



OVERVIEW

Here's how we've made hosting events even easier:

- Manage your event from start to finish on Zumba.com.
- Creating an online application allows you to apply and get approved for your event digitally.
- Once your application is approved, your event gets listed on Zumba.com, increasing your event's visibility.
- Attendees can now easily find, register and pay through the platform.
- Share your event on social media with one click.

PREPARE

DATE AND LOCATION: Select the date and location for your Zumba® event at least 3-4 weeks in advance so you have plenty of time to prepare and advertise. Make sure the location has adequate parking, ample space and a high-quality sound system.

THEME: Determine your event type. Depending on your event type, determine if your event will have a theme and what your theme will be. Come up with an exciting theme that will make this event stand out from your weekly Zumba® class.

CHARITY EVENTS: Define with the charity representative what percentage of the proceeds will be donated to your chosen cause. We recommend that you donate at least 75% of the proceeds and use the remaining 25% to cover the event costs.

BUILD YOUR BUDGET: Select a ticket price and make sure you have evaluated your expenses and allocated enough funding to host your event.

APPLY: Apply to host a Zumba® event so that your event can be listed on zumba.com

ORGANIZE

PAYMENTS: Determine how you will receive payments. If you choose to collect payments online using the Zumba® Events Platform, you must have a PayPal account. We will use your PayPal account to send your ticket funds directly to you. To learn more about PayPal and to set up a PayPal account, visit [Paypal.com](https://www.paypal.com). If you choose to collect payments through another ticketing website, you may link to this through your Zumba® event listing. If you choose to collect cash payments, you will do so onsite.

DISCOUNTS: Decide if you will be offering any discounts (group rates, ZIN® Member discounts, etc.).

EVENT PARTICIPANTS: If other ZIN™ Members will be participating in your event, contact them and give them a heads up before you list your event.

EVENT MANAGEMENT: Determine who will manage ticket sales, finances and paperwork. Decide who will compile the playlist and lead the class.

EVENT EXTRAS: Decide if you will have live music, a drummer, DJ or any other special guests. If you're planning to host a raffle, make sure you've determined the prizes and how participants will enter.

PROMOTE

SPREAD THE WORD: Once your event has been approved by Zumba's legal compliance team, start promoting! Create flyers and distribute them in your community.

ONLINE PRESENCE: Post the event on your personal website and social media accounts. Create a Facebook event to share with friends. Send an email to all of your contacts.

GYM ASSISTANCE: Ask your gym or studio if they'll post the event on their website, newsletter and bulletin board. Your gym may match funds, provide prizes, and waive any guest fees for non-members during the event (this may attract new members!).

COMMUNITY INVOLVEMENT: Invite other fitness instructors from your gym or studio to get involved in your event—bonus, it allows them to promote their classes as well! Invite other ZIN™ Members through the Forum. By making a group effort (at least 2-3 instructors) it will be a lot easier (and likely more successful).

HOST

SET UP EARLY: Make sure the sound equipment, tickets and all onsite logistics are ready before your first guest arrives.

PROPS AND PRIZES: Consider having props (balloons, banners, etc.) to make it extra special and add to the theme. A little décor goes a long way! Consider holding a raffle or giving away prizes to attendees.

TICKET COLLECTION: If you sold tickets through the Zumba® Events Platform, consider bringing the list of attendees provided to you under MY EVENTS so you can check off guests as they arrive. If you would like to use a scanner to check in attendees, we recommend the following scanner: <http://www.interspan.ca/>

FOLLOW-UP

SEND A THANK YOU NOTE: Thank your event attendees for their participation and let them know about your upcoming events and classes, and how they can stay in touch with you.

BUDGET REVIEW: Go over your initial event budget and see how the event performed against the budget. Ensure all expenses have been paid out and all ticket sales have been collected. After your Zumbathon® event, calculate the total donations received and give the designated percentage to the selected charity.

DONATIONS: Calculate the total donations received and give the designated percentage to the selected charity. For Party In Pink™ Zumbathon® charity events, it's mandatory that you submit all required forms and donations within two (2) weeks of your event.

Still have questions? Check out our [Event FAQs](#).