



UNIVERSITAT<sub>DE</sub>  
BARCELONA

Màster en Direcció d'Empreses de l'Esport  
Facultat d'Economia i Empresa

Trabajo Final de Master  
Curso 2019/20

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# Dance Sport as an Olympic Sport

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June 2020

“Per aspera ad astra”

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I would like to thank my Family for supporting me all these years during my studies in University of Barcelona. Without your help this work wouldn't come to the world.

As well with all my respect and appreciation, I'm very thankful to my dance coaches and dance partner for helping me with research.

I want to express special thanks to Pilar Aparicio, the head of the master's program and the head of my master's work Dr. Xavier M Triado Ivern for practical advice and guidance.

## **SUMMARY**

This work is dedicated to ballroom dancing and the sport of dance. From early childhood and well into my adulthood I spent many hours on the dance floor practicing, competing, training others, and achieving high marks. I worked side by side with other dancers committed to this sport with their heart and soul. Making Ballroom dancing and the sport of dance an Olympic event is not a dream of one, but of many.

In the first part of this work the reader will find ballroom dance history through the years and its progress and development in the recent years, Dance Federation structure and organization, statistics from various competitions, the number of competitions in different age group in World Championships and in High-Rank competitions, and also information on judging system and its standards.

In the second part of this work the reader will be presented with the Olympic Committee requirements for a sport to become an Olympic event and qualitative and quantitative characteristics of other sports comparing them to similar characteristics of ballroom dancing.

Finally, in the third part of this work, the reader will be introduced to the presence of sport in our society and in the world. Publicity, sponsorship, and education has been analyzed.

### **Key words:**

Dance Sport, Ballroom dancing, World Dance Sport Federation, World Dance Council, Olympics, World Games, marketing, promotion, strategy, sport economy.



## **Abbreviations and Definitions**

CHF- Swiss Francs

FIG - International Gymnastics Federation

ICAD- International Council of Amateur Dancers

ICBD- International Council of Ballroom Dancing

IDSF- International Dance Sport Federation

IIHF - International Ice Hockey Federation

IOC- International Olympic committee

ISTD- Imperial Dance Teachers' Association

ISF- International Sport Federation

ISU - International Skating Union

NOC- National Olympic Committee

TV- television

WADA- World Anti-Doping Agency

WDC- World Dance Council

WDSF- World Dance Sport Federation

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## **1. INTRODUCTION**

I have been dancing since I was five years old, this sport is my passion and desire. After being five-time champion in my home country Latvia and achieving very high results in the world level, Dance Sport has become my profession. In the last four years I've been teaching different age people to perform successfully by practicing every day in dance school. My students have achieved very high results not only in Spain, but also at the international level, getting in top 20 world best couples.

Me as a sport dancer, as a sportswoman I felt quite curious and upset that the Dance Sport is not among Olympic Sports. Me and my dance partner participated two times in World Games, the Olympiad for non-Olympic Sports. In 2009 the World Games was organized in Taiwan, Taipei, in 2013 it was organized in Colombia, Cali. Both years the organization was at the very high level, with the majestic Opening and closing ceremonies, welcome dinners and beautiful graduation ceremonies. We and our delegation felt thrilled and excited to be a part of such a big event. There was only one itchy question in my mind: "What does it need to become an Olympic sport?" This question has been bothering me for a long time after the World Games. In 2017 I have finished my professional career. I have passed all examinations to become a dance teacher and adjudicator. Since then more things became more clear: what is Dance Sport all about, what is the organization of its administrative part. I participated in many training camps as a teacher, as an organizer. Two years in a row, with my friends, we organized a Dance Competition in Latvia. It was very hard work in different aspects, but I think we succeeded. After seeing Dance Sport from the opposite side, still the old question didn't give me peace.

**The aim of this research** based on the theoretical and practical insights is to find the conditions in which Dance sport can become as Olympic Sport.

The research question: What are the conditions required for Dance sport to become an Olympic Sport.

**The main tasks are of the research are:**

- To define what is sport dancing, the history, how developed this artistic sport through the years.
- Look into the federation organization and structure.
- To analyze the dance sport from an economic point of view, what can be the potential development of the dance sport in the future.
- To evaluate how can economic development help dance sport to become the Olympic sport?

**Research methods:**

- Analysis of scientific literature: includes analysis of the main theoretical conclusions of management, education and sport scientific literature as well as analysis of the latest empirical and theoretical research.
- Qualitative methods: there was normative document analysis, high performance athlete and sport functionaries.
- Quantitative methods: include statistical data collection, statistical data grouping, graphical display and analysis methods. In data analysis was used table processor Microsoft EXCEL.

**Basis of the research:** the research basis consists of five years' world level competitions, for five years' financial reports and competition high level athletes and two sports functionaries (World Dance Sport Federation, World Dance Council).

The work is divided in three main parts, which are:

1. History of the Dance Sport
2. Could be the Dance Sport Olympic sport one day?
3. Presence of the Dance Sport in Society.

The first part is the theoretical part, in which I look into the history of Dance Sport. Where all this started and how it became what it is now. In the first part is also performed the



statistics of the Dance Sport- number of athletes, adjudicators and competitions. In the second part I discover the requirements which are necessary for a sport to become an Olympic Sport. I make a comparison with other sports. For a better understanding I look into the financial part of the Dance Sport. I find out the most powerful income sources and as well what are the things that require money the most. In the third part is shown information about Dance Sport publicity. What are the platforms, where the Dance sport is presented to the World. I also discovered two main companies which are supporting the Dance Sport financially.

Author main results of participation in this research:

As an Athlete:

- World Games Taiwan, Taipei 2013;
- World Games Colombia, Cali 2015;
- World Championship Austria, Vienna 2014;
- World Championship Professional Division Germany, Bremen 2016.

As a coach:

- World Championship Youth Slovakia, Bratislava 2017;
- World Championship Jun2 Moldova, Chisinau 2017;
- World Championship Youth Latvia, Riga 2019.

As a B class adjudicator:

- Mirada Cup 2019 Latvia, Riga;
- Latvia Open 2019 Latvia, Riga.

## **1. HISTORY OF DANCE SPORT**

Ballroom dancing is entertainment and emotions, brightness and elegant romantic expression, demonstration of mastery and vivid execution of difficult steps.

Ballroom dances refer to couples' dances performed by a man and a woman at balls, evenings, competitions, as usual, on the parquet. In dance schools, ballroom dancing is one of the emotional and romantic directions.

The word "ball" is a French word, which in turn comes from the Latin word ballare, which means "to dance". Every century, the dances that were popular were changing. The character of modern dance developed in England between the 18th and 19th centuries. Ballroom dancing was popular among rich and famous people during big celebrations and significant events.

Only at the end of the 19th century and beginning of the 20th century, ballroom dances lost their elitism and began to be performed at public assemblies and public evenings among different classes of society. Quite quickly during this period, the European ballroom program entered Latin American dance, which significantly changed the visual and rhythmic line and many new exotic special movements were added to the Ballroom program. European dances have been enriched with a special sensuality from Latin American dances.

At the beginning of the 20th century, a special dance council was established in England in cooperation with the Imperial Dance Teachers' Society. The English Dance Council standardized all known Ballroom dances in order to organize competitions.

