Partner Competitions are placed thoughtfully, the league can **avoid overloading one area while leaving another underserved**. It also helps prevent weak or underfilled events by making sure each PC has a realistic team pool and regional purpose.

PARTNER COMPETITION CAPACITY

Each full NDDL Partner Competition must be able to support up to 12 NDDL teams.

Hybrid Partner Competitions are also permitted, but they must still meet NDDL's minimum scale and operational expectations. A hybrid PC may include NDDL alongside another approved circuit, style, or league, but the **NDDL division must remain clearly organized and professionally supported.**

In general, **NDDL expects Partner Competitions to support at least 8 NDDL teams** in order to create a strong competitive environment. PCs with fewer teams may weaken the show experience, audience energy, financial sustainability, and overall league structure.

A Partner Competition should only apply if it can realistically support the team count, venue needs, hospitality expectations, media requirements, judging structure, and logistical responsibilities required by NDDL.

FULL AND HYBRID PARTNER COMPETITIONS

NDDL recognizes that different regions may require different competition formats.

A full NDDL Partner Competition is built primarily around NDDL teams and must be prepared to support the full NDDL event structure.

A hybrid Partner Competition includes NDDL teams alongside another circuit or style, such as Raas, Classical, Bhangra, or another approved format. Hybrid competitions can be valuable because they allow existing events to join the NDDL ecosystem while also strengthening audience turnout, sponsor value, and regional collaboration.

However, **hybrid PCs must maintain clear separation in competitive structure.** NDDL teams must be judged by NDDL-approved judges using the official NDDL rubric, and NDDL teams must be ranked only against other NDDL teams.

This protects the integrity of the league while still allowing PCs to build larger, more dynamic event weekends.

HOW NDDL USES REGIONS TO SUPPORT PCs

The regional model allows NDDL to support Partner Competitions more effectively.

Regions help NDDL understand where competitions are needed, where teams are located, and how to create a balanced season. This structure also helps with judge coordination, vendor planning, media coverage, sponsorship strategy, and team matchmaking.

For PCs, this means the competition is not operating alone. **Each Partner Competition becomes part of a regional pathway that contributes to the larger NDDL season.**

Regional structure helps PCs benefit from:

- **Stronger team placement**
- **More realistic travel expectations for teams**
- **Better local audience development**
- **Clearer sponsor value**
- **More consistent vendor and media planning**
- **Stronger league-wide visibility**
- **A direct connection to the Nationals pathway**

PC PLACEMENT AND LEAGUE BALANCE

NDDL will review each Partner Competition application based on location, venue readiness, operational capacity, regional need, and alignment with league standards.

Not every city or event will serve the same purpose. Some Partner Competitions may anchor a major region. Others may help NDDL grow into an emerging market. Some may operate best as full NDDL competitions, while others may be stronger as hybrid events.

NDDL's role is to make sure each PC fits into the season in a way that benefits the league as a whole.

The strongest Partner Competitions are not only well-run. They also serve a clear regional purpose.

HOSPITALITY GUIDELINES

HOSPITALITY OVERVIEW

Hospitality is a required part of the NDDL Partner Competition experience. Each Partner Competition must provide a baseline level of care that allows teams to arrive, prepare, compete, and participate in the weekend with clear expectations and proper support.

Hospitality should be planned with NDDL's core pillars in mind: **Accessibility, Sustainability, and Meritocracy**. Teams should have access to clear information, reasonable lodging options, food expectations, water, basic safety resources, and a professional weekend environment. At the same time, hospitality should remain financially sustainable for the Partner Competition.

NDDL does not expect every PC to provide the exact same hospitality experience. However, **every PC must meet the minimum standards outlined below** and communicate clearly with teams about what is and is not included.

FOOD EXPECTATIONS

Partner Competitions must clearly communicate all food expectations to teams before the weekend.

At minimum, PCs are expected to provide or coordinate:

- **Friday Gala dinner** or substantial food
- **Saturday breakfast** through the host hotel or another coordinated option
- **Saturday show day lunch**
- **Water access** throughout the weekend
- **Light snacks or refreshments** where feasible, especially around holding areas, backstage, or team gathering spaces

Saturday dinner expectations must be clearly communicated. If dinner is provided, teams should know when and where it will be distributed. If dinner is not provided, teams must be informed early so they can plan accordingly.

Food planning should be realistic and budget-aware. PCs should not overpromise meals or hospitality items that cannot be financially supported.

DIETARY RESTRICTIONS

Partner Competitions must make reasonable efforts to accommodate dietary restrictions.

Dietary needs may include allergies, medical restrictions, religious restrictions, cultural restrictions, vegetarian or vegan needs, and other individual requirements. PCs should collect or receive dietary information through the approved NDDL process and use that information to plan meals responsibly.

If a specific restriction cannot be accommodated through the main meal, the PC must communicate clearly and provide a reasonable alternative when feasible.

WATER ACCESS

Water must be available throughout the weekend.

Partner Competitions are expected to provide or coordinate water access at key weekend locations, including the hotel, Gala, show venue, backstage or side stage, and team holding areas.

Water access is considered a **minimum hospitality expectation** and should be included in the PC's budget and planning.

HOTEL AND ROOM BLOCK REQUIREMENTS

Partner Competitions must coordinate a hotel room block for teams.

The hotel should be able to support the scale of the event and provide teams with a reasonable lodging option for the weekend. **NDDL expects PCs to prioritize professional hotel partners** that can manage large group blocks, accessible rooms, team check-in needs, and high-volume guest movement.

