71Dance Camp

Program Introduction

Program Brochure

GLOBAL K-POP DANCE CAMP

71ENT / AGENCY

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71DANCE CAMP

An Integrated K-Dance Platform Connecting Top K-POP Choreographers with Dancers Worldwide



Built on 71Agency's unrivaled performance production and casting infrastructure, we give global dancers top-tier K-POP education and stage performance experience, leading the global K-Dance ecosystem.

Global K-Dance business capability proven by real-world experience



8+ Years

8+ years of Experience in K-POP Project Planning and Operations

140+ Workshop

140+ Global Dance Workshops Held

10% Growth

10%+ Average Annual Participant Growth

10000+ Reached

Reached 10,000+ Global Dancers Worldwide

PURPOSE

71 Dance Camp builds a one-of-a-kind K-Dance infrastructure linking professional education with global stages, and invests for sustainable global business growth.





GLOBAL INFRASTRUCTURE

Building a unique global network of dance camps connecting major cities worldwide

ARTIST & BRAND SYNERGY

Creating strategic partnerships between K-POP choreographer IP and global brands

CAREER ECOSYSTEM

Establishing an organic revenue and growth model linking education, audition and stage debut

71Dance Camp

Global dance education · artist · brand connection platform

Connecting artists, content and partnerships based on education experience

01 **B2C Education Business**

Global dance community · Camp registration fees · Premium classes

EDUCATION

02 **B2B Partnership**

Global brand sponsorship · Influencer joint campaigns · B2B alliance network

PARTNERSHIP

03 **Content Business**

Global dance performance · Branded content · Short-form viral production

CONTENT

04 **Artist Business**

Instructor booking · Workshop tours · Casting · Collaboration opportunities

ARTIST

SUSTAINABLE REVENUE

Sustainable Revenue Diversification

Participation & education revenue + Global brand sponsorship

Revenue form ciral content and intellectual property + Artist-linked business expansion

Elite Training Led by Top K-POP choreographers







CAMP PROGRAM

01 K-POP Dance Class

02 Choreography

03 Basic / Foundation

04 Performance Training

05 Audition

06 Special Class

07 Q&A / Artist Talk

08 Networking

09 Certificate

Global Workshops
Your gateway to meet local dancers

71Dance Camp Global Workshops are classes taught overseas by activing K-POP choreographers. we have held 100+ workshops across 16 countries/regions so far, they serve as the entry point that discovers local dancers and connects them to our camps and auditions.

140+ global dance workshops

16 countries / regions

PROCESS

01 Local recruitment · Discovery

02 Active choreographer class

03 Camp · Audition connetion

PAST WORKSHOP



K-POP Festival
NY



K-POP Academy
Berkeley & SF



Dance Workshop
France



Dance Workshop
Sydney

Avg. participants per workshop · Avg. fee

80 people (avg. per session) | KRW 70,000 (avg. fee per person)

Visual polish led by the trend, produced by professional production team







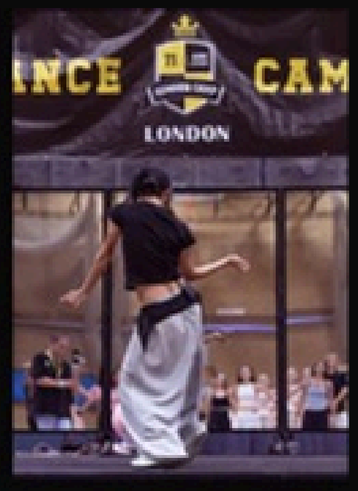
- ✓ Professional On-Site Photography and Videography Capturing Every Moment
- ✓ Exclusive Professional Photos and Videos for Participants
- ✓ Official global Mega-performance music video production
- ✓ Channel broadcasting & linkage to personal career portfolios

