

THE PURPOSE COMPANY

WELCOME PACKET

2026-27 Season

The Purpose Company

dancing on purpose, for a purpose, for such a time as this.

Director: Allyson Kitchner

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ABOUT US

The Purpose Company exists to glorify God through the art of dance by providing a Christ-centered environment where students grow in faith, discover their God-given purpose, and worship through movement with excellence and integrity.

We are more than a dance studio—we are a ministry. Jesus is the foundation of everything we do, and our desire is to create a Spirit-filled environment where every student is known, loved, encouraged, and disciplined.

We are committed to developing dancers in both skill and character, believing that true excellence flows from a life surrendered to Christ. As students grow in technique, they also grow in confidence, identity, and a deeper understanding of who God created them to be.

Our prayer is that what begins in the studio extends far beyond the dance floor, equipping students to become Christ-centered leaders who use their gifts to glorify God and impact the world wherever He calls them.

MEET THE OWNER



Allyson Kitchner
Owner, Director

Allyson Kitchner is the founder and director of The Purpose Company. After growing up in the competitive dance world and teaching for many years, her life was transformed when she surrendered everything to Jesus. God revealed that dance was never meant to be only about performance—it was created to be an act of worship, ministry, and purpose.

With a Bachelor's degree in Theology and Ministry, Ally is passionate about training dancers in both excellence and identity. Her heart is to see every student grow in confidence, character, and a deeper relationship with Christ while discovering the unique purpose God has for their lives.

The Purpose Company exists to be more than a dance studio—it is a Christ-centered ministry where dancers are equipped to worship, lead, and use their gifts to glorify God. Ally is grateful for the opportunity to serve each family and looks forward to seeing all God will do through this community.

WELCOME LETTER

Dear TPC Family,

Thank you for choosing The Purpose Company. Every student and family who walks through our doors is an answer to prayer, and we are so grateful that you are here.

Whether this is your first season with us or you are a returning family, we want you to know how thankful we are to be part of your dancer's journey. Thank you for trusting us, growing with us, and allowing us the opportunity to pour into your dancer.

At The Purpose Company, every dancer matters. From our youngest preschool dancer walking into their first class, to our oldest senior taking the stage for the final time, every student has a unique purpose and a place here. We believe God has placed incredible gifts, creativity, and potential inside each person, and our heart is to create an environment where every dancer feels seen, loved, encouraged, and celebrated.

At TPC, dancers will grow not only in their dance technique, but in who they are. Through dance, students will build strength, confidence, discipline, friendships, and a deeper understanding of the gifts God has given them. They will be covered in prayer, encouraged in their faith, and challenged to pursue excellence while keeping Christ at the center of everything they do.

Our prayer is that The Purpose Company would be more than just a place to take dance classes. We pray it would be a community where dancers are known, supported, and reminded that they were created on purpose, for a purpose.

We are so excited to dance with you this season and cannot wait to see all that God does in the lives of our dancers and families.

With love,

The Purpose Company

TUITION

Tuition is based on the amount of time in classes per week. Tuition is to be paid on the first of each month. All payments are currently processed through WIX recurring invoices. Payments are automatic on the same date each month. There is a one week grace period and then late fees will be charged. If payments are not caught up, your dancer's spot in classes will be on hold. Please note that tuition runs from September to June and is due regardless of a dancer's attendance.

Time / Week	Cost/ Month
30 minutes	\$50
45 minutes	\$55
1 hour	\$65
1.5 hours	\$75
2 hours	\$95
2.5 hours	\$105
3 hours	\$120
3.5 hours	\$135
4 hours	\$150
4.5 hours	\$165
Unlimited (over 4.5 hours)	\$175

Other Notes:

Solo: \$150/choreography, \$50/month

Duo: \$75/choreography, \$25/month

10% sibling discount (highest tuition is full price, every additional sibling will receive 10% off)

Other costs to expect: Christmas show t shirt, costumes, registration fee, picture day, recital costs

SCHEDULE & CLASSES

Age Breakdown:

3-5 years: Tiny

6-7 years: Mini

8-11 years: Junior

12-14 years: Teen

15-18 years: Senior

Please refer to the class guide on the following pages to help determine the best fit for your dancer!