In 1904, the world's largest ballroom dance testing class, the Imperial Dance Teachers' Association (ISTD), was established. There were prominent people who played a significant role in the development and promotion of contemporary ballroom dancing, including Josephine Bradley, the First Lady, and a world-class ballroom dance champion; GK Anderson, who founded the English style; Lady Humphries, who helped establish the Faculty of Contemporary Ballroom Dance of Imperial Society. Alex Moore, who was involved in the development of the ballroom dance technique. Contemporary ballroom

dances consist of ten dance styles and include Slow Waltz, Tango, Viennese waltz, Foxtrot and Quickstep, as well as Samba, Cha-Cha-Cha, Rumba, Paso-Double and Jive. These dances are famous all over the world, and they are performed not only in public meetings, but also in competitions. As a result, it is possible to observe the work of the best choreographers, coaches and dancers from around the world during competitions in many countries. The outfit in Ballroom dancing is a special topic to observe. In European program specialty, women dance in classic dresses. Fashion changes continuously. Around 15 years ago, voluminous dresses with tutus and ostrich feathers were fashionable. Nowadays the dressmakers found the union of lightness and panache in the costumes of the Standard program. Men traditionally dance in tournaments with tail suits. The bow ties and chest with neck are traditional details of the costume of the dancer. In tournaments, only tail suits of black or dark blue colors are allowed. The dancer's hairstyle is classic. Dancers often use shiny stones in their hairstyles. In Latin specialty, open dresses are worn for women and sets of trousers and shirts or T-shirts for men. In the decoration of suits, stones, sequins, feathers, beads, fringes, etc. are widely used. The costumes are called to emphasize the beauty of the body, the lightness and the plasticity of the movement. With the help of creams or UVA rays, the skin of dancers acquires a tanned look. The hairstyles are modelled with lacquers, gels and foams. The dancers try to look successful to the maximum in the tournaments, that helps to improve the valuation of their dance.

In 1924, the Imperial Dance Teachers' Association (ISTD) took the initiative to develop certain dance standards. The person in charge of this was appointed to the Ball Dance Committee of the ISTD. Its members were: Miss Dzhozefin Bredley, Miss Eve Taymgeyt Smith, Miss Muriel Simmons, Lisle Humphreys, Mr. Victor Sylvester. They were all great dancers at that time. All the dances that are known today were standardized, except for the Viennese waltz, because this dance was not popular in England. At that time, the English waltz was the only dancing waltz. The Viennese waltz was later added to this list as well.<sup>1</sup>

From 1925 to 1939, the Ballroom Dance World Championships took place in Paris, except in 1927, the competitions took place in Nice. But in the future, the organization was taken over by England<sup>2</sup>.

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<sup>1</sup> Entelis N., "Pushkin Ball with a description of traditions and authentic dances., St. Petersburg", 1999 year.

<sup>2</sup> [https://en.wikipedia.org/wiki/World\\_Ballroom\\_Dance\\_Champions](https://en.wikipedia.org/wiki/World_Ballroom_Dance_Champions)

In 1950, the ICBD (International Council of Ballroom Dancing) was founded, which became the first professional Ballroom Dancing organization. This was the only organization allowed to host the World Championships. All others who applied for the competition were boycotted by ICBD participants.

In 1957, a distinction was made between professional dancers and amateur dancers, which is why the International Council of Amateur Dancers (ICAD) was founded. This organization would run all competitions for amateur dancers. After, in 1990 (ICAD) was renamed IDSF (International Dance Sport Federation). While the World Dance Council (WDC) would run all professional competitions.

In 1959, for the first time, the World Cup was organized in the Latin American program, which took place in Blackpool, England. Over time, these competitions became a tradition and every year until IDSF took the decision to be separate and independent from WDC, Blackpool hosted European and Latin American championships. In 2011 the IDSF was renamed as the World Dance Sports Federation (WDSF).

These two organizations were developed within their own specialties, one tending only to professionals (WDC) and the other only to amateurs (WDSF). This was a mutually beneficial agreement.

On September 4, 1997, the WDSF was recognized by the International Olympic Committee, when it was presented as a sports discipline, accepting to test its dancers-athletes for doping. Also developing a more objective judging system and comply with numerous Olympic regulations. Due to this recognition, if the «Ballroom Dancing» is ever added to the Olympic Games, only the WDSF dancers can participate.<sup>3</sup> Because of this fact, WDC struggled a lot with this, and in 2007 it organized its own amateur league. Since the WDC had all the professionals, it could attract a lot of amateurs to its competitions, and it hoped to drive the WDSF out of business. The WDSF responded in 2010 by establishing its own professional division, and now both organizations were fighting for a share of dancers from all over the world.

**WDC** historically brings together professional dancers of the highest level.

**WDSF** was created much later to bring together amateur dancers of all ages. However, both organizations currently have professional and amateur divisions, which led to direct

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<sup>3</sup> [http://www.ballroomguide.com/resources/blog/2016\\_04\\_04\\_WDC\\_WDSF.html](http://www.ballroomguide.com/resources/blog/2016_04_04_WDC_WDSF.html)

competition and a clash between them. Both organizations can boast of coordinating world-class tournaments. It should be emphasized that within the framework of this organization there is the Pro-am movement. In the Pro-am tournaments the students (mainly elderly people) participate as a couple with their teachers. In addition, WDC promotes dance, using a commercial approach to event management for the World Champion title. Involving sponsors in these events and attracting media, all this increases the interest in this fast-growing sport.

**WDSF** puts the accent on the sports component and tries to promote Dance sport to be an Olympic discipline. For the next Olympics of 2020, it seems that a Discipline coming from the world of Dance will be accepted, but it is not yet known if it will be the Dance sport, Hip Hop or other dance discipline. In any case, if the Dance sport is chosen, the organization that will govern the regulation for the Olympics will be the WDSF. The WDSF organization works actively in the transparency of evaluation by the judges. As a result, WDSF has the appearance of the valuation system «Skating» and the new valuation system 2.1.<sup>4</sup>

In 2013, for the first time Ballroom dancing was included in World Games, which took place in Kaohsiung, China, with more than 700 athletes and 100 officials. The competition took place between different disciplines (European Program, Latin American Program, Boogie-Woogie, Segway, team competition, etc.)<sup>5</sup>

### **1.1. DANCE SPORT NOWADAYS**

In today's world, dance sport is very popular in many countries among different ages. As a social dance and as a sport dance. Dance sport is learned in special clubs, at any age. Learning objectives may include participation in competitions, body improvement, general physical development, understanding the nature of movement, acquiring new acquaintances and friends. In competitions, dance couples are divided into groups depending on their age and professional level. There are six recognized international categories: E, D, C, B, A, S. The age groups are the following: Juvenile 1, Juvenile 2, Junior 1, Junior 2, Youth and adults, Senior and Grand Senior.

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<sup>4</sup> <https://dancesportnews.info/wdc-vs-wdsf-differences/>

<sup>5</sup> [https://www.worlddancesport.org/About/DanceSport\\_Games](https://www.worlddancesport.org/About/DanceSport_Games)

Table 1. *WDSF and WDC Age Groups 2020-2021*<sup>6</sup>

Age Group	Year of the Competition 2020	Year of the Competition 2021
	Year of Birth	Year of Birth
Juvenile I	2011 or later	2012 or later
Juvenile II	2009 or 2010	2010 or 2011
Junior I	2007 or 2008	2008 or 2009
Junior II	2005 or 2006	2006 or 2007
Youth	2002 or 2003 or 2004	2003 or 2004 or 2005
Under 21	2000 -2004	2001 -2005
Adult	2001 or before	2002 or before
Senior I	One partner must have reached his or her 35th birthday or more in the calendar year (1985 or before). The other partner must have reached his or her 30th birthday in the calendar year (1990 or before)	One partner must have reached his or her 35th birthday or more in the calendar year (1986 or before). The other partner must have reached his or her 30th birthday in the calendar year (1991 or before)
Senior II	One partner must have reached his or her 45th birthday or more in the calendar year (1975 or before). The other partner must have reached his or her 40th birthday in the calendar year (1980 or before)	One partner must have reached his or her 45th birthday or more in the calendar year (1976 or before). The other partner must have reached his or her 40th birthday in the calendar year (1981 or before)
Senior III	One partner must have reached his or her 55th birthday or more in the calendar year (1965 or before). The other partner must have reached his or her 50th birthday in the calendar year (1970 or before)	One partner must have reached his or her 55th birthday or more in the calendar year (1966 or before). The other partner must have reached his or her 50th birthday in the calendar year (1971 or before)

<sup>6</sup> <file:///C:/Users/stud/Downloads/WDSF%20Age%20Groups.pdf>

Senior IV	One partner must have reached his or her 65th birthday or more in the calendar year (1955 or before). The other partner must have reached his or her 60th birthday in the calendar year (1960 or before)	One partner must have reached his or her 65th birthday or more in the calendar year (1956 or before). The other partner must have reached his or her 60th birthday in the calendar year (1961 or before)
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It is possible to start practicing sport dancing at any age and with any physical preparation, each dancer will have the opportunity of personal growth, participation in competitions of the same level and fair valuation in the tournaments.