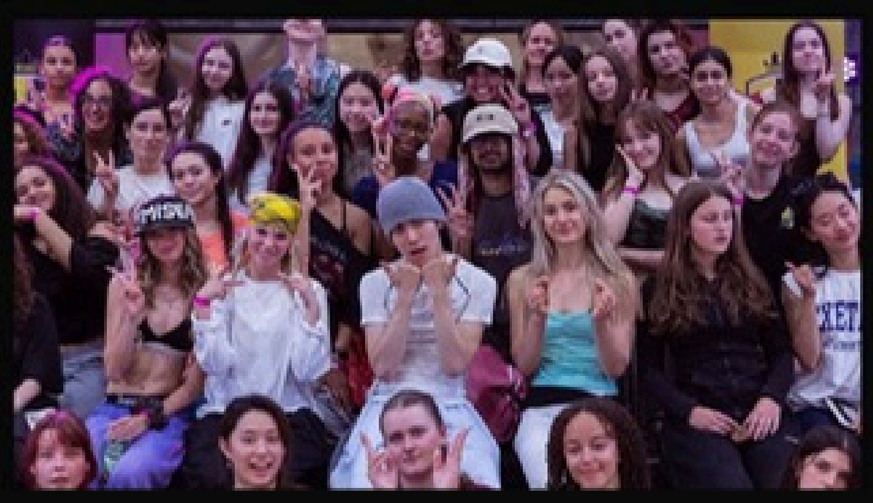
Highlights from Our 2026 Camps Around the World