The host hotel should meet the following expectations whenever possible:

- **Major national hotel brand** or comparable professional hotel group
- **Allows up to a maximum of 4 guests per room**
- **Accommodates a room block of at least 125 rooms** for 2–3 nights
- **Accessible rooms available**
- **Breakfast package** or breakfast option available
- **Sufficient elevator capacity** for high-volume team movement
- **Near the show venue** and After Party venue, if applicable
- **Proximity to airport** or public transit preferred
- **Large vehicle or bus parking** preferred
- **Dedicated group sales or event coordinator** preferred
- **Flexible contract terms** and phased payment options preferred
- **Support for team-based or early check-in** preferred
- **Event signage allowed** in lobby or public spaces when permitted

Hotels with ballroom or event space are strongly preferred, especially if the space can support Gala, workshops, team meals, or other approved weekend programming.

BANQUET AND EVENT SPACE

Partner Competitions are encouraged to secure hotels with large event space when possible.

A banquet hall or ballroom of approximately 15,000 square feet is preferred for PCs that plan to host Gala, team meals, workshops, or other large-format weekend programming at the hotel.

If hotel event space is used, the PC is responsible for confirming all costs, restrictions, food and beverage requirements, AV needs, and access times before submitting final venue plans to NDDL.

HOSPITALITY PARTNERSHIPS

Partner Competitions are encouraged to seek hospitality partnerships that reduce costs and improve the team experience.

This may include partnerships with local hotel groups, restaurants, grocery stores, catering companies, coffee shops, or community businesses. Hospitality companies that own multiple large hotel brands may be especially valuable partners for discounted room rates, event space, breakfast packages, or sponsorship support.

All hospitality partnerships must align with NDDL sponsorship, branding, and vendor expectations when applicable.

MERCHANDISE EXPECTATIONS

Merchandise is required for all NDDL Partner Competitions.

All PC merchandise must include NDDL branding and the official NDDL logo. PCs may also include their own competition branding, theme, colors, or local identity, but the merchandise must clearly reflect that the event is part of the NDDL league structure.

Merchandise should be **financially sustainable** and approved through the required NDDL process when applicable. PCs should not commit to merchandise plans that create unnecessary financial strain or conflict with NDDL branding standards.

TEAM RESOURCES AND WEEKEND INFORMATION

Partner Competitions must provide teams with clear access to essential weekend information before competition weekend.

This should include:

- **Weekend schedule**

- **Hotel information**
- **Food expectations**
- **Transportation information**
- **Show venue information**
- **Gala information**
- **Team call times**
- **Water access**
- **Emergency contacts**
- **Safety and wellness resources**
- **PC points of contact**

Teams should not have to rely on scattered messages to understand the weekend. All major information should be organized and shared through the official communication process.

FIRST AID AND WELLNESS EXPECTATIONS

Partner Competitions must have basic first aid and wellness support available throughout the weekend.

At minimum, PCs should identify first aid supplies, emergency contacts, nearby urgent care or emergency care options, and venue safety procedures. PCs should also confirm whether the hotel and show venue have AEDs, security, and emergency protocols.

A quiet or wellness space is encouraged when available, especially at the hotel, Gala, show venue, or After Party.

PCs are not expected to act as medical professionals, but they are expected to prepare responsibly and escalate emergencies appropriately.

BOARD, LIAISON, JUDGE, AND VENDOR HOSPITALITY

Hospitality expectations apply not only to competing teams, but also to the people helping operate the weekend.

Partner Competitions should account for reasonable food, water, and basic support for board members, liaisons, judges, hosts, DJs, media teams, photographers, videographers, livestream staff, and other approved vendors working the event.

Judges and vendors should receive clear communication regarding meals, call times, transportation, and weekend expectations.

GALA GUIDELINES

PURPOSE OF THE GALA

The Friday night Gala is a required part of the NDDL Partner Competition weekend. It is designed to welcome teams, set the tone for the competition, and create a shared league experience before show day.

While the show is where teams compete, the Gala is where the weekend begins. This is the first major moment where teams, judges, hosts, liaisons, Partner Competition board members, and NDDL representatives come together in one space. Because of that, **the Gala should feel intentional, organized, and welcoming.**

The Gala should not feel like a quick formality before the competition. **It should feel like a meaningful part of the NDDL experience**, built around community, professionalism, and excitement for the weekend ahead.

REQUIRED GALA ELEMENTS

Each Partner Competition is expected to include the following core elements in its Gala planning:

Welcome and Weekend Overview

The PC board should formally welcome teams and provide a clear overview of the weekend. This should include key reminders about the **show schedule, venue expectations, transportation, food, safety resources, and communication channels.**

The goal is to make sure teams leave the Gala with clarity, not confusion. Captains should understand what is happening next, where their team needs to be, and who they should contact if they need support.

Show Order Selection or Reveal

The Gala should include the official show order selection or reveal process.

Partner Competitions may choose the format of the show order process, but **it must be fair, transparent, and clearly communicated to all teams.** PCs may use games, challenges, randomized systems, or another NDDL-approved method, as long as the process does not create confusion or unfair advantage.

NDDL will work with PCs as needed to ensure the show order process aligns with league expectations.

Professional Hosting

The Gala should include a strong host or MC presence. Hosts help set the tone, manage pacing, explain activities, guide interviews, and keep the room engaged.