## **1.2. STATISTIC OF DANCE SPORT**

For better understanding it is very important to face the statistics of the Dance sport industry in both federations. In the first bar graph are shown the number of couples in both federations WDSF and WDC. As we can see in this bar chart, the number of couples in WDSF is greater in groups such as Youth, Adults and Senior. WDC are more couples in Juvenile, Junior and Professionals age groups.<sup>7 8</sup>

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<sup>7</sup> <https://www.worlddancesport.org/Athlete/List/>

<sup>8</sup> <https://www.wdcdance.com/executive-board-cdeb>

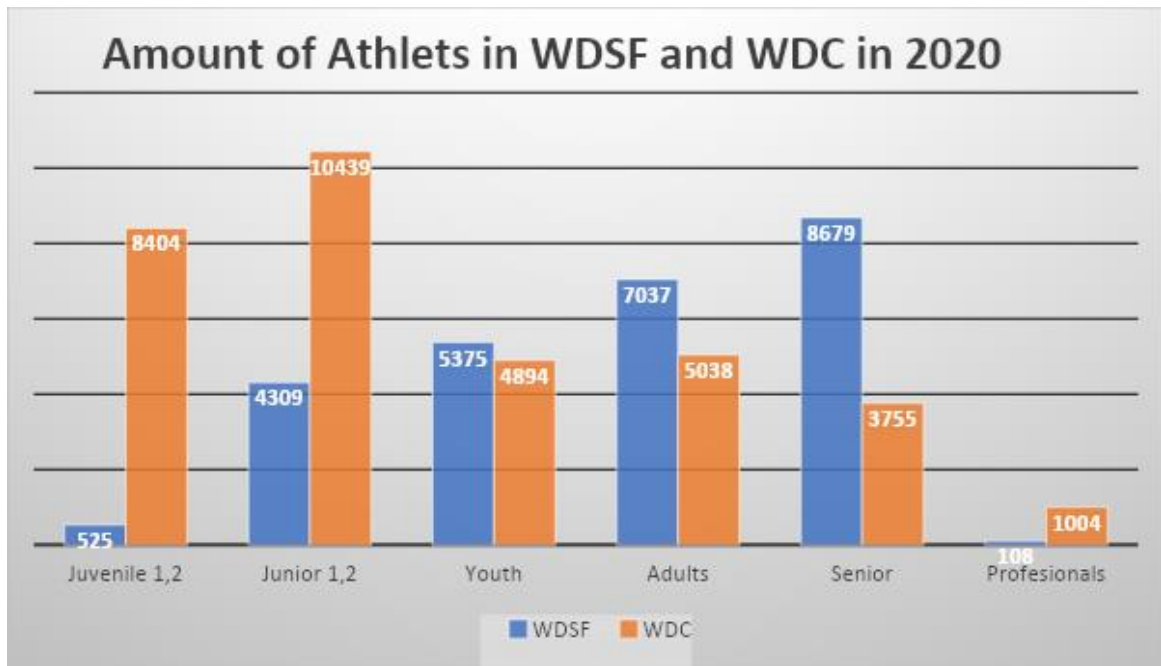


Figure 1. Amount of Athletes in WDSF and WDC 2020.

In the next bar graph are shown the numbers of adjudicators and examiners in both federations. As it is seen, the number of adjudicators in WDC is greater than in WDSF, but the number of examiners is greater in WDSF then in WDC.<sup>9 10</sup>

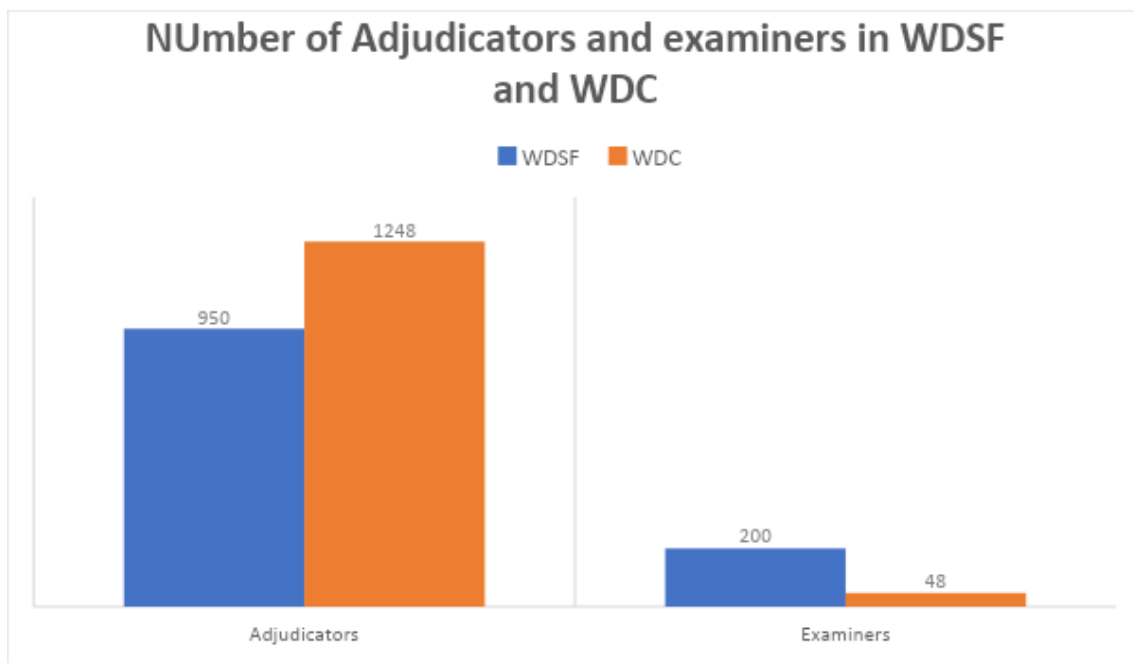


Figure 2. Number of Adjudicators and examiners in WDSF and WDC in 2020.

<sup>9</sup> <https://www.wdcdance.com/directory-of-adjudicators-and-competitors>

<sup>10</sup> <https://www.worlddancesport.org/Official/List>



### Annual number of competitions

For the disciplines Latin, Standard and Ten Dance alone, WDSF and WDC grants every year approximately 1500 competitions around the globe. Number or ranking competitions is much smaller in both federations, approximately from 105 till 200 competitions a year. The WDSF and WDC Associate Members and executive board separate World and Continental Championships, World Cups, Opens and other tournaments in the disciplines and dance styles governed by their rules and regulations. Wheelchair Dance Sport, Rock 'n' Roll and other competitions are regularly staged concurrently with those in Latin and Standard.