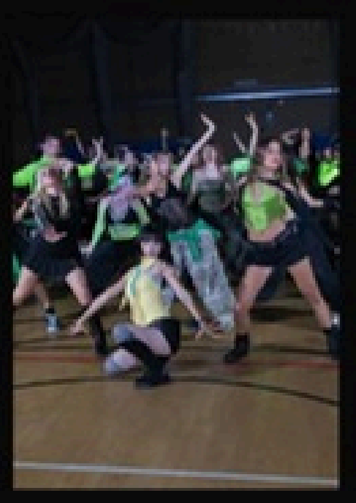


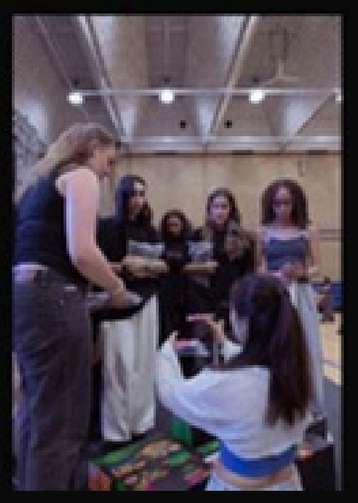








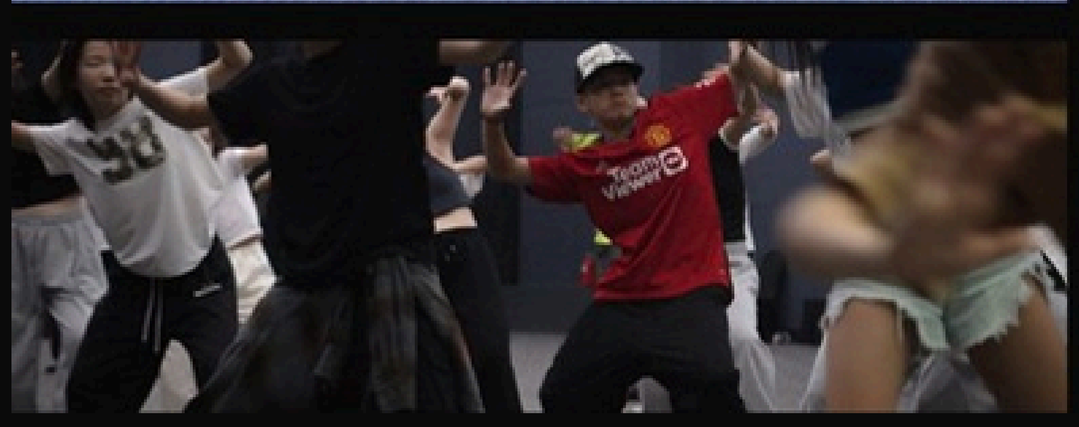




2026 71DANCE CAMP IN LONDON









2026 71DANCE SUMMER CAMP IN SEOUL

The hottest moments we made with global dancers









VIDEO

Camp highlight video
Scan the QR to watch now

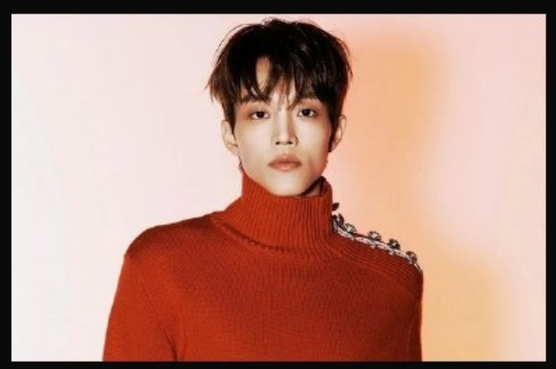
OFFICIAL INSTAGRAM

@71.ent
@71_agency

See more reviews and on-site videos on the official Instagram

INSTRUCTOR

LINE UP



BABYJOO
CHOREOGRAPHER / DANCER

Mnet Street World Fighter DW appearance
Works: ALLDAY PROJECT - <Famous>
SOMI - <Fast Forward>
26 Waacking battle wins in total



BADA LEE
CHOREOGRAPHER / DANCER

Mnet Street World Fighter DW appearance
Mnet Street Woman Fighter 2 winner (BEBE)
Works: ZICO - <SAEBING>
Jennie - <like JENNIE>
SuperM - <Tiger Inside>



KASPER
CHOREOGRAPHER / DANCER

Mnet Street World Fighter DW appearance
Works: TAEMIN - <Guilty>
SHINee - <Don't Call Me>, <Hard>



Back Kooyoung
CHOREOGRAPHER / DANCER

Mnet Street World Fighter DW winner
Mnet Street Man Fighter appearance (1MILLION)
Works: EXO - <Love Shot>, <Ko Ko Bop>
The Boyz - <The Stealer>



Kwon Twins
CHOREOGRAPHER / DANCER

Mnet Street Man Fighter appearance (YGX)
Works: G-DRAGON - <Biiig>, <POWER>
Main dancers for BIGBANG, 2NE1, BLACKPINK



VATA
CHOREOGRAPHER / DANCER

Mnet Street Man Fighter winner (WE DEM BOYZ)
Works: ZICO - <SAEBING>
Jennie - <like JENNIE>
SuperM - <Tiger Inside>



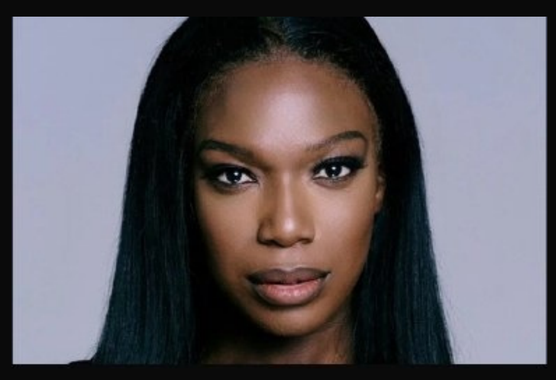
Choi Young Jun
CHOREOGRAPHER / DANCER

Mnet Street Man Fighter appearance (1MILLION)
Works: SEVENTEEN - <Super>, <Pretty U>
TWS - <plot twist>
BTS - <I NEED U>



RENAN
CHOREOGRAPHER / DANCER

Mnet Street World Fighter DW appearance
Works: aespa - <Armageddon>, <Whiplash>
ILLIT - <Magnetic>



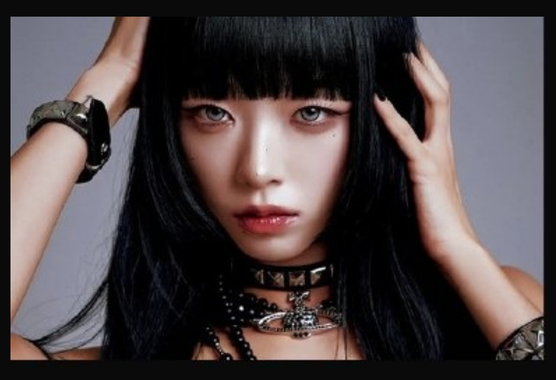
KANY
CHOREOGRAPHER / DANCER

Choreography director, 2026 World Cup <Shakira - Dai Dai>
Works: Beyoncé - <Renaissance World Tour>
VIVIZ - <MANIAC>



