



For clubs and callers who plan invitational dances, the Toronto & District Association Executive asks that you respect the following considerations:

- Please consult the online [T&D calendar](#) *before* scheduling events. The dance community is becoming limited in size, and it is no longer viable for clubs to compete for the same pool of dancers.
- Please send an email to the [T&D webmaster](#) as soon as your dance events are set. They will be listed promptly, so that other clubs can know they are scheduled.
- When creating flyers, please avoid the use of outmoded graphics, particularly ones featuring crinolines. These hinder our marketing efforts to attract prospective new dancers. The use of the “Live Lively” symbol is encouraged. There is even a [website](#) (the logo originated in BC), which allows you to customize the logo with colours and caption. We realize many clubs have traditional logos (T&D as well) which are part of banners and club heritage. Feel free to continue to use these. Logo examples are at the bottom of this email.
- (This applies to square dance events. Round dance clubs may use their discretion.) Please price your events *per person*, rather than *per couple*. And please do everything you can to ensure singles are welcome at your events.
- For square dance events, the T&D webmaster will convert all pricing to *per person*. We also ask that flyers feature prices as *per person*.

Believe it or not, square dancing is still one of the most popular forms of dance in Ontario, when measured by adult participation. However, please realize, we must adapt to changing times and circumstances if we wish to pass the activity on to future generations of dancers.

Here are examples of graphics which are discouraged:



Here is the original “Live Lively” logo. It can be adapted and customized [here](#).