The bar graph below illustrates the number of competitions in the WDSF federation between the years 2015 and 2019. It can be seen that the number of competitions fell slightly from 217 in 2015 to 189 in 2018, and then the number of competitions in 2019 increased till 197.<sup>11, 12</sup>

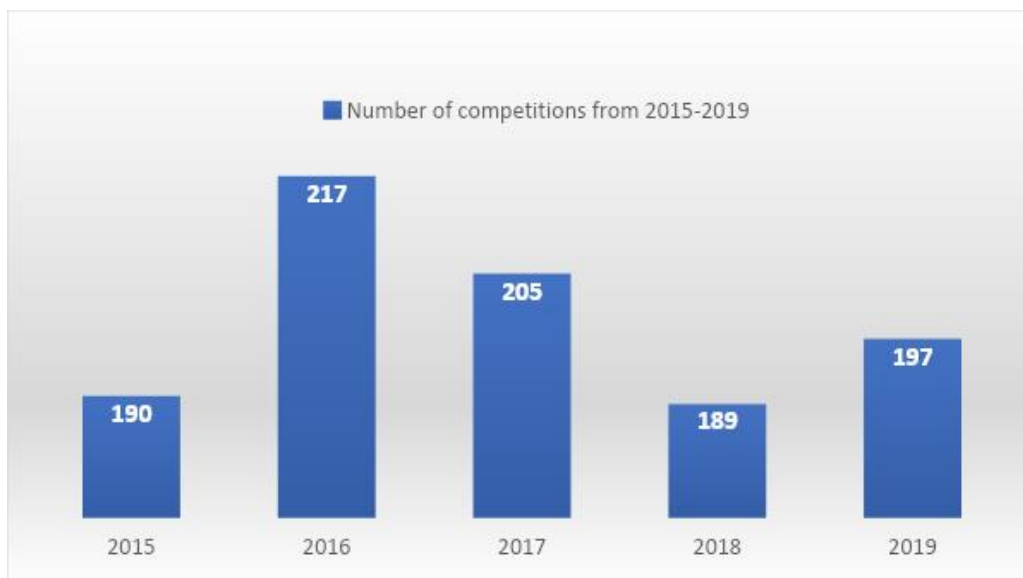


Figure 3. Number of competitions from 2015 till 2019

<sup>11</sup> <https://www.worlddancesport.org/Calendar/Competition>

<sup>12</sup> <https://www.wdcdance.com/wdc-calendar>

In the next chart bar is possible to see the statistics about the number of participants in World Championships between 2015 and 2019 in four different age groups – Junior 2, Youth, Amateur. As it is seen, there is no big difference through the years. In Dance Sport the number of participants in the World championship among presented age groups are regulated by the rules. It is said that in all age groups except senior groups and professional divisions the maximum number of couples cannot exceed two couples from one country.<sup>13</sup>

The number of the couples in such a big event is restricted by the rules and with the number of the countries.

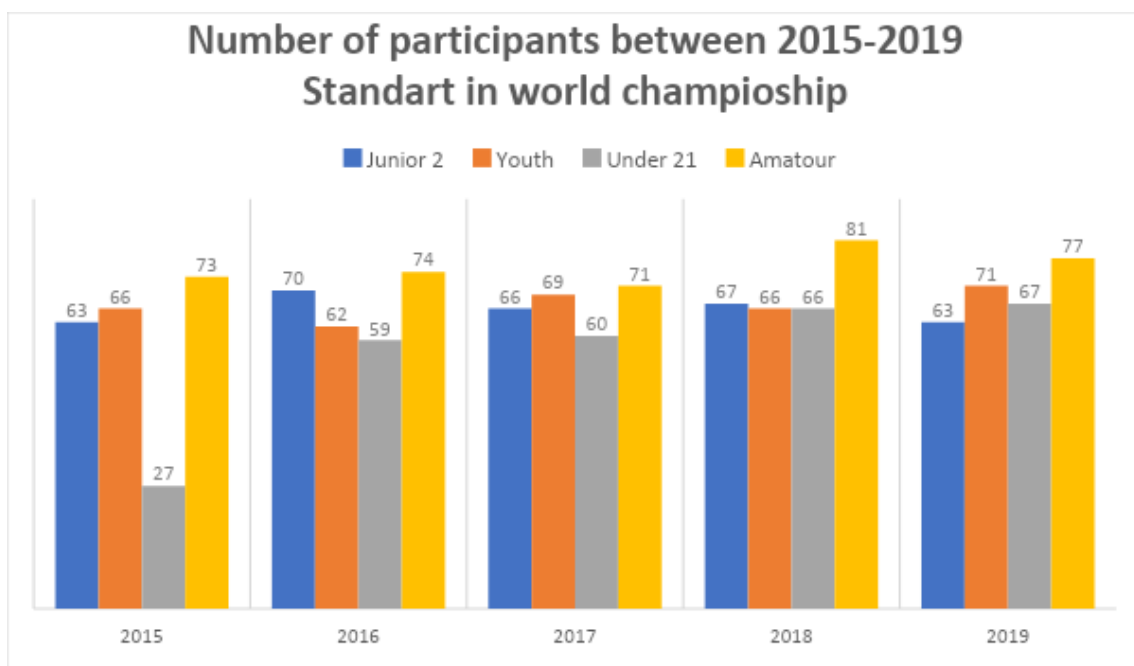


Figure 4. Number of Participants between 2015-2019 in World Championship Standard discipline.

<sup>13</sup> <https://www.worlddancesport.org/Calendar/Competition#format=Calendar&TypeFilter=171=2015>

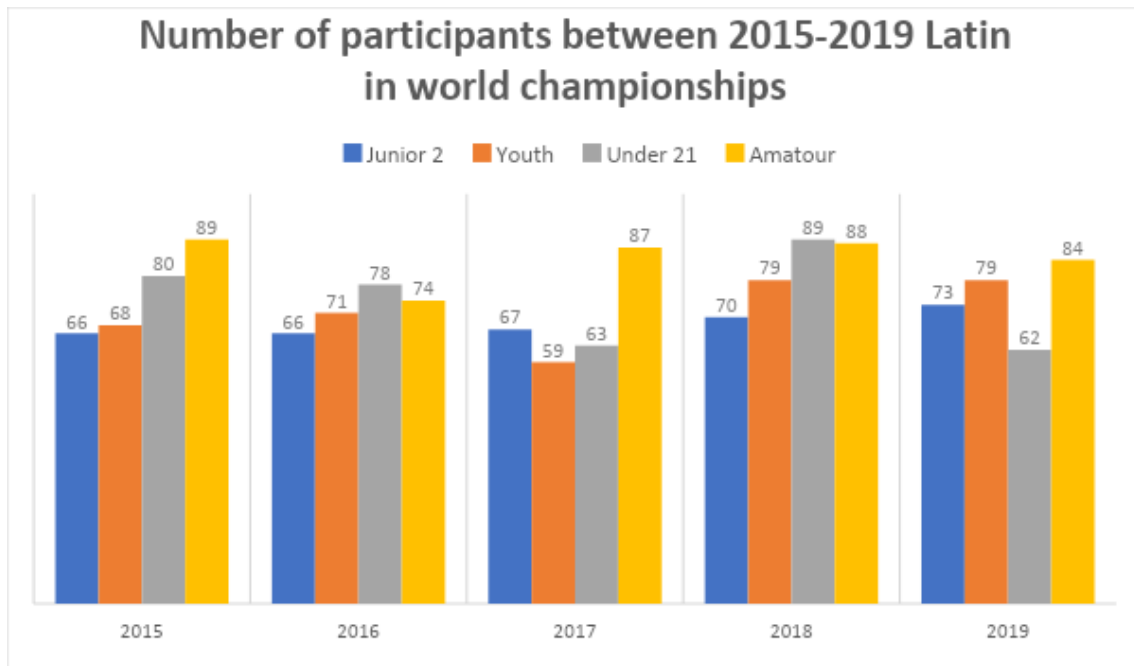


Figure 5. Number of Participants between 2015-2019 in World Championship Latin discipline.