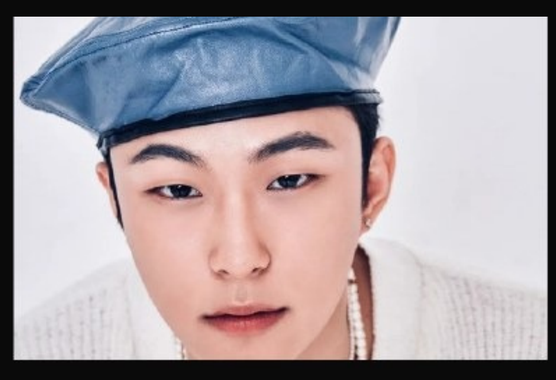
J HO
CHOREOGRAPHER / DANCER

Mnet Street Man Fighter winner (Just Jerk)
Works: VERIVERY - <Tag Tag Tag>
Lee Gikwang - <Don't Close Your Eyes>
Body Rock 2016 winner



REDY
CHOREOGRAPHER / DANCER

Mnet Street Woman Fighter 2 appearance (1MILLION)
Works: aespa - <KISS N TELL>
KiiiKiii - <404 (New Era)>
YENA - <NEMONEMO>, <STAR>



BLACK Q
CHOREOGRAPHER / DANCER

Mnet Street Man Fighter appearance (Eottae)
Works: NewJeans - <ETA>, <Hype Boy>, <Ditto>
MEOVV - <Burning UP>



Hyojin Choi
CHOREOGRAPHER / DANCER

Mnet Street Woman Fighter appearance (WANT)
Mnet World of Street Woman Fighter appearance (BUMSUP)
Works: Uhm Jung-hwa - <Dreamer>
Hyolyn - <Blue Moon>



Mina Myoung
CHOREOGRAPHER / DANCER

Mnet Street Woman Fighter 2 appearance (DEEP N DAP)
Works: aespa - <Armageddon>, <Whiplash>
ILLIT - <Magnetic>



Honey J
Girls Hiphop / DANCER

Mnet Street Woman Fighter winner (HOLYBANG)
Mnet World of Street Woman Fighter appearance (BUMSUP)
Works: Jay Park - <MOMMAE>



AMY
CHOREOGRAPHER / DANCER

Mnet Street Woman Fighter 2 appearance (1MILLION)
Works: aespa - <KISS N TELL>
KiiiKiii - <404 (New Era)>
YENA - <NEMONEMO>, <STAR>