Monday	Tuesday	Wednesday	Thursday
4:15-4:45pm : Tiny Tumble (skills only)	4:15-4:45pm Tiny Jazz & Lyrical (first year/ 3 yo)	3:15-4:00pm: Young David Boys Group	4:45-5:15pm Mini/Junior Hip Hop
4:45-5:30pm: Technique 1 5:00-5:30pm Teen/Senior Hip Hop	4:45-5:30pm Technique 2	4:00-4:45pm Tiny Ballet & Lyrical	5:15-6:00pm Tumbling 1
5:30-6:15pm: Production (mini-senior)	5:30-6:00pm: Lyrical 2	4:45-6:00pm: Mini Combo	6:00-6:45pm Tumbling 2
6:15-6:45pm: Lyrical 1 Junior-Senior Tap	6:00-6:30pm Jazz 2	6:00-6:45pm Mini Tap & Ballet	6:45-7:15pm Acro (choreography for dancers in tumbling 2)
6:45-7:15pm: Worship (mini-senior)	6:30-7:30pm Competition Block		
7:15-7:45pm: Senior Contemporary			

TPC CLASS GUIDE:

Class Placement & Registration

Class placement is thoughtfully determined by our teaching staff based on each dancer's current skill level, readiness, and individual growth. Class descriptions in the registration portal are designed to help families understand the type of dancer each class best serves, but final placement is at the discretion of our instructors to ensure every dancer is placed where they will be challenged, supported, and able to thrive.

For all mini through senior dancers taking jazz, lyrical, or production, enrollment in a technique class is required. We believe strong technique is the foundation of every dancer's growth and development. Technique skill determines whether a dancer is enrolled in Technique 1 or Technique 2, which also determines placement in Jazz 1 or 2 and Lyrical 1 or 2. Because every dancer develops at a different pace, placement is based on technical readiness rather than age or years of dance experience.

Registering with Studio Pro

We're excited to begin using Studio Pro as our studio management software! To register, simply create an account using the registration link on our website. Your Studio Pro portal will be your home for class registration, announcements, payments, costume information, schedules, and more. You can update your payment method at any time through the portal. An app is also available for easier access.

The registration guide below is intended to help families choose classes that best fit their dancer. If you're ever unsure where to begin, we'd be happy to help!

Tiny (Ages 3–5)

- Tuesday Tiny Jazz/Lyrical is designed for 3–4-year-olds or first-year dancers.
- All other Tiny classes are best suited for dancers with previous tiny dance experience.

Mini (Ages 6–7)

- Wednesday Mini Combo is our recommended starting class for Mini dancers. This class includes technique and a lyrical choreography class. Additional classes such as tumbling, hip hop, tap, production, and worship may be added based on your dancer's interests.

TPC CLASS GUIDE

Junior–Senior (Ages 8+)

Most junior–senior classes are grouped by age. However, technique and tumbling are placed by skill level rather than age.

- Technique determines placement in technique 1 or technique 2, as well lyrical 1 or 2. (groups will correspond, for example if your dancer is placed in technique 1 they would also be eligible for lyrical 1).
- Tumbling is placed independently based on skill level and does not need to match a dancer's technique placement.
- Hip Hop, Tap, Worship, and Production are grouped by age.

Technique 1

Technique 1 is the primary technique class for the majority of our dancers. This class focuses on building a strong technical foundation while developing strength, flexibility, and correct body alignment. Dancers will learn and refine foundational skills such as pirouettes, leaps, turns, and dance terminology while building confidence and consistency in their technique. Every dancer progresses at a different pace, and many dancers will spend multiple seasons in technique 1 as they continue strengthening and mastering these foundational skills before moving to technique 2.