In the next bar chart are presented a number of participants in senior groups between 2015 and 2019. As we can see in this age group there are much more participants than in younger groups. The number of dancing couples are different every year. This is because of where the tournament has been organized. Not all seniors have the opportunity to travel far for to dance the competition. The record of participants is seen in 2016 in the Senior 3 group. The reason is that in this year for this group the championship was organized in Italy, where the dance Sport is extremely popular among senior groups.<sup>14</sup>

<sup>14</sup> <https://www.worlddancesport.org/Calendar/Competition/Results>

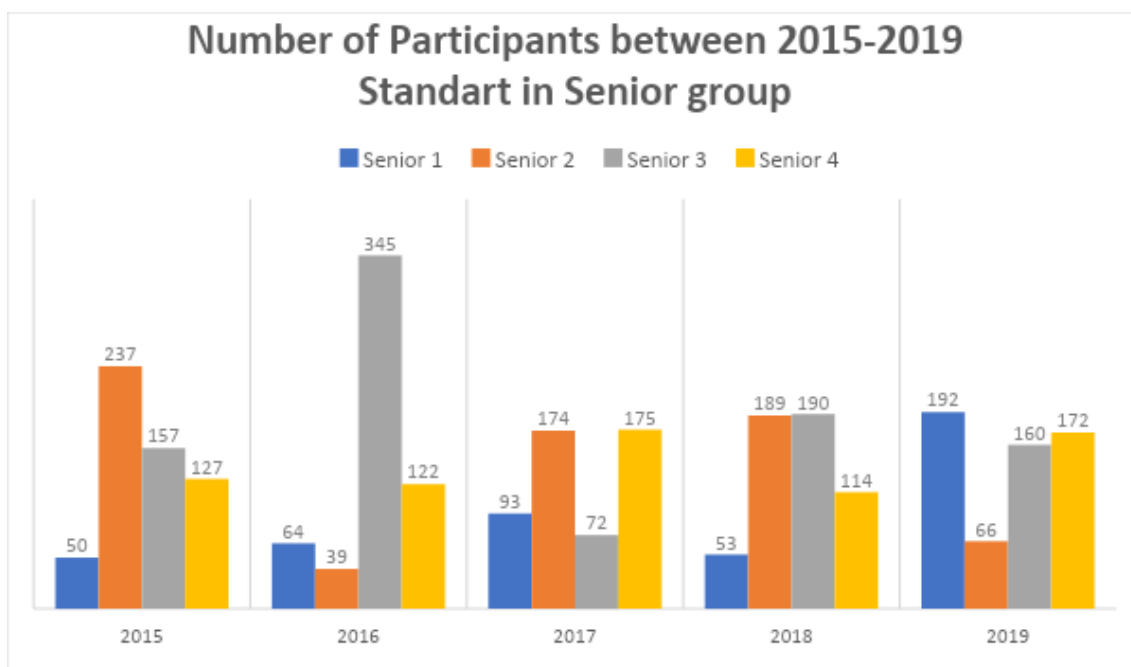


Figure 6. Number of Participants between 2015-2019 in Senior Group Standard discipline.

In the table below are shown the numbers of participants between 2014 and 2019 at the biggest and prestigious competitions in the world called Grand Slam Series. As it is seen, two competitions stand out from the list, which are German competition Stuttgart and competition in Moscow.<sup>15</sup>

Table 2. Number of participants in Grand Slam series between 2014- 2019, discipline STANDART<sup>16</sup>

	2014	2015	2016	2017	2018	2019
<b>Hong Kong</b>	62	67	49	70	-	-
<b>Wuhan</b>	79	73	68	77	-	-
<b>Taipei</b>					50	61
<b>Stuttgart</b>	281	258	227	242	257	220
<b>Tallinn</b>	46	-	-	-	-	-
<b>Helsinki</b>	-	90	94	91	80	-
<b>Platja d'Aro</b>	-	-	61	-	-	-
<b>Rimini</b>	-	-	-	-	92	148
<b>Bucharest</b>	-	-	-	-	-	83
<b>Moscow</b>	250	211	-	175	196	205
<b>SUM:</b>	<b>718</b>	<b>699</b>	<b>499</b>	<b>655</b>	<b>675</b>	<b>717</b>

<sup>15</sup> <https://www.worlddancesport.org/Calendar/Competition/Results>

<sup>16</sup> <https://www.worlddancesport.org/Calendar/Competition/Results>

**Table 3.** Number of participants in Grand Slam series from 2014- 2019, discipline LATIN<sup>17</sup>

	2014	2015	2016	2017	2018	2019
<b>Hong Kong</b>	73	85	65	76	-	-
<b>Wuhan</b>	84	63	65	89	-	-
<b>Taipei</b>	-	-	-	-	49	57
<b>Stuttgart</b>	333	314	262	272	261	224
<b>Tallinn</b>	59	-	-	-	-	-
<b>Helsinki</b>	-	96	92	84	78	-
<b>Platja d'Aro</b>	-	-	61	-	-	-
<b>Rimini</b>	-	-	-	-	67	126
<b>Bucharest</b>	-	-	-	-	-	84
<b>Moscow</b>	282	296	-	221	242	236
<b>SUM:</b>	<b>831</b>	<b>854</b>	<b>545</b>	<b>742</b>	<b>697</b>	<b>727</b>

After collection and analyze of the data it is possible to make several conclusions:

- Both federations are very big. In WDSF are 26 033 members in all age categories, but in WDC are 33 534 members, which is for 22% more.
- In WDSF there are more examiners and less adjudicators than in WDC.
- If we compare the number of competitions in two federations, it is more or less the same. Only difference is that WDSF is more popular in Europe and Asia. WDC is more popular in the United States of America, England, Canada and Australia.
- In world championships number of participants in Junior, Youth and Amateur age groups are limited by number of countries and number couples from one country allowed to participate. But the Senior group has no limit in the number of participants from one country, so the dancing couples in one competition are much higher than in other age groups. The number of participants in the World Championship does not depend on the venue of the tournament.
- In Open Championships like the Grand Slam series the number of participants depends a lot on the country where the tournament is organized.
- Big competitions are better to organize in countries where the Dance Sport is very popular as a sport and attraction. And also there are many dancing couples like it is in Germany and Russia.

<sup>17</sup> <https://www.worlddancesport.org/Calendar/Competition/Results>

### 1.3. FUTURE DEVELOPMENT

As every sport nowadays and the Dance sport is not exempt, it needs development. With the promotion of sport itself to the wide range community by advertising it in social media, television, mass media and social networks it is possible to attract effectively partnerships, publicity and sponsorship.

Every sport's representatives and officials dream that their sport will become more popular among other sports. It is very difficult to achieve in a short period of time. Future development must be concerned in the long term perspective. Every year two Dance Sport Federations are organizing meetings in different parts of the World. Both federations confirm that the WDSF and WDC's mission is to "develop Dance Sport to its fullest potential" and nothing will stop them from achieving this vision. In these meetings are discussed questions concerning the judging system- how to make it more transparent and fair. Very important question is about doping control, how to make it in a more efficient way, and not to stress the dancers.