ARTIST COLLABORATIONS



ATEEZ



G.Dragon



TAEYANG



J.Y.P



Girls' Generation



RAIN



PSY



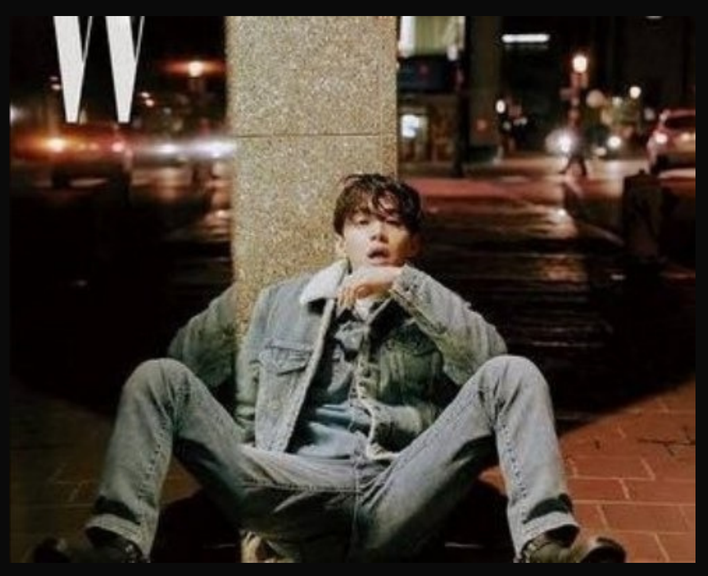
Wonder Girls



BOA



S.E.S

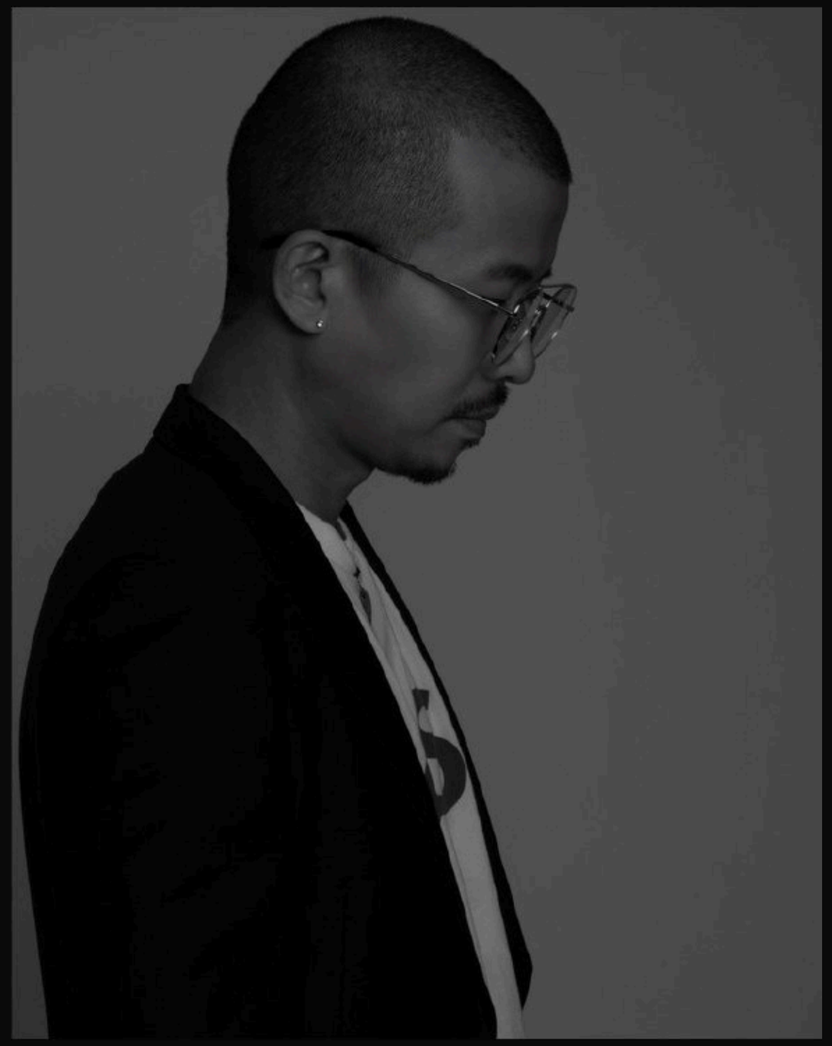


Henry



g.o.d

A strong industry network built on 30 years of experience



REPRESENTATIVE

Choi Gi-seok

CEO, 71 ENTERTAINMENT / 71 AGENCY

30 yrs active · Dancer · Choreographer · Composer

Staff members	Cumulative projects
300+	500+

MESSAGE

Led directly by a director with 30 years of experience who has worked with K-POP legend artists such as SM, JYP and PSY. Backed by Korea's largest pool of professionals and a one-of-a-kind agency infrastructure, we connect every expert in the K-industry — dancers, choreographers, producers — with global stages as one.

AREAS OF COLLABORATION

Dancer · Choreographer · Director · Producer · Trainer · Concert director

KEY PARTNERS

SM · JYP · YG · HYBE · STARSHIP · PLEDIS · KQ · The BLACK LABEL

HISTORY

2019

First camp operated

- Launch of Global 71Dance Camp
- Built professional choreographer infrastructure
- Started choreography production & casting

2021

Global camp launch

- Linked agencies' private audition programs
- Built high-quality performance video production system

2023

Global network expansion

- Expanded overseas participants & global studio collaborations
- Achieved cumulative participant & brand partnership results
- Advanced career-linked dancer auditions

2026

Leap to a K-Dance platform

- Additional 2026 Dance Camp in Seoul
- Expanded global brand & artist collaborations
- Established integrated education–audition–stage debut system

GLOBAL EXPERIENCE

2022

- 2022.04 **Seoul**
- 2022.05 **NY**
- 2022.05 **LA**
- 2022.09 **London**
- 2022.09 **Melbourne**
- 2022.10 **Sydney**