Because NDDL is working toward a more consistent league-wide experience, **hosts and MCs must be NDDL-approved.** This ensures that the Gala feels polished, professional, and aligned with the broader NDDL brand.

Food and Hospitality

Dinner or substantial food must be provided at the Gala.

Food is one of the most important ways a PC shows hospitality to teams after they travel into the host city. The meal does not need to be overly elaborate, but **it should be organized, sufficient, and respectful of dietary restrictions.**

PCs should collect or receive dietary information through the approved NDDL process and plan accordingly. **Teams should know in advance what food will be provided** and whether they need to plan for any additional meals on their own.

Judge Interaction

The Gala should create an opportunity for teams to see and engage with judges in a professional setting.

This does not mean judges should give feedback before the show or discuss scoring decisions. Rather, **the goal is to make judges feel approachable and present as part of the NDDL weekend.** This can include judge introductions, light interviews, or structured moments where teams understand who is evaluating them.

All judges must be NDDL-approved and must follow the official NDDL judging model.

NDDL Branding and League Presence

The Gala should clearly feel like part of the NDDL season.

PCs must incorporate NDDL branding where appropriate, including signage, media assets, livestream graphics, sponsor placements, and official language. The Partner Competition may still maintain its own identity, but the Gala should also make it clear that the event is part of the larger NDDL league structure.

GALA MEDIA AND SOCIAL CONTENT

The Gala should be treated as a media moment, not just an internal team event.

All official Gala content must be published through NDDL platforms. This includes livestreams, interviews, team content, behind-the-scenes clips, judge moments, show order reveals, and other major media pieces.

The exclusive media vendor for all NDDL Partner Competitions should be included in Gala coverage planning. PCs should coordinate with NDDL and NDDL's exclusive media vendor in advance to confirm the content plan, schedule, required branding, sponsor placements, and any livestream expectations.

The purpose of centralized media is to build year-round league engagement and make every PC feel like part of one connected NDDL season.

VENUE EXPECTATIONS

The Gala should be hosted in a space large enough to comfortably accommodate all NDDL teams, board members, judges, liaisons, hosts, media staff, and necessary event personnel.

Whenever possible, **PCs are encouraged to host the Gala at the official team hotel**, especially if the hotel has a ballroom or banquet space. This can reduce transportation needs, simplify logistics, and make the weekend easier for teams.

If the Gala is hosted at a separate venue, **the PC must ensure that transportation, timing, accessibility, food service, and safety plans are clearly communicated.**

The Gala venue should ideally support:

- **Sufficient capacity for all teams and staff**
- **Microphones and sound system**
- **Projector, screen, or LED display if needed**
- **Tables or stations for food and activities**
- **Space for team interaction and show order programming**
- **Accessibility needs**
- **Clear check-in and entry flow**
- **NDDL and sponsor signage**

GALA PROGRAMMING

The Gala should be engaging without becoming exhausting for teams.

Teams are usually arriving after travel, hotel check-in, practice, and a long day of coordination. **The Gala should build energy, but it should not drain dancers before show day.**

Good Gala programming may include **team introductions, host-led interviews, simple games, show order activities, sponsor activations, judge introductions, photo moments, and sportsmanship-focused activities.**

PCs should avoid overly complicated games or long activities that require too much explanation. **The strongest Gala programming is easy to follow, easy to participate in, and connected to the purpose of the weekend.**

HYBRID COMPETITION CONSIDERATIONS

Hybrid Partner Competitions may include teams from another circuit, style, or league alongside NDDL teams.

In these cases, the Gala may be shared across divisions, but **the NDDL structure must remain clear. NDDL teams should understand who they are competing against, how the NDDL judging process works, and how the show order process applies to them.**

A hybrid Gala can and should feel unified, but it should not create confusion. **The PC must make sure NDDL teams are clearly identified, properly supported, and included in all required NDDL programming.**

SAFETY AND WELLNESS

The Gala should include basic safety and wellness planning.

PCs should identify first aid resources, safety contacts, exits, accessible routes, and any wellness or quiet spaces available at the venue. Captains should know who to contact if a dancer feels unwell, overwhelmed, unsafe, or needs assistance.

This does not need to be a long or heavy part of the program, but **teams should leave knowing that support exists and where to find it.**

SHOW GUIDELINES

SHOW OVERVIEW

The Show is the central event of every NDDL Partner Competition. It is where teams compete, judges evaluate performances using the official NDDL rubric, audiences experience the league in person, and each Partner Competition contributes to the broader NDDL season.

All Partner Competitions must operate their Show in accordance with NDDL standards for timing, production, judging, media, ticketing, venue readiness, and team support. Each PC may maintain its own local identity, theme, and presentation style, but the core Show structure must remain aligned with NDDL requirements.

The goal is to create a **consistent, professional, and fair competition experience** across all Partner Competitions.

SHOW TIMING

NDDL Partner Competition Shows should generally take place between 2:00 PM and 7:00 PM, unless otherwise approved by NDDL.

This timing allows teams to prepare and compete while still giving the PC enough time to manage awards, media wrap-up, venue breakdown, and any optional post-show programming. Any major deviation from this recommended show window should be communicated to NDDL during the registration process.

TEAM CAPACITY

Each full NDDL Partner Competition must be prepared to support up to 12 NDDL teams.

Hybrid Partner Competitions are permitted, but they must still support a strong and clearly defined NDDL division. **Hybrid PCs should generally be prepared to host at least 8 NDDL teams** while meeting all NDDL judging, media, branding, and ticketing requirements.