Though Dance sport was recognized by the IOC in 1997, because of stringing set of criteria comprising like: universality, popularity, governance, athlete welfare, development.<sup>18</sup> There are many aspects which still should be monitored and developed. They are:

- The enforce comprehensive anti-doping policies and regulations that comply with the World Anti-Doping Code of the World Anti-Doping Agency (WADA).
- Organization of world and continental championships at regular intervals.
- Implement youth development programs.
- Maintain its robust and independent governance structure.<sup>19</sup>

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<sup>18</sup> [https://www.worlddancesport.org/About/Olympic/Part\\_of\\_the\\_Olympic\\_Movement](https://www.worlddancesport.org/About/Olympic/Part_of_the_Olympic_Movement)

<sup>19</sup> [https://stillmed.olympic.org/Documents/Olympic%20Charter/Charter\\_en\\_2010.pdf](https://stillmed.olympic.org/Documents/Olympic%20Charter/Charter_en_2010.pdf)

## **2. COULD BE THE DANCE SPORT OLYMPIC SPORT ONE DAY?**

### History of Olympic Games

The very first Olympic Games took place in Athens on April 6–15, 1896. The Athens Games were the first occurrence of the modern Olympic Games. In the first Olympic Games of the modern Olympics there were 280 athletes, all male, from 12 countries. The athletes competed in 43 events covering athletics (track and field), cycling, swimming, gymnastics, weightlifting, wrestling, fencing, shooting, and tennis. In a great and festive atmosphere all foreign athletes were greeted with parades and banquets. There were more than 60,000 spectators at the opening ceremony. Until the 1970s the Games were officially limited to competitors with professional status, but since the 1980s many events were opened to amateur athletes. Nowadays, the Olympic Games are open to all, even the top professional athletes in basketball or football. In 1924 the Winter Games were sanctioned for winter sports.<sup>20</sup>

Since 1896 the Olympic Games till nowadays have expanded from 241 to more than 10,000 competitors. Many additions and changes have been made in the Olympic program since 1896. Enthusiastic people from different countries of many activities hope to see their sport activities become Olympic sports one day, but only a few receive one of the coveted slots in the Olympic program.

In our dance world people with an optimistic mind used to think that everything is possible, it only takes time and dedication to the process. In 2021 Olympics will be presented several new sports which are:

- Surfing
- Skateboarding
- Sport climbing
- Karate
- Baseball
- Softball

As it is seen, the new sports which are included are very different.

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<sup>20</sup> David C. Young Harold Maurice Abrahams “Encyclopedia Britanica”

## **2.1. The requirements to become the Olympic sports**

What does it need to become an Olympic Sport? If we look in to the regulations and requirements, it is seen that the first step in the long process of becoming an Olympic sport is receiving recognition as a sport from the International Olympic Committee (IOC). The IOC requires that the activity have administration by an international nongovernmental organization that oversees at least one sport.

Once a sport is recognized by IOC, it goes to International Sport Federation (IF) status. At that point, the IF administering the sport that it must enforce the Olympic Movement Anti-Doping Code, including conducting effective out-of-competition tests realization, on the sport's competitors while maintaining rules set forth by the Olympic Charter.

Many sports pretending to be Olympic sports receive IOC recognition but, unfortunately, do not become a competing event at the Olympic Games. Bowling and chess, for example, are recognized sports, but they do not compete at the Olympic Games. To become a part of the Olympic Games, the sport's IF must apply for admittance by filing a petition establishing its criteria of eligibility to the IOC. The IOC admit an activity into the Olympic program in one of three different ways:

- as a sport;
- as a discipline, which is a branch of a sport;

The rules for admittance can vary quite much between a new sport, a discipline, and an event, but the intent is the same.

Once an IF has presented its petition, many rules and regulations control whether the sport will become part of the Olympic Games. The Olympic Charter indicates that in order to be accepted, a sport must be widely practiced by men in at least 75 countries and on four continents and by women in not less than 40 countries and on three continents. The sport must also increase the "value and appeal" of the Olympic Games and retain and reflect its modern traditions. There are numerous other rules, including bans on purely "mind sports" and sports dependent on mechanical propulsion.

In recent years the IOC has worked to manage the scope of the Olympics by permitting new sports only in conjunction with the simultaneous discontinuation of others. Sports that have already been part of the Games are periodically reviewed to determine whether they should be retained. The Olympic Program Commission notes that problems have arisen



when trying to find venues to accommodate some sports' specific needs, such as baseball and softball, which were discontinued from Olympic programming after the 2008 Beijing Games. When choosing sports to include in the program, the IOC must take into consideration media and public interest, since these are a key drive behind the Olympic Games, but must simultaneously manage costs.<sup>21</sup> Dance sport always had a big amount of spectators during the big competitions, which is very good for Olympic Games.

If Dance sport were compared to other television-worthy sports like football, many analogies could be found. One of the very famous Dance Sport lovers Castillo Rangel said, "Dance Sport inculcates pride and heavy competition, with its resultant ranking system and promotion of community pride".

Dance Sport and Football both sports are promoted, regulated and perpetuated by special governing bodies that monitor athletes the way they should prepare for the competition, how the arena should be built, how exposure through the media should be promoted and how competitive programs must be organized and designed. In both sports speed, flexibility, strength, appropriate physique preparation. Also the physiques, with football lineman, and tending to be massive while Sport Dance athletes tend to be toned, lean, well groomed. Dance Sport is also similar with football athletes have to be not only physically good prepared, but also mentally flexible, allowing for deviations from an original set plan in order to adapt to changing circumstances of the play.<sup>22</sup>

## **2.2. History of its incorporation to the Olympics.**

Dance Sport was recognized as a sport in 1992 by the International Olympic Committee and thus became eligible to be included in the Olympic Program. Furthermore, WDSF had become a full member of the General Association of International Sports Federations (Sport Accord).<sup>23</sup>

As per the Olympic Charter Rules 26 and 27<sup>24</sup> WDSF and Dance Sport were granted full recognition by the 106th Session of the International Olympic Committee (IOC) on 4 September 1997, with all the rights and obligations that this entails.

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<sup>21</sup> <https://www.britannica.com/story/how-are-sports-chosen-for-the-olympics>

<sup>22</sup> Caroline Joan Picart, Caroline Joan S. Picart (2006) "From Ballroom to DanceSport: Aesthetics, Athletics, and Body Culture" State University of New York, USA

<sup>23</sup> [https://www.worlddancesport.org/About/DanceSport\\_Games](https://www.worlddancesport.org/About/DanceSport_Games)

<sup>24</sup> International Olympic committee "Olympic Charter" Château de Vidy – C.P. 356 – CH-1007 Lausanne/Switzerland. February 2010

In 1997 IDSF received the official letter from Mr. Juan Antonio Samaranch in which is said that at the 106th Session of the International Olympic Committee, held in Lausanne, has granted outright recognition to the International Dance Sport Federation (IDSF) as a Recognized Federation, pursuant to Rule 29 of the Olympic Charter. This recognition by the IOC still does not allow to IDSF to use the Olympic symbol, And IOC require to respect the IOC Medical Code.<sup>25</sup>

On October 4, 2002 the President of the International Dance Sport Federation (IDSF), Rudolf Baumann, and IDSF General Secretary Carlos Freitag met a lengthy meeting at the Headquarters of the International Olympic Committee (IOC) in Lausanne, Switzerland with IOC President Dr. Jacques Rogge and IOC Sport Director Gilbert Felli to discuss Dance Sport's continuing application to be included in the Medal Program of the Summer Olympic Games.

President of IOC, Jacques Rogge explicitly confirmed that, as suggested in the recent IOC Program Commission report, Dance Sport fulfills all the criteria for an Olympic Medal Program Sport. The IOC offered encouragement and constructive suggestions regarding IDSF's candidacy for the Medal Program, IDSF must include television initiatives which has to transmit by television to 150 million homes around the world, and our ongoing campaign to increase International Olympic Committee (IOC) recognition of our IDSF members.

For WDSF to renew the recognition periodically, its statutes, practices and all its activities must keep in conformity with the Olympic Charter.

WDSF has to:

- enforce comprehensive anti-doping policies and regulations;
- stage World and Continental championships at regular intervals;
- keep independent governance structure.

