



UK & IRELAND INFORMATION PACK SEASON 5



Designed to celebrate performance excellence and support dancer development



Trophies, medals and special awards



Professional stage lighting & theatre production



High quality event production & organisation



Industry judges with audio feedback for every routine

COMPETITIONS

HERTFORDSHIRE REGIONAL

25th October 2026

WALES Regional

8th November 2027

NORTH WEST Regional

21st November 2027

LONDON Regional

9th January 2027

MIDLANDS Regional

21st February 2027

ESSEX Regional

27th February 2027

BELFAST Regional

6th – 7th March 2027

SCOTLAND Regional

27th – 28th March 2027

CORK Regional

24th – 25th April 2027

WALES Regional

2nd May 2027

DUBLIN Regional

8th – 9th May 2027

SCOTLAND Regional

15th – 16th May 2027

LONDON Regional

23rd May 2027

October 2027

GRAND FINALS – Dublin





WELCOME TO THE AARON DWYER COMPANY

Welcome to The Aaron Dwyer Company, **home of the Aaron Dwyer Dance Competition.** We are proud to host high-energy, professionally run dance competitions that celebrate talent, dedication, and performance excellence—all within an unbeaten atmosphere of support and excitement. Our mission is to provide a positive and empowering environment for all dancers to perform, grow, and shine.

With a strong focus on education and excellence, this is more than a competition—it's a professional learning experience. Aaron's unwavering commitment to dance education ensures that every dancer enjoys a professional learning experience.



**"Dancing to Educate, Empowering
Dancers to Elevate."**

OUR MISSION



Our mission is to create a premium performance space where dancers gain invaluable stage experience—one of life's greatest skills. Presenting oneself with confidence is essential both in dance and life.

At the AD Dance competition, dancers are treated like professionals and supported in a warm, friendly environment where everyone is encouraged to thrive.

Our events feature high-quality staging, expert judging, and industry-led feedback to nurture growth. Every dancer is guided and celebrated on their journey, whatever their background or experience.

Our core values are respect, integrity, and passion for dance. We are dedicated to fostering excellence and providing a supportive, inspiring space for all who join us.





WHY STUDIOS CHOOSE AD DANCE COMPETITIONS

Dance studios choose AD Dance Competitions because the events are designed to deliver **a high-quality and meaningful experience** for dancers, teachers, and families. Each competition takes place in a fully equipped theatre setting, allowing performers to present their routines on a real stage with professional lighting and sound that enhances the overall performance experience.

Participants are evaluated by respected professionals from the dance industry who bring years of experience and valuable perspective. Along with scoring, dancers receive recorded verbal feedback from the judges, providing helpful insights that support their development in technique, performance quality, and artistic expression.

The competition also celebrates the dedication and effort of every performer through well-deserved recognition. Dancers have the opportunity to earn medals, trophies, and a variety of unique honors that highlight standout performances, creativity, and excellence on stage.

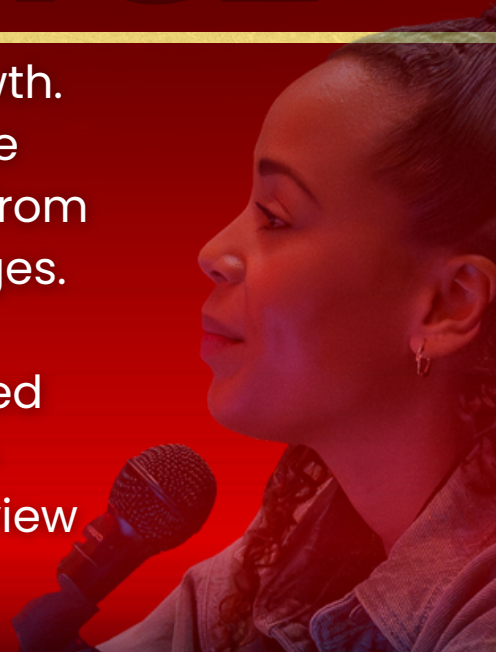
Every event is carefully organized with high-level stage and technical production to ensure that the competition runs smoothly and maintains a polished presentation from beginning to end. Above all, AD Dance Competitions aim to cultivate a positive and uplifting atmosphere where dancers feel encouraged, inspired, and proud to share their passion for dance.



— YOUR — EXPERIENCE

We believe feedback fuels growth.
That's why every performance
receives live, in-depth critiques from
three experienced industry judges.

All dancers receive personalised
video feedback, available to
download after the event for review
at home or in the studio.



GOLDEN BUZZER



This year, we are making the Golden Buzzer experience even bigger!