For hybrid competitions, **NDDL teams must be judged only against other NDDL teams.** Their rankings, awards, and qualification implications must remain separate from any non-NDDL division.

SET TIME

All NDDL teams will perform within the official 7-minute inclusive set time.

This inclusive time limit includes all approved performance elements, such as intro video, music, performance content, transitions, and any other production elements included in the set.

Partner Competitions must communicate all timing rules clearly to teams before competition weekend. Timing expectations and any related penalties will follow NDDL policy.

VENUE REQUIREMENTS

Partner Competitions must secure a show venue that can support NDDL's production and audience expectations. The show venue should meet the following minimum or preferred standards:

- **Minimum seating capacity of 750**, with a preferred target closer to 1,000
- **Stage size of at least 30 feet by 40 feet** whenever possible
- **Full lighting and sound access**
- **Projector or LED screen capability**
- **Projector brightness of approximately 7,000 to 10,000 lumens** if projection is used
- **Reliable WiFi of at least 20 Mbps**, with wired ethernet strongly preferred
- **Minimum 20 amps of power** available on each side of the stage
- **Backstage area large enough** to hold at least one full team
- **Dressing rooms or green rooms**
- **Ability to sell tickets to the public**
- **Loading dock or accessible entrance** for props and equipment
- **Accessible seating, entrances, restrooms, and emergency routes**
- **Clear venue safety and evacuation procedures**

The venue must also confirm whether haze, fog, rigging, confetti, or other special effects are permitted and whether additional fees, permits, or restrictions apply.

VENUE ACCESS WINDOW

Partner Competitions should secure a **full-day venue access window** that supports setup, production checks, team movement, the show, awards, teardown, and cleanup.

For a standard 2:00 PM to 7:00 PM show, NDDL expects PCs to plan around a **9:00 AM to 9:00 PM venue access window** whenever possible.

Venue contracts should clearly state access times, labor costs, overtime rules, production inclusions, and any restrictions that may affect the show.

PRODUCTION REQUIREMENTS

Partner Competitions must ensure that the show venue can support a professional production environment. At minimum, the Show must have:

- **Reliable sound** for both the audience and performers
- **Stage monitor access** or an equivalent solution when needed
- **Lighting that allows judges, audiences, and media** to clearly see performances

- **Projection or LED support** if teams are allowed to use videos, backdrops, or visual elements
- **Technical staff or approved vendors** capable of supporting show operations
- **Clear communication of any venue limitations** to teams before competition weekend

If the venue cannot support certain production elements, teams must be informed in advance.

TEAM MATERIAL SUBMISSIONS

Partner Competitions are responsible for collecting required team materials by the deadlines set by the PC and NDDL. Required or applicable materials may include:

- Final music mix
- Intro video, if applicable
- Digital backdrop, if applicable
- Lighting cues, if applicable
- Prop list
- Microphone or live audio requests
- Special effects requests
- Venue-specific production requirements

All submission deadlines must be communicated clearly to teams. Late submissions may be subject to consequences according to NDDL and PC policy.

PROPS, RIGGING, AND SPECIAL EFFECTS

Partner Competitions must provide teams with all relevant venue restrictions related to props, rigging, haze, fog, confetti, glitter, liquids, tape, fireproofing, and other special effects.

Any props or special effects used by teams must comply with venue rules, safety requirements, and NDDL expectations. PCs may deny or restrict any prop, rigging request, or special effect that creates safety, timing, venue, or compliance concerns.

JUDGING REQUIREMENTS

Each Partner Competition must hire and financially support at least three NDDL-approved judges.

All NDDL teams must be evaluated using the official NDDL rubric. PCs may not create separate scoring criteria for NDDL teams, and non-approved judges may not score official NDDL divisions.

For hybrid competitions, NDDL teams must be scored and ranked only against other NDDL teams.

OFFICIAL NDDL RUBRIC

Total Points: 1100

Category	Total Points	Sub-Categories & Point Breakdown
Choreography	250 Points	Staging and Blocking (50) Creativity, Originality, & Complexity (50) Musicality (50) Dynamics in Movement & Dance Style (100)
Execution	250 Points	Synchronization (100) Dance Foundations (50) Technique (100)
Performance	250 Points	Facials (100) X-Factor (50) Stage Presence (100)
Presentation	250 Points	Music Selection & Transitions (50) Costumes, Hair/Makeup (50) Staging, Backdrops, Props, & Production (50) Theme & Storytelling (100)
Overall Impression	100 Points	Overall Impression (100)
Total: 1100 Points		

APPROVED VENDORS

All major show vendors must be NDDL-approved. This includes, but is not limited to:

- Judges
- DJs
- MCs / hosts
- Media partners
- Production vendors when applicable

If a PC wishes to use a vendor not currently approved by NDDL, that vendor must be submitted for review and approval through the NDDL process before the event.

MEDIA AND LIVESTREAM REQUIREMENTS

NDDL will shortly be announcing our exclusive media vendor for Season 4 and will be required for all NDDL Partner Competitions.

All official Show media, including livestreams, videos, lineups, recap content, and major event coverage, must be published through NDDL platforms. Partner Competitions may not enter external media partnerships that conflict with NDDL's media requirements.

The Show livestream is mandatory and must be hosted through official NDDL social media platforms.

PCs must coordinate with NDDL and NDDL's exclusive media vendor to ensure proper branding, sponsor visibility, livestream access, camera placement, audio feed, and post-event content delivery.