According to Dr. Rogge and Mr. Felli Dance sport is on the right track.<sup>26</sup>

The WDSF currently has 91 members. 13 in Amerika, 50 in Europe, 2 in Oceania, 6 in Africa and 20 in Asia. Among 91 members, 70 are NOC recognized.<sup>27</sup>

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<sup>25</sup> <https://web.archive.org/web/20101013040944/http://www.idsf.net:80/index.tpl?id=29>

<sup>26</sup> <https://web.archive.org/web/20060811000814/http://www.idsf.net/index.tpl?id=9>

<sup>27</sup> <https://www.worlddancesport.org/Member?page=4>

Dance Sport attracts millions of TV viewers all over the World and is particularly attractive to female viewers. An 11-year Joint Venture contract with IMG (1997 - 2008) guarantees the worldwide television distribution of Dance Sport.

Dance Sport has been included in World Games since 1997. The first Dance sport competition during World Games was in Finland, after that in 2001- Japan, 2005- Germany, 2009- Taipei, 2013- Colombia, 2017- Poland. The next World Games will be organized in the United states of America in 2022.

That's the very promising beginning of the way to the Olympic Games. In WDSF agenda 2020 one of the goals are to represent Dance Sport in the Olympic Movement.

Dance Sport advocates are sure that Dance Sport has more than fulfilled the requirements for being called a sport. Rudolf Baumann (the president of WDSF from 2004-2007) once said:” We have 40 per cent participation of women. It is a clean sport. We don't need new constructions; we can compete in any hall. We are the summer version of Ice Dance.”<sup>28</sup>

### **2.3. Economic aspects of Dance Sport. How much money are in Dance Sport, related to sports?**

The World Dance Sport Federation (WDSF), formerly the International Dance Sport Federation (IDSF), is the international governing body of Dance Sport and Wheelchair Dance Sport, as recognized by the International Olympic Committee (IOC) and the International Paralympic Committee (IPC).<sup>29</sup> A sport's governing body is a sports organization that has a regulatory or sanctioning function, disciplinary action for rule infractions and deciding on rule changes in the sport that they govern. Governing bodies, like WDSF have different scopes. They may cover a range of sports at an International level, such as the International Olympic Committee and the International Paralympic Committee. WDSF has statutes, where membership fees are performed.

The World Dance Sport Federation (WDSF) charges Fees by the authority of

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<sup>28</sup> Rudolf Baumann, “New Year's Message, Dance Sport to the Olympics in 1999”  
<http://www.IDSF.net/press99/games.htm>

<sup>29</sup> [https://en.wikipedia.org/wiki/World\\_DanceSport\\_Federation](https://en.wikipedia.org/wiki/World_DanceSport_Federation)

WDSF Statutes and also by the authority of these Regulations. The amount of these Fees shall be fixed and paid in Swiss Francs (CHF).

On Official website are shown finance reports, where is possible to find most of the incomes and expenses of the WDSF.

Table 5. *Annual Membership Fees*

Categories of Members	CHF	1,200.00
Associate Members	CHF	1,200.00
Provisional Members	CHF	900.00
Honorary Members	CHF	0.00
Adults and Seniors ID cards	CHF	20.00
Juvenile, Junior and Youth ID cards	CHF	10.00

Table 6. *WDSF World Championships fees for organizers*<sup>30</sup>

WDSF Latin	CHF	10,000.00
WDSF Standard	CHF	10,000.00
WDSF Ten Dance	CHF	8,000.00
WDSF Youth Latin	CHF	2,000.00
WDSF Youth Standard	CHF	2,000.00
WDSF Youth Ten Dance	CHF	2,000.00
WDSF Juniors II Latin	CHF	1,500.00
WDSF Juniors II Standard	CHF	1,500.00
WDSF Juniors II Ten Dance	CHF	1,500.00
WDSF Formation Latin	CHF	7,000.00
WDSF Formation Standard	CHF	7,000.00
WDSF Senior I Standard	CHF	2,500.00
WDSF Senior I Latin	CHF	2,000.00
WDSF Open Senior I Ten Dance	CHF	1,000.00
WDSF Open Senior II - Standard	CHF	2,000.00
WDSF Open Senior II – Latin	CHF	1,000.00
WDSF Open Senior II Ten Dance	CHF	1,000.00
WDSF Open Senior III – Standard	CHF	2,000.00
WDSF Open Senior III – Latin	CHF	2,000.00
WDSF Open Senior III – Ten Dance	CHF	2,000.00
WDSF Open Senior IV – Standard	CHF	2,000.00
WDSF Open Under 21 Standard	CHF	2,000.00
WDSF Open Under 21 Latin	CHF	2,000.00
WDSF Open Under 21 Ten Dance	CHF	2,000.00
WDSF Show dance Latin	CHF	1,500.00
WDSF Show dance Standard	CHF	1,500.00

<sup>30</sup> WDSF Financial Regulations. “ANNUAL GENERAL MEETING” Budapest, Hungary, JUNE 9th, 2019

In the tables above are shown the prices for competition organizers and membership fees. On the WDSF website are shown financial reports from 2013 till 2019. In this report are shown:

- the financial transactions of WDSF,
- cash balance at the beginning of the period,
- the income received during the period
- the expenses paid during the period,
- the cash balance at the end of the period.

Main income comes from:

- 1) Competition fees;
- 2) Membership fees;
- 3) Adjudicators' fees;
- 4) Congress fees.

Table 7. *Main WDSF income sources*<sup>31</sup>

	<b>2013</b>	<b>2014</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
OPERATING INCOME	1,742,764	1,674,192	1,708,955	1,830,629	2,238,041
COMPETITIONS FEES	1,216,689	1,040,867	1,009,355	1,084,860	1,218,892
ADJUDICATORS CONGRESSES	83,002	117,028	149,826	154,308	134,886
NEW ADJUDICATORS	147,005	141,471	136,675	131,382	131,114
MEMBERSHIP	102,684	103,350	96,491	97,999	98,973
SPONSORSHIP	-	24,000	61,277	105,430	363,950
TV/ADVERTISING	72,147	97,317	91,314	84,837	36,072

<sup>31</sup> [https://www.worlddancesport.org/Rule/WDSF/Annual\\_General\\_Meeting/Treasurer\\_Reports](https://www.worlddancesport.org/Rule/WDSF/Annual_General_Meeting/Treasurer_Reports)

Main Expenses are:

- 1) Prize money
- 2) Social media (Facebook, Twitter)
- 3) Head office;
- 4) “International Olympic Committee (IOC) project”
- 5) Administration costs
- 6) Anti-Doping control
- 7) Education

Table 8. *Main WDSF expenses*<sup>32</sup>

	2013	2014	2015	2016	2017
Operating Expenses	1,746,833	1,698,435	1,596,922	1,964,600	2,779,227
Prize Money	413,929	435,786	370,488	423,615	400,906
Social Media	208,404	178,802	174,930	201,347	229,597
Head Office	160,547	185,674	198,242	167,191	428,662
IOC project	30,137	65,584	78,725	96,163	579,257
Administration costs	109,469	95,018	83,039	70,854	118,303
Anti-Doping control	21,846	27,776	28,182	29,371	30,287
Education	8,709	71,596	73,771	65,343	81,105
International development	72,820	81,249	77,835	43,375	41,024

As we can see from the tables above, WDSF's financial state is changing through the years. There is an increase in operating expenses, but there is no big reason to worry because it is seen that there is an increase in Operating increase too.

Expenses are growing because WDSF is increasing the anti-doping control and education process in order to develop technical skills of Judges. In 2017 WDSF dramatically increased the amount of expenses for IOC, Youth Olympic Games and international development. Because of this tendency also increased administration costs.