We are proud to be the first dance competition to introduce the exciting Golden Buzzer feature—a moment that truly celebrates outstanding talent and brings extra excitement to every event. Judges can award a Golden Buzzer to any act of their choice, recognising dancers and groups who deliver unforgettable performances.

Every Golden Buzzer winner from our regional heats throughout the season qualify for free entry to compete in our prestigious Golden Buzzer showcase which takes place at our Grand Finals in October 2027.

All of our Golden Buzzer winners compete head to head with a chance to win a cash prize and to be crowned our Golden Buzzer Showcase winner.

IT'S MORE THAN THE AWARDS!



Title Awards

Title Awards are available to all dancers who wish to enter the (Mr & Miss) Title Award section at an additional cost.

This section is designed for competitive dancers who wish to compete against their entire age group across all categories. The highest scoring solo in each age group will receive the prestigious AD Title Award.

Audition Workshops

Our workshops are dedicated to providing dancers with a real-life audition experience. Dancers will have the opportunity to embrace the nerves, feel the butterflies, and learn how to manage the audition process effectively.

These sessions are designed to build confidence, develop essential audition skills, and prepare dancers for future opportunities in the industry.

PLUS SO MUCH MORE!





MEET OUR HOST LAURA TINDLE

"She's more than a host—She's the spirit of the stage!"

We're proud to welcome back Laura Tindle, the official Presenter and Host of The Aaron Dwyer Dance Competitions. With her warmth, humour, and natural stage presence, Laura brings energy, fun, and heart to every event.

Born into showbiz, Laura made her stage debut before she was even born—appearing as a bump in the Royal Variety Performance! Raised in her mother's dance school, her love for performing began early and never left.

Laura's Experience

Laura trained at ArtsEd, worked in comedy acting and sketch shows, and later became a presenter for Virgin Games and Heart Bingo. Her flair for live hosting made her a standout in the dance competition world.

Now, with over seven years of experience, Laura's vibrant personality ensures every dancer, parent, and guest feels welcome and inspired. Whether calming nerves or celebrating big moments.



GENRE'S

Each routine should be entered into the appropriate dance category:

- Acro/Gymnastics
- Ballet
- Commercial
- Contemporary
- Hip Hop
- Jazz
- Lyrical
- Musical Theatre Dance
- Open
- Song & Dance
- Tap
- Vocal

DIVISIONS

Novice: For beginners and those who have just started their competition journey. Not eligible for Title Awards or Highest Overall awards.

Competitive: For experienced dancers. Eligible for all awards, including Title.

SEN - Not all disabilities can be seen so this category is to ensure all of our dancers have the opportunity to shine on stage!

AGE DIVISIONS

Age is determined as of 1st October 2026 for all season 5 heats and finals.

Tiny Tots 4 - 6

Mini 7 - 9

Junior 10 -12

Teen 13-15

senior 16+

Duo/Trio: Based on average age

Groups: Calculated using the average age via our registration system

*Please note the age category dancers compete in during our season 5 heats will be the age category dancers compete in at our Grand Finals

ENTRY TYPES & TIME LIMITS

ENTRY TYPE	PERFORMERS	TIME
Solo	1	2:00
Duo/Trio	2-3	2:30
Small Group	4-9	3:00
Large Group	10-19	4:00
Production	20+	5:00

ADDITIONAL PERFORMANCE TIME IS AVAILABLE AT £5 PER MINUTE.



TITLE AWARDS

Enter the Title Competition for your chance to be crowned:

- Mr/Miss Tiny Tot, Mini, Junior, Teen, or Senior
- Judged exclusively against other Title entries within the same age category within all genres.
- Open to Competitive division soloists

AWARDS & RECOGNITION

Every dancer receives a participation medal on the day. In addition, we offer:

- 1st Place Trophies for all categories
- 2nd & 3rd Place Medallions for solo, duo & trio's
- 1st – 3rd Place groups all dancers receive a medal.
- Highest Overall Awards
- Highest Scoring Soloist & Highest Scoring Groups per age category
- Special Awards
- Choreography Award
- Judges' Choice Award
- Golden Buzzer Winner (Automatic Finals Entry)
- Studio of the Weekend Award
- The Aaron Dwyer Award

JUDGING & FEEDBACK

Our professional judging panel includes industry experts, choreographers, and educators. Each routine is judged on:

- **Technique – 25 points**
- **Musicality – 25 points**
- **Choreography – 25 points**
- **Performance – 25 points**

Audio Feedback: All dancers receive personalised, downloadable video critiques to support growth and reflection after each event.

AUDITION WORKSHOPS

Professional, industry-led workshops take place on the main stage during scheduled breaks.