TICKETING REQUIREMENTS

All Show tickets must be sold through www.tickets.nddl.com

Partner Competitions are required to use the NDDL ticketing portal for all official ticket sales. No separate ticketing platform may be used unless approved by NDDL.

PCs must coordinate ticket pricing, seating structure, reserved seating, team seating, judge seating, sponsor ticket allocations, accessibility seating, and media placement with NDDL as needed.

AWARDS SEGMENT

Each Partner Competition must include an awards segment recognizing official NDDL placements.

At minimum, the awards segment should recognize the top placing NDDL teams based on official scores. PCs may also include approved superlative awards to recognize standout elements such as theme, dancer, mix, visuals, or other categories.

Awards must be presented in a professional manner and aligned with NDDL's media and branding expectations.

ROSTER MANAGEMENT

All official team rosters are managed by NDDL.

Partner Competitions may not request separate official rosters from teams unless instructed by NDDL. Final rosters and roster updates will be provided through the approved NDDL process.

A roster lock deadline will be enforced before each competition. After this deadline, no roster changes will be accepted unless approved by NDDL.

SAFETY AND LEGAL COMPLIANCE

Partner Competitions are responsible for ensuring that the show venue complies with all applicable local laws, safety regulations, venue policies, and emergency requirements.

This includes, but is not limited to:

- Venue capacity compliance
- Emergency exits
- Accessibility requirements
- Fire safety
- Security needs
- First aid access
- Prop safety
- Backstage safety
- Audience flow
- Staff and vendor compliance

NDDL expects all Partner Competitions to operate shows in a safe, lawful, and professional manner.

AFTER PARTY GUIDELINES

AFTER PARTY OVERVIEW

After Parties are optional for NDDL Partner Competitions, but they may be hosted as an additional weekend experience if the Partner Competition has the venue, staffing, safety plan, and operational capacity to execute the event responsibly.

If a Partner Competition chooses to host an After Party, **the event must reflect NDDL's standards for safety, professionalism, legal compliance, and league representation**. Even though the After Party is optional, any event promoted as part of the Partner Competition weekend is considered connected to the overall NDDL experience.

The After Party should be treated as a **controlled, intentional, and properly staffed event**, not an informal gathering.

VENUE REQUIREMENTS

All After Party venues must meet the basic safety, legal, and production needs of the event. Partner Competitions are responsible for confirming that the venue is appropriate for the expected audience size and event format.

At minimum, the After Party venue must have:

- **Strong PA system and stage monitors** for the DJ, preferably line arrays
- **XLR input** for DJ setup
- **At least 2 wireless microphones**
- **Dancefloor lighting**, preferably including moving heads and wash lights
- **In-house security** during the event
- **EMT or qualified medical support** on site
- **Valid permits and licenses** required for the venue and event type
- **Clearly stated capacity limits**
- **Accessible exits and emergency procedures**
- **Ability to sell tickets to the public**
- **Venue staff available to assist** with check-in and entry flow

Optional but preferred venue features include:

- LED wall or projector
- Quiet space that can be used as a wellness area
- Separate entrances for general admission and performers / board / staff

AGE AND ALCOHOL POLICY

After Parties may be structured as 18+ events to allow participation from the broader collegiate dancer population.

If alcohol is served, it must be served only by licensed venue staff or licensed vendors and strictly limited to guests who are 21 or older. The venue must be responsible for ID checks, wristbands, and alcohol compliance in accordance with all local and state laws.

Partner Competitions may not independently serve alcohol or operate outside the venue's licensing structure.

TICKETING

If the After Party is ticketed, **ticketing must be coordinated through the approved NDDL ticketing process** unless otherwise approved by NDDL.

The venue and PC must be prepared to support an organized check-in process, including ticket verification, staff support, and clear entry procedures. If the event includes both general attendees and performers / staff, separate entry flows are preferred when possible.

SECURITY AND SAFETY

All After Parties must have visible security present for the duration of the event. Security should be prepared to support entry control, ID checks, crowd management, emergency response, and end-of-night clearing.

Partner Competitions must also designate sober leadership or safety points of contact from the PC board who are available throughout the event. These individuals should be identifiable and able to communicate with venue staff, security, medical support, and NDDL representatives if needed.

If a quiet or wellness space is available, PCs are encouraged to identify and communicate its location to teams before the event.

TRANSPORTATION EXPECTATIONS

Partner Competitions must provide teams with clear transportation guidance for getting to and from the After Party venue.

This may include hotel distance, rideshare instructions, public transit options, parking details, bus/shuttle information, and safe pickup/drop-off locations. **If the venue is not within a safe or reasonable walking distance from the hotel, the PC must provide clear alternatives.**

Transportation planning is required because the responsibility of the event does not end when the music stops. Teams and attendees must be able to leave the venue safely.

LEGAL COMPLIANCE AND LIABILITY

Partner Competitions are responsible for ensuring that the After Party venue complies with all applicable local and state laws, including event permits, occupancy limits, security requirements, alcohol licensing, fire safety, and emergency procedures.

NDDL is not liable for incidents, legal violations, alcohol-related issues, venue compliance failures, or safety concerns that occur at After Parties. However, NDDL expects all affiliated events to reflect the professionalism and safety standards of the league.

Failure to meet NDDL's After Party expectations may affect a Partner Competition's standing within the league.

WORKSHOP GUIDELINES

WORKSHOP OVERVIEW

Workshops are optional for NDDL Partner Competitions and may be hosted as an additional weekend experience if the Partner Competition has the venue, staffing, schedule, and instructor availability to support the event properly.