Technique 2

Technique 2 is designed for dancers who have mastered foundational technique and are ready to continue advancing their training. Dancers should be able to perform foundational skills independently with consistent technique, without requiring instructional breakdown of the basics. Class time focuses on refining technique, increasing strength and flexibility, and progressing to more advanced skills.

Tumbling 1

Tumbling 1 focuses on building a strong foundation of strength, flexibility, body awareness, and technique. Dancers will work on foundational skills such as forward and backward rolls, cartwheels, bridges, front walkovers, and back walkovers while developing the control and confidence needed for more advanced tumbling.

Tumbling 2

Tumbling 2 is designed for dancers who have mastered the foundational skills taught in Tumbling 1 and are ready to progress to more advanced tumbling. such as aerials . Dancers should be be able to consistently perform front and back walkovers independently with correct technique before entering this class.

COMPETITION TEAM

Our Heart & Purpose

Competition Team is an additional opportunity for dancers to grow in technique, artistry, discipline, and performance experience. While competition is part of this team, it is not the foundation of who we are.

At The Purpose Company, we believe dance is a gift from God and that excellence is an act of worship. Our goal is not only to train strong dancers, but to develop individuals who lead with humility, character, kindness, and purpose.

Competition Team is one avenue for dancers to be challenged and grow, but it does not define a dancer's value, success, or identity.

Commitment & Expectations

Being part of Competition Team requires commitment from both dancers and families. Dancers are expected to prioritize rehearsals, communicate conflicts, come prepared, work hard, receive correction with maturity, and contribute to a positive team environment.

Because choreography is created as a group, attendance matters. Each dancer plays an important role, and absences impact the entire team.

As representatives of The Purpose Company, dancers are encouraged to be a light wherever they go. Our dance is an act of worship and competition is an open door to share our worship in a secular atmosphere.

Training & Participation

The competition team is currently for dancers ages 8+ that are placed in technique 2, have at least 2 years of prior dance experience, and demonstrate emotional, spiritual, and technical readiness.

Competition Team is an additional commitment and does not replace regular studio training. All Competition Team dancers must remain enrolled in Technique 2 and at least one additional group dance class. Participation in our annual production is highly encouraged.

For our first season, we will have one combined Competition Team group as we build the foundation of this program and learn what best serves our dancers. Dancers may also compete a solo and or duet if desired.

COMPETITION TEAM:

This season, Competition Team will participate in one spring competition. The competition weekend will be communicated as soon as details are available. Please note that competitions typically release detailed schedules only 10–14 days before the event, and we will share information with families as soon as we receive it.

Competition Team dancers will participate in the annual recital but will not participate in the Christmas Show.

Summer Training Requirement

To continue on Competition Team for the following season, dancers will be required to participate in four weeks of summer camp. Summer training helps dancers maintain technique, build strength, and continue preparing as a team.

Financial Commitment

Competition Team requires an additional financial commitment beyond regular dance classes. Families are responsible for competition fees, costume fees, summer training, and any additional expenses communicated throughout the season.

Because competition costumes must be ordered early, costume fees for the competition group will be due in October to allow time for ordering, alterations, and preparation. We will communicate costs clearly so families can make informed decisions and plan accordingly.

Mindset & Growth

Competition is an exciting opportunity, but our goal is always growth over perfection. Dancers will be challenged to work hard while remembering that their identity is not found in scores, awards, placement, or comparison.

We value effort, character, teamwork, and a heart willing to grow.

Removal & Reconsideration

Competition Team is a commitment and a privilege. If concerns arise regarding attendance, attitude, commitment, maturity, or the ability to uphold team expectations, the teaching staff may have a conversation with the dancer and family.

Depending on the situation, a dancer may be asked to make specific changes, placed on a probationary period, or removed from the team. These decisions will be made carefully, prayerfully, and with the goal of supporting the dancer's growth.

Competition Team placement is reconsidered each season and is not automatically guaranteed. Continued placement will be based on skill development, commitment, maturity, and the needs of the team.

COMPETITION TEAM

Family Partnership

A strong team is built through partnership between dancers, families, and teachers. We are grateful for families who communicate, support their dancers, and help create a team culture that reflects the heart of The Purpose Company.