Each workshop is delivered in a professional audition-style environment, designed to help dancers develop their skills, adapt to industry expectations, and gain experience working under real audition conditions.



SEASON 5 PRICING



Early Bird Pricing

UK Sterling

- Solo: £35
- Duo/Trio: £19
- Small Group: £15
- Large Group: £14
- Production: £13

Standard Pricing

UK Sterling

- Solo: £40 pp
- Duo/Trio: £22 pp
- Small Group: £20 pp
- Large Group: £19 pp
- Production: £18 pp

Each location has its own Early Bird deadline.

To qualify, your deposit must be paid before the end date. If your deposit is not paid by this date, you will not receive the Early Bird rate.

You must also clear your final balance at least four weeks before the competition. If your balance is not paid on time, your Early Bird discount will be lost and the full balance will apply.

SPECTATOR TICKETS

Early Bird tickets will be available online up to 48 hours before the event and the link will be sent to all studios when released. Once this window closes, standard ticket prices will apply and these can only be purchased on the door.

UK Sterling

Online Early Bird Spectator Ticket: £15

Standard Ticket: £20

Dancers: All competitors watch for free and will receive a wristband at the registration desk

Teachers: 2 free tickets per school.

WORKSHOP TICKETS

ONLINE

1 Workshop	£15
2 Workshops	£25
3 Workshops	£35
4 Workshops	£45
5 Workshops	£55

ON THE DAY

1 Workshop	£20
2 Workshops	£35
3 Workshops	£50
4 Workshops	£60
5 Workshops	£70



GENRES EXPLAINED!

Any routine entered into the incorrect dance style category will be automatically moved to the correct style by the judges.

Acro / Gymnastics:

A routine that contains primarily gymnastics /acro tricks. With a blend of dance movement.

Ballet:

A routine that includes Classical Ballet steps and techniques.

Commercial:

A routine blending elements of hip hop, jazz, and street dance as seen on TV, Concerts, Main Stream Media & Music Videos.

Contemporary:

A routine that combines contemporary styles such as Cunningham, Graham, Limone or Horton Techniques.

Hip Hop:

A routine featuring a combination of foundational hip hop techniques inc. Breaking, Popping, Locking, and Freestyle movements.

Jazz:

A routine that includes jazz techniques E.g. Bob Fosse, Luigi, Matt Mottox, Debbie Allen, Cyd Charisse, Jack Cole, Gus Giordano.

Lyrical:

A routine that uses the same technical foundations as jazz, with a contrasting quality of movement, dynamic changes, and fluid style. Judges will be looking for narrative and expressive storytelling.





GENRES EXPLAINED!

Any routine entered into the incorrect dance style category will be automatically moved to the correct style by the judges.

Musical Theatre Dance

A routine from a Musical Production (Stage & Film). A theatrical performance that tells a story. *Dance Only

Open:

Routines in this category can either be a combination of multiple genres or ones that may not fall naturally into any other dance division.

Song & Dance:

A routine that includes singing simultaneously and/or separately with a choreographed dance. Microphones will need to be requested 4 weeks before the competition.

Tap:

A routine that includes tap technique. No pre-recorded tap sounds in music.

Vocal:

Singing - No Choreography.

Genres Notes

- Routines must reflect the technique and style of their category.
- No pre-recorded tap sounds in Tap music.
- Open category is for routines that combine multiple genres or do not fit into any of our categories





ADDITIONAL INFORMATION

- Entries in the wrong section will either be moved to the correct category or receive a score reduction.
- Music must be age-appropriate and free from explicit language. No music will be permitted for bows.
- Time limits are strictly enforced.

Use of Tricks & Acrobatic Elements

- The use of acro tricks in categories other than Acro should be limited and must support the choreography rather than dominate the performance.
- In all other non-Acro / Cheer categories, the judging panel reserves the right to apply deductions where they feel an excessive number of acro tricks have been used or where tricks detract from the intended style of the routine.
- The judging panel may, at their discretion, permit additional tricks where they genuinely enhance the choreography, performance quality, or storytelling. All decisions made by the judging panel are final.

Group Entry Requirements

- Any group found to have more dancers than listed on the entry form will be disqualified immediately.

Deductions May Be Applied For:

- Excessive number of acro tricks in non-acro / cheer categories.
- Inappropriate costumes.
- Choreography unsuitable for the age group.
- Incorrect age category (studios will be notified within 30 minutes of the routine).
- Incorrect level entry (studios will be notified within 30 minutes of the routine).
- Late arrival to the stage.
- Throwing items into the audience.
- Inappropriate music or language.