When executed well, workshops can add meaningful value to the competition weekend by giving dancers the opportunity to learn directly from experienced artists, judges, choreographers, and educators. They can also help Partner Competitions strengthen community engagement, create additional revenue, and extend the weekend beyond the competitive stage.

Workshops are not required, and **Partner Competitions should only host one if the event can be organized professionally without interfering with show operations, team travel, or required NDDL programming.**

WORKSHOP APPROVAL

Partner Competitions interested in hosting a workshop must indicate this to NDDL during the registration process.

Workshops should be coordinated in partnership with NDDL, especially if the instructor is an NDDL-approved judge, vendor, host, or affiliated artist. NDDL may assist with confirming instructor availability, workshop structure, promotional expectations, ticketing, and revenue split details.

No workshop should be advertised publicly until the instructor, venue, time, ticketing process, and NDDL approval have been confirmed.

INSTRUCTOR EXPECTATIONS

Workshops should be led by NDDL-approved judges, artists, choreographers, or instructors whenever possible.

Because instructors represent both the Partner Competition and the broader NDDL weekend experience, they must be professional, reliable, and aligned with NDDL's conduct expectations. **If a PC wants to bring in an instructor who is not already approved by NDDL, that instructor must be submitted for review and approval before promotion.**

Workshops should be taught by individuals who can provide real educational value to dancers, not simply by someone with name recognition.

VENUE REQUIREMENTS

A Partner Competition must secure an appropriate venue if it chooses to host a workshop.

The venue should be able to safely accommodate open dancing and should have enough space for the expected number of participants. Acceptable workshop spaces may include hotel ballrooms, dance studios, university recreation rooms, event spaces, or similar facilities.

At minimum, the workshop venue should have:

- **Enough open floor space** for dancing
- **A safe and appropriate floor surface**
- **Sound system** or speaker access
- **Space for participant check-in**
- **Water access** or nearby water availability
- **Accessible entrances and restrooms**
- **Clear capacity limits**
- **Permission for the type of dance activity** being hosted

If the workshop is hosted at the official hotel, the PC must confirm that the space can legally and safely be used for dance activity.

SCHEDULING EXPECTATIONS

Workshops should be scheduled in a way that does not interfere with required competition programming.

If hosted, workshops will typically take place on Sunday after the competition. The timing should account for team checkout, travel plans, dancer fatigue, instructor availability, and venue access.

PCs should avoid creating a schedule that pressures teams to choose between attending the workshop and safely traveling home. If the workshop is intended to be open to local dancers beyond competing teams, that should be communicated clearly.

TICKETING AND REVENUE

Workshop ticketing must follow the approved NDDL ticketing process unless otherwise approved by NDDL.

If the workshop is ticketed, the ticket price, revenue split, and payment timeline must be confirmed before the workshop is promoted. In the previous NDDL model, workshop ticket revenue was structured as a 60/40 split, with 60% going to the instructor or judge and 40% going to the Partner Competition. Any final revenue arrangement for the current season should be confirmed with NDDL before launch.

PCs must be transparent with instructors about expected payment, ticket sales, promotional responsibilities, and any costs connected to the venue or staffing.

PROMOTION AND BRANDING

All official workshop promotion must align with NDDL branding expectations.

If the workshop is part of the Partner Competition weekend, it should be promoted as an NDDL-affiliated event. Promotional materials must include appropriate NDDL branding and should be published through approved NDDL platforms or coordinated with NDDL before release.

Workshop promotion should clearly state:

- **Instructor name**
- **Workshop style or focus**
- **Date and time**
- **Location**
- **Ticket price**
- **Eligibility or age requirements, if any**
- **Capacity limits**
- **Any required materials or attire**

If the instructor is also serving as a judge, the promotion should remain professional and should not imply any competitive advantage for teams or dancers who attend.

PARTICIPATION AND ELIGIBILITY

Workshops may be open to competing dancers, local dancers, alumni, community members, or the general public, depending on the venue, instructor, and PC's event structure.

The PC must clearly define who may attend before tickets are sold. If the workshop has limited capacity, priority access rules should be clearly stated.

Workshop attendance must not affect judging, scoring, placement, or Nationals qualification in any way.

CONDUCT AND SAFETY

All NDDL conduct expectations apply to workshops.

Participants, instructors, PC board members, and staff are expected to behave respectfully and professionally. Harassment, discrimination, unsafe behavior, or disruption of the workshop environment will not be tolerated.

The PC must also ensure that basic safety needs are met, including access to water, first aid, emergency contacts, and venue staff if needed.

MEDIA GUIDELINES

MEDIA OVERVIEW

Media is a required part of every NDDL Partner Competition. Each PC must treat media as an official league function, not as an optional add-on.

NDDL's goal is to present every Partner Competition as part of one connected national season. This means media coverage should not only capture the event for the local PC, but also **support NDDL's broader league identity, sponsor value, team visibility, and year-round audience engagement.**

Each Partner Competition may maintain its own local personality and branding, but **all official event media must align with NDDL's media standards.**

REQUIRED MEDIA PARTNER

NDDL will shortly be announcing our exclusive media vendor for Season 4 and will be required for all NDDL Partner Competitions.

Partner Competitions may not use external media partnerships that conflict with NDDL's official media requirements. **If a PC has a specific media-related request or existing local media relationship, it must be reviewed and approved by NDDL before the event.**

This requirement exists to ensure consistent production quality, delivery standards, branding, and media access across the league.