Our prayer is that Competition Team would be a place where dancers grow not only in their ability, but in confidence, character, and purpose.

If you are interested in competition, please reach out to Ally by emailing thepurposecompanyofficial@gmail.com

POLICIES:

**** Please review policies carefully and sign the bottom of the second page to return to Ally before dancer begins classes****

Payment & Refund Policy:

Online Payments: The Purpose Company only accepts online payment through our Studio Pro portal. Cash, check, and venmo are not accepted. Tuition is posted on the 1st of every month and due on the 7th. We kindly encourage all families to set up auto pay for seamless payments. Auto pay will be processed on the 7th of each month. To update your payment method or view payments, please log into your portal account. Please note that late fees will automatically be applied to late payments..

Refund Policy: All payments are non-refundable. Once a payment has been processed, it cannot be refunded for any reason, including sickness, absence, or any other circumstance. Tuition is standard and set each month. It is not dependent on breaks, closures, or attendance. Tuition is processed from September to June.

Withdrawal Policy: Withdrawals require written notice (email) , and tuition for the current month will still be charged regardless of the withdrawal date. You are responsible for any costumes or t shirts ordered for the dancer before their withdrawal.

Attendance Policy:

Class attendance: Consistent attendance is crucial for both the development of the individual dancer and their team. We encourage all students to consistently attend their classes to gain the full benefit of their training.

Absence/ Attendance: If your child is unable to attend a class for any reason, we kindly ask that the parent/guardian notifies the studio via email or text message. This helps teachers prepare and adjust classes accordingly. MissWhen a dancer misses multiple classes, it can cause both the individual and the team to fall behind, negatively impacting preparation of performances. We ask that your dancer does not miss more than two sessions of the same class each month. Parents will be notified if their child reaches the absence limit, and options moving forward will be discussed. In some cases, a child may be asked to step down from a class until after the show.

Class Cancellation/Studio Closures: In the event of an unexpected class cancellation or studio closure, parents/guardians will be notified via email. Reasons for closure may include teacher sickness, weather, etc. Cancellation/closure is factored into the tuition cost already. Make-up classes are not promised, but may be offered depending on availability.

Injury Liability:

Participation in dance classes involves inherent risks, such as injury. Upon a child being injured, the teacher will reach out to the parent immediately. Teachers are able to provide basic first aid, and will contact emergency services if needed. Participants (and their guardians, if applicable) agree to release the studio, its owners, instructors, and staff from any liability for injuries, damages, or losses sustained during participation in classes or related activities, whether caused by negligence or otherwise. Participants agree to indemnify and hold harmless the studio from any claims, damages, or expenses arising from injuries sustained during classes or activities. This includes any legal fees or costs incurred by the studio in defending against such claims.

Photo & Media Release

Throughout the season, dancers may be photographed or recorded during classes, events, performances, picture days, or other studio activities. These photos and videos may be used for promotional materials, social media, or studio displays that help share the mission, community, and joy of The Purpose Company. We recognize and respect that families have different preferences and convictions regarding photos and social media. Families may choose to opt out of the photo and media release through the registration portal. If you opt out, The Purpose Company will make every effort to avoid including your dancer in content shared by the studio and may use tools such as face blurring when necessary to help protect their privacy.

Group Photos & Special Events

Participation in group photos, class photos, picture days, and other event photography is always at the discretion of the parent or guardian. Teachers will not ask dancers to step out of photos or separate them from their group during these moments.

If your dancer is included in a group photo and your family has opted out of the photo and media release, The Purpose Company will make every effort to protect your dancer's identity if the image is shared by the studio. However, while we carefully manage the content we share, we cannot control photos or videos taken and shared by other individuals, including families, audience members, or outside photographers. We cannot guarantee that others will follow the same privacy practices.

The Purpose Company maintains a modest and intentional social media presence, with the safety, dignity, and well-being of our dancers at the center of all we do. Our goal is always to honor our dancers, celebrate their growth, and share their accomplishments in a way that reflects the heart and mission of our studio. By enrolling, you acknowledge this policy. If you do not wish for your dancer to be included in photos or videos shared by The Purpose Company, please select the opt-out option within your registration portal.