2023

- 2023.08 **Seoul**
- 2023.10 **Sydney**

2024

- 2024.05 **Myanmar**
- 2024.07 **Thailand**
- 2024.12 **Seoul**

2025

- 2025.02 **Vancouver**
- 2025.02 **Toronto**
- 2025.04 **Melbourne**
- 2025.05 **London**
- 2025.06 **Indonesia**
- 2025.09 **Hong Kong**

2026

- 2026.08 **Seoul**
- 2026.08 **London**
- 2026.08 **Myanmar**

Total 19 events · 13 cities / countries

* Based on the last 4 years (2022–2026)

Patnering with Global Brands That SHape Tredns

24+

Sponsor-partner brands in the last ~2 years

147+

Collaborating brands

COLLABORATION CASES



Life4Cuts



Red Bull



Royal D

COLLABORATION FIELDS · 7 CATEGORIES

- Fashion · Apparel
- Hats · Accessories
- Cosmetics · Beauty
- Food
- Beverages · Energy drinks
- Photo booth · Lifestyle
- Travel · Tech

Beyond simple sponsorship, we build multidimensional collaborations that deliver your brand's message to global dancers and fans in the most trendy way.

Proven marketing results :
Our track record

1500+

Contents

147+

Collaborating brands

30M

Cumulative views

CASE

A single exposure on an affiliated dancer's SNS content sold out the entire first batch of sponsored clothing and caused a surge of traffic to the brand's official store





FEATURED CONTENTS

BRAND COLLABORATION | ARTIST DIRECTION | GLOBAL WORKSHOP

※ Cumulative views are based on collaborative works.

PARTNERS

Projects we have created

Collaborating with diverse partners across sports, entertainment, brands and the globe to create even greater value.

MEDIA Broadcast · New media · Content platforms

Mnet SBS MBC KBS MMA

ENTERTAINMENT Artists · Dance crews · Entertainment

YG THE BLACK LABEL PLEDIS JYP SOURCE MUSIC

EDAM HYBE KOZ ENTERTAINMENT STARSHIP IST

SM ENTERTAINMENT FNC WAKEONE CUBE KQ

BRAND & MARKETING Global brands · Content · Marketing

LG U+ Samsung Hyundai Red Bull Sudden Attack SONY

The North Face Coca-Cola Panasonic Crocs Asics CJ

GLOBAL Korea · USA · Europe · Asia · Oceania

Korea USA Europe Asia Oceania

FROM LOCAL PROJECTS TO GLOBAL COLLABORATIONS

Global exposure & marketing reach: the world is watching K-DANCE

AVERAGE · MEAN

1–3M+
Camp poster avg. views

10M+
Photo + video combined avg. views

~5M+
Official-account aggregated content avg. views

Thanks to voluntary sharing and re-uploading by participants and K-POP fans, actual exposure exceeds official tallies, giving sponsor brands' apparel and goods an ideal marketing effect as they naturally leave an impression on fans worldwide.

ACTUAL · RESULTS (OFFICIAL TALLY)

Official account followers
41K

Actual content views
100K

Main exposure country
UK

~30M+
Cumulative views to date

*Based on works 71 participated in





※ Views are projections and are distinguished from actual results.

71DANCE CAMP in Winter

SEOUL 2026



A global dance camp led by active K-POP chreographers and dancers

A premium global dance camp held in Seoul, offerinf a four-night, five-day experience designed to help dancers grow through intensive training with leading K-POP choreographers and a professional performance alongside dancers from around the world.

DATE

12.26 – 12.30

Saturday – Wednesday, 2026

DURATION

4 nights 5 days

Ilsan · South Korea

GLOBAL CAMP COUNTRIES

South Korea | USA | Finland | Poland | UK | Australia | Japan | Spain | Mexico | Brazil | Taiwan | Canada | Indonesia | Thailand