CENTRALIZED NDDL PLATFORMS

All official NDDL Partner Competition media must be published through NDDL platforms.

This includes, but is not limited to:

- Livestreams
- Lineup reveals
- Show order content
- Team features
- Gala content
- Show content
- Performance videos
- Recap videos
- Sponsor-related content
- Awards and placement content
- Other official league media

Partner Competitions may repost, share, or collaborate on approved content, but **the primary publication point for official media must remain NDDL's platforms** unless otherwise approved by NDDL.

This centralized model is required to build year-round league engagement and create one consistent home for NDDL content.

LIVESTREAM REQUIREMENTS

All NDDL Partner Competition Shows must be livestreamed through official NDDL social media platforms.

The Gala may also be covered or streamed based on the final media plan provided by NDDL. If Gala coverage is required for a given season, PCs must follow the provided media schedule and platform instructions.

Livestreaming through NDDL platforms allows families, alumni, sponsors, fans, and future teams to follow the season in one place. It also supports NDDL's broader visibility and accessibility goals.

No Partner Competition may independently stream the official NDDL Show through a separate competing platform unless approved by NDDL.

REQUIRED COVERAGE AREAS

Each Partner Competition must provide media access for all required NDDL coverage areas.

At minimum, media coverage should include:

- Friday Gala coverage
- Show coverage
- Team content
- Judge or host content when applicable
- Behind-the-scenes coverage when requested
- Awards and placement coverage
- Sponsor visibility content
- NDDL-branded content

The exact structure, timing, and deliverables will be provided through NDDL's official media guidance for the season.

NDDL BRANDING REQUIREMENTS

All official media must include NDDL branding where required.

This may include NDDL logos, colors, overlays, score reveal assets, sponsor placements, livestream graphics, lower thirds, promotional templates, and other league-provided materials.

Partner Competitions may still use their own branding, theme, and creative identity, but **NDDL branding must be included in all required locations**. PCs may not remove, alter, or replace required NDDL branding without approval.

Branding consistency is necessary to make every Partner Competition feel connected to the larger league while still allowing each event to maintain its own local identity.

SPONSOR VISIBILITY

Partner Competitions must follow all NDDL sponsor visibility requirements.

Certain media placements may be required to honor national or league-wide sponsor agreements. These may include sponsor logos in livestreams, social content, recap videos, graphics, event signage, score reveals, or other media assets.

PCs must also coordinate any local sponsor media obligations with NDDL to ensure they do not conflict with national sponsor requirements or league branding standards.

Sponsor visibility is part of NDDL's broader financial sustainability model and must be handled professionally.

HOST AND ON-CAMERA PRESENCE

NDDL-approved hosts and MCs may be used to support the media experience at Partner Competitions.

Hosts may be involved in team interviews, judge interviews, Gala coverage, livestream segments, crowd engagement, transitions, and other approved content moments. Their role is to help make the event feel professional, energetic, and connected to the broader NDDL season.

All hosts and MCs must be NDDL-approved.

CONTENT OWNERSHIP AND ACCESS

All official event media must be made accessible to NDDL after the event.

This includes livestream recordings, photos, videos, recap footage, awards content, and other official media deliverables. **NDDL reserves the right to use this content** for promotional, archival, sponsorship, and league-wide purposes.

PCs are responsible for ensuring that any vendor, media partner, venue, or local agreement does not restrict NDDL's ability to access and use official event content.

SOCIAL MEDIA COORDINATION

Partner Competitions must coordinate major social media announcements with NDDL.

This includes lineup reveals, major event announcements, livestream promotion, sponsor posts, awards content, and other official league-facing media. **PCs may not release official NDDL content before NDDL approval** or outside the approved media timeline.

This ensures accuracy, prevents conflicting announcements, and keeps the league's public messaging consistent.

MEDIA COMPLIANCE

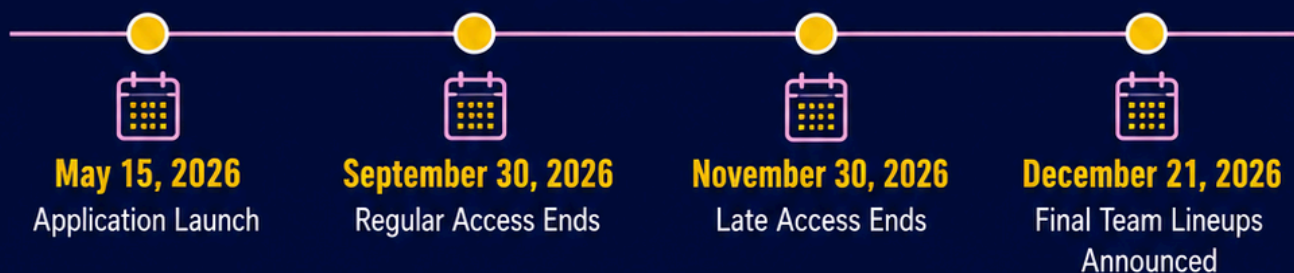
Failure to follow NDDL media requirements may affect a Partner Competition's standing within the league.

This includes failure to use the required media partner, failure to livestream through NDDL platforms, failure to provide access to content, conflicting media partnerships, unauthorized publication of official content, or failure to include required branding and sponsor placements.