IMPORTANT DATES:

Please note that all dates are tentative and
subject to change.

First day of dance: September 21st

Last day of dance: June 10th

October 12th: No Dance– Columbus Day

November 23–26nd– : Thanksgiving Break

December 12th: Christmas Showcase

December 21st–January 7th: Christmas/Winter Break

February 15th– No dance– President's Day

March 29– April 1st: No Dance– Easter/Spring Break

May 12th and 13th– Picture Day

May 31st No dance– Memorial Day

June 11th: Recital

June 14^h: Banquet

Snow Days/Studio Closures: All parents will be notified via email/portal if the studio is closed for a snow day, sickness, or another emergent reason.

CODE OF CONDUCT:

At The Purpose Company, we are more than a dance studio — we are a Christ-centered community committed to excellence, character, and worship through movement. This Code of Conduct helps us create a safe, respectful, and joyful space for every dancer and family. By joining our studio, you agree to uphold the following standards.

1. Respect & Character

We expect all dancers and families to:

- Treat teachers, classmates, and staff with kindness and honor
- Speak respectfully at all times — no teasing, gossip, or foul language
- Respect the space God has blessed us with by picking up after yourself.
- Obey class rules and follow instructions the first time
- Avoid physical disruptions (pushing, roughhousing, or inappropriate contact)
- Handle disagreements with humility and grace

2. Dress Code

While we encourage dancers to dress in a way that expresses themselves, we do require all dancers to adhere to the following guidelines:

- Modest, well-fitting dancewear (no crop tops, low-cut or overly short attire)
- Hair pulled back away completely (can be a safety hazard if not)
- No large jewelry or accessories (can be safety hazard)
- Proper footwear is required (turning shoes, ballet shoes, tap shoes, sneakers)
- Students may be asked to sit out if not dressed according to policy.

3. Parent Partnership

Parents play a vital role in the culture of our studio. We ask parents to:

- Communicate with staff in a respectful and constructive manner
- Support your dancer with encouragement and grace
- Avoid gossip or complaints in the lobby
- Bring up concerns directly and privately with the director or instructor
- Lead the way with love, honor, and respect.

4. Faith & Culture

Our studio atmosphere is rooted in Christian values:

- We may open/close classes in prayer or share scripture-based encouragement
- Worship-based music, themes, and choreography will be used

All students are welcome, regardless of background, and are expected to participate respectfully.

5. Behavior Violation & Consequence Policy

We believe discipline is most effective when it's done with both love and clarity. When studio expectations are not followed, we will address behavior using the following steps:

1. Verbal Reminder – A gentle, private correction from the teacher.
2. Reflection Time – Student may briefly sit out; parents may be notified. If the child repeatedly chooses not to adhere to studio values, they may be asked to sit for the remainder of class (unless a change in behavior is made).
3. Parent Communication – A conversation with the studio director and family will be arranged.
4. Disciplinary Action – For repeated or serious issues (bullying, defiance, unsafe conduct):
 - Probation
 - Temporary suspension
 - Permanent dismissal without refund

We reserve the right to immediately remove any student or family from the studio if behavior compromises safety, studio values, or community well-being.

6. A Note on Restoration

While we hold firm standards, our heart is always toward restoration. We believe in second chances, humility, and growth. Our desire is to partner with families to nurture not just great dancers — but godly character.

Please note that we take the culture of The Purpose Company seriously. All teachers are committed to creating a physically, emotionally, and spiritually safe environment for the parents and dancers.

STAY CONNECTED:

The main stream of communication for families will be our portal and email. Please note that emails sometimes go to spam. We recommend checking frequently and favoriting emails from TPC.

Updates will also be posted to our social medias! Please follow, like, and share

Instagram: @thepurposecompanyofficial

Facebook: The Purpose Company

Please consider leaving us a review on facebook or google!