2026 Winter Dance Camp
Schedule & Packages

12.26 (Sat) – 12.30 (Wed) · 4 nights 5 days

Seoul YMCA Goyang International Youth Culture Center – Youth Center

97 Aenigol-gil, Ilsandong-gu, Goyang-si, Gyeonggi-do (Pungdong 1339)

5-DAY FLOW

D1
Arrival · Orientation

D2
K-POP training · Networking

D3
Master class · Artist talk

D4
Audition · Performance shoot

D5
Final class · Closing ceremony

PACKAGES

PACKAGE A

KRW 1,400,000

ALL INCLUSIVE
10 classes
4 nights 5 days lodging
Airport transfer included

PACKAGE B

KRW 250,000

ONE-DAY
4 classes
Lodging & airport not included

PACKAGE C

KRW 70,000

SINGLE CLASS
1 class
Lodging & airport not included

Residence 4-person room · 10 meals (buffet) · 10 classes · Audition

Exclusive T-shirt · Official certificate · Real-time KO/EN/ZH/JA interpretation · Airport shuttle

Global reach through offical channels and participant’ social media

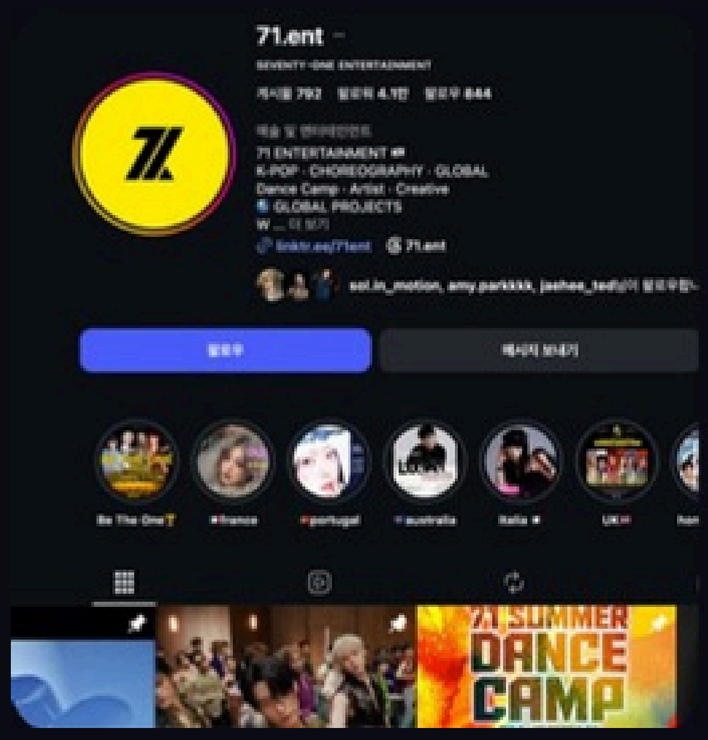
01 **Professional filming**
A professional video director shoots camp photos and videos on-site

02 **Provided to participants**
Professionally shot photos and videos provided to every participant

03 **Official SNS upload**
Instructors' and participants' dance videos uploaded to official SNS

04 **Shared by participants**
Participants share on their own SNS, spreading worldwide

05 **Branded content**
Product wearing, logo exposure, on-site experience and sponsored-product dance videos for continuous promotion







A global dance platform with both scalability and sustainability

Annual participants

500+

Re-participation rate

35%

Avg. annual participant growth

10%+

Official account followers

41K

Cumulative views of participated works

30M

Collaborating · sponsoring brands

147+ / 24+

ANNUAL PARTICIPANTS (PEOPLE)



The new global value created by 71DANCE CAMP

PARTICIPATION FEE REVENUE EXAMPLE · PACKAGE A KRW 1,400,000

30 participants	50 participants	100 participants
KRW 42M	**KRW 70M**	**KRW 140M**

※ Participant numbers are assumed for the calculation example; actual recruitment targets and costs will be reflected once confirmed.

FINANCIAL RETURN

Participation fees · Sponsorship · Content revenue growth

Expected ripple effect

STRATEGIC RETURN

Global brand exposure · Network · Content assets

Qualitative effects

Participants	World-class training completion and global connections
Partners · Investors	Trendy cultural content, brand linkage and a powerful offline immersive experience
71DANCE CAMP	Building a sustainable global dance platform and strengthening its unique brand position

Where global dancers' passion meets brand identity, creating the most powerful global impact.

Let's Connect

Investment · Partnership inquiries

E-MAIL 71dancecamp@gmail.com

PHONE 010.7266.8915

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