APPLICATION PROCESS

To apply for NDDL Season 4, Partner Competitions must complete the official NDDL Application with their basic event information. After submission, PC representatives must join the NDDL Discord, where a private registration channel will be created for ongoing communication between the NDDL National Board and the PC Board.

TIMELINE



This timeline outlines when to apply, key registration checkpoints, and when final team placements are released.

HOW THE PROCESS WORKS



1.

APPLY

Submit the official NDDL Partner Competition application with your event details.



2.

JOIN DISCORD

After applying, join the NDDL Discord for announcements, resources, and direct communication.



3.

REGISTRATION CHANNEL

NDDL will create a private PC registration channel to manage next steps, updates, and shared planning.



IMPORTANT NOTE

The registration process is time-sensitive, so Partner Competitions should plan ahead and begin executing early. Everything runs through Discord — from announcements and registration to resources and shared spaces. We are building the league together.

REGISTRATION PROCESS

The registration process is simple, fair, and built to keep everything moving efficiently.

01

APPLY

Teams submit their application with all their logistical information.

02

MATCHMAKING

Teams are matched to a PC based on their region and first-come, first-served application priority.

03

ACCESS

Acceptance grants access to the Portal for the season.

FEES

APPLICATION FEE

\$300

COVERS THE OVERHEAD

WHAT DOES THE OVERHEAD COVER?

- Platform & portal maintenance
- Season infrastructure & tools
- National operations & logistics
- Communication & support
- League growth & development

HOW TO PAY



PAYMENTS MUST BE MADE
VIA ZELLE TO:

accounts@nddl.com



ANY OTHER PAYMENT METHOD
WILL INCUR FEES.



IF ZELLE DOESN'T WORK FOR YOUR TEAM,
PLEASE CONTACT US AT

cfo@nddl.com

TO DETERMINE THE NEXT BEST METHOD.

TERMS AND CONDITIONS

COMPLIANCE WITH LEAGUE STANDARDS

All Partner Competitions (PCs) agree to adhere strictly to the league-wide expectations outlined in this registration packet. This includes, but is not limited to, hospitality requirements, show and media guidelines, standardized vendor policies, and competition logistics. While PCs may maintain their own local identity and theme, the core structural requirements of NDDL must be upheld to ensure a professional and consistent experience across the league.

EXCLUSIVE VENDORS AND APPROVED PARTNERS

To ensure consistent quality and production value across Season 4, all PCs are required to use NDDL-approved vendors for major show functions:

- **Media:** PCs must use NDDL's exclusive media vendor for all official coverage, including the Gala and the Show.
- **Personnel:** All Judges, DJs, and MCs/Hosts must be NDDL-approved.
- **Outside Vendors:** Any request to use a vendor not currently on the approved list must be submitted for review and approval through the NDDL process prior to the event.

BRANDING AND MEDIA INTEGRATION

Branding consistency is mandatory to connect local events to the larger national circuit.

- **Social Media:** All major event content, including lineup reveals and show highlights, must be published through NDDL's centralized platforms.
- **Branding Requirements:** PCs must incorporate NDDL logos, graphics, and official language into all media assets, signage, and merchandise.
- **Sponsorship:** PCs must fulfill all league-wide sponsor visibility requirements, including specific media placements or signage to honor national agreements.

TICKETING AND DATA OWNERSHIP

All official show tickets must be sold exclusively through **tickets.NDDL.com**. PCs are prohibited from using separate ticketing platforms unless explicitly approved by NDDL. This centralized model allows NDDL to maintain accurate league data and ensure professional ticket management for all attendees.

FINANCIAL RESPONSIBILITIES AND TRANSPARENCY

PCs are responsible for the financial sustainability of their event and must operate within their established budgets.

- **Fees:** A \$300 application fee is required to cover season infrastructure, national logistics, and league development.

- **Judging Support:** Each PC is responsible for the financial support and hiring of at least three NDDL-approved judges.
- **Compliance:** PCs must maintain transparency regarding local sponsor obligations to ensure they do not conflict with national league standards.

ROSTER AND COMPETITION MANAGEMENT

- **Roster Control:** All official team rosters are managed centrally by NDDL. PCs may not request separate rosters from teams and must adhere to the official roster lock deadlines provided by the league.
- **Judging Rubric:** All NDDL teams must be evaluated using the official NDDL rubric. PCs may not create separate scoring criteria for NDDL divisions.

SAFETY, LEGAL COMPLIANCE, AND LIABILITY

Partner Competitions are solely responsible for ensuring that all weekend venues—including hotels, Gala spaces, show venues, and After Party locations—comply with local laws, fire safety, and emergency requirements.

- **Security:** Adequate security and medical support must be present at high-volume events.
- **Alcohol Policy:** PCs must ensure strict adherence to age and licensing laws if alcohol is served at an After Party.
- **Liability:** NDDL is not liable for incidents, legal violations, safety concerns, or venue compliance failures occurring at Partner Competitions.

CONTENT OWNERSHIP

All official event media, including livestream recordings and photography, must be made accessible to NDDL after the event. NDDL reserves the right to use this content for promotional, archival, sponsorship, and league-wide purposes.

VIOLATION AND REMOVAL

Failure to meet the standards, deadlines, or requirements outlined in this packet may affect a Partner Competition's standing and result in removal from the official NDDL circuit.

Due at the time of application submission via submission of this [Google Form](#).

TERMS AND CONDITIONS

PARTNER COMPETITION NAME

PARTNER COMPETITION DIRECTOR NAME

PARTNER COMPETITION DIRECTOR SIGNATURE

DATE