<sup>32</sup> [https://www.worlddancesport.org/Rule/WDSF/Annual\\_General\\_Meeting/Treasurer\\_Reports](https://www.worlddancesport.org/Rule/WDSF/Annual_General_Meeting/Treasurer_Reports)

Incomes are growing not as fast as expenses. The most positive fact is about sponsorship and marketing in 2017 for Youth Olympic Games. During the present period is seen growth in revenues from competition Fees.

### **3. PRESENCE OF DANCE SPORT IN SOCIETY**

#### **3.1. DANCE SPORT PUBLICITY**

Dance Sport presence in the world has different publicity in different countries. In the 20th century Dance sport was known widely only in some countries- United Kingdom, Germany and France. But later on, the number of competitions increased with the number of participants. Year after year Dance sport became famous all around the globe. Beautiful dresses, slender bodies, amazing music and of course stunning atmosphere attract other people from different fields of activity. One of the biggest lifts which received Ballroom dancing was because of two big TV projects started their activities in 2004:

- “Strictly Come Dancing” (British Version);
- “Dancing with The Stars” (USA Version).

In this TV show celebrities, very famous people are dancing with professional dancers to compete in mainly ballroom and Latin dance programs. Each couple is scored by a panel of judges. The format of the show has been exported to over 40 other countries all around the world – with the title “Dancing with the Stars” – licensed by BBC Worldwide, and led to a modern dance-themed spin-off “Strictly Dance Fever”. The Guinness World Records has named “Strictly Come Dancing” to be the world's most successful reality television format of the show.<sup>33</sup>

Already 17 series have been launched since 2004. With every year the show doesn't lose its popularity. Versions with similar concepts have also been produced in dozens of countries across the world. As a result, the series became the world's most popular television program among all genres in 2006 and 2007, according to the magazine Television Business International, reaching the Top 10 in 17 countries.<sup>34</sup> After the show became so popular, interest in Dance sport classes renewed in the countries where the show was launched. For example, in Australia in 2013 the Australian Bureau of Statistics reveals

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<sup>33</sup> The Telegraph. "Strictly Come Dancing: the worldwide phenomenon". Retrieved 10 February 2019.

<sup>34</sup> BBC news. "Strictly 'world's most watched' <http://news.bbc.co.uk/2/hi/entertainment/7719968.stm>

that 420,000 young Australians (age from 5 to 14 years) are involved in dance classes. This makes dancing the second-most popular sport for children and adolescents, coming second to swimming and diving - which had 490,000 participating last year.<sup>35</sup>

Dance sport competitions came to the television in 2013, on Eurosport. The World Dance Sport Federation and the Eurosport network have entered into an agreement for the international broadcasting of the Grand Slam Series 2013. The Pan-European sports network that also services the Asia-Pacific region through Eurosport Asia will carry extensive coverage on the five regular legs plus the finals. For the Grand Slam organizers and for WDSF it was the great challenge and opportunity to show that Dance Sport has good structured and scheduled competitions, that it is the premier event series with top athletes.<sup>36</sup> Dance Sport broadcasting on such a big platform brings to Dance Sport a lot of publicity, attracts a big amount of people's attention.

Huge role in Dance Sport publicity plays the online video-sharing platform YouTube. Thousands of dance videos from all competitions, training camps, dance classes, dance music have been downloaded on this platform. Among different types of videos, it is possible to find professional videos from the past. Many athletes, competition organizers and dance sport teachers are watching the videos for different purposes- studying, checking the new step combinations. Many dance schools are using YouTube to play the latest dance music tracks. There are many channels, which has from 1 000 to 152 000<sup>37</sup> subscribers.

Facebook is a very good platform for dancing schools and competition organizers to advertise events and search for new students for a relatively low price. Facebook has been used also as a selling/buying platform. There are many pages where it is possible to find any competition or practice clothes and shoes. WDSF Facebook page has 109 948 followers and 97 810 LIKE's.

Instagram, as the Facebook is also a wide platform for presenting the Dance Sport to the world. WDSF page on Instagram, has 74 335 followers. In comparison with other Olympic Sports, the WDSF Facebook page and Instagram has quite good statistics of followers.

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<sup>35</sup>

<https://www.abs.gov.au/AUSSTATS/abs@.nsf/Lookup/4901.0Main+Features1Apr%202012?OpenDocument> Visited 11/06/20 (22:56)

<sup>36</sup> [https://www.worlddancesport.org/News/WDSF/DanceSport\\_on\\_Eurosport\\_-1153](https://www.worlddancesport.org/News/WDSF/DanceSport_on_Eurosport_-1153) Visited 20/05/20 [18:05]

<sup>37</sup> <https://www.youtube.com/channel/UCBR8-60-B28hp2BmDPdntcQ> Visited 20/05/20 [18:53]



Table 9. *Followers on Facebook and Instagram in 2020*

	<b>Facebook</b>	<b>Instagram</b>
<b>WDSF</b>	109 948	74 335
<b>FIG</b> (International Gymnastics Federation)	261 000	24 600
<b>IIHF</b> (International Ice Hockey Federation)	321 000	242 000
<b>ISU</b> (International Skating Union)	20 589	237 000

As it is seen in the table above, the WDSF page on Facebook has more followers than ISU, but less than FIG and IIHF. On Instagram WDSF has more followers than FIG, but less than IIHF and ISU. After this comparison it is clear that WDSF has a lot of work to do in this field, but already has seen some results.

The WDSF is the governing body for all dance disciplines worldwide. The mission is to develop Dance Sport to its fullest potential around the world in a modern, sustainable and structured manner. Headquartered in the Olympic Capital of Lausanne, Switzerland, the WDSF is best known for its elite-level competitions, which include (among others) continental and world championships in Standard, Latin, Breaking, Rock'n'Roll, Salsa, Boogie-Woogie, Disco, Stage, Smooth and Hip-Hop disciplines. It is vital to keep working in this direction by making Dance Sport more and more public for society.<sup>38</sup> And another very important reason to advertise Dance sport is becoming an Olympic Sport.

### 3.2. Education

In most of the countries Dance Sport is possible to learn in Dance Schools or Academies. When the person reaches the age of 18, it is possible to study in the National Dance Federation for a coach or a judge. This process will take from two to five years to become

<sup>38</sup> [https://www.worlddancesport.org/News/WDSF/Partners\\_in\\_the\\_GrandSlam\\_Series-1784](https://www.worlddancesport.org/News/WDSF/Partners_in_the_GrandSlam_Series-1784)

ready for international WDSF judges. To achieve higher results, future judges have to apply to WDSF Academy. Dance Sport Academy and the Education Department of WDSF conducts congresses and workshops to train and educate WDSF Adjudicators and Chairpersons. The World Dance Sport Federation looks very careful after development and implementation of a universal Dance Sport judging methodology that upholds the principles of objectivity, transparency and accountability, including ethical principles. The WDSF Education Department plays the crucial role in fulfilling the WDSF judges level of knowledge. It assumes the lead in the education of the judges and authors the related rules, codes and all educational materials. On the official WDSF web site are shown calendars of all meetings around the world. For the existing judges to maintain their judging certificate it is necessary to visit annual congresses, meetings, technical examination courses and full methods of judging assessment courses. All of these events are organized in different places every month. Annually there are from 20 to 25 different events for people who wants to develop the knowledge and level of judging. The practice competition has been organized too. It is a great opportunity for judges and athletes to try and check their level of dancing and judging opportunities.

### **3.3. Sponsorship, aid from different states to promote Dance Sport**

WDSF has worked out the “Regulations of the World Dance Sport Federation (WDSF) for Electronic media, New media, Advertising and Sponsorship” enclosed to the Financial Regulations<sup>39</sup>. In this document are written the size and placing of advertising boards. Organizer of the dance competition should send list of the sponsors to WDSF, to ensure that they:

- are consistent with any media requirements;
- do not negatively affect the image and presentation of the event (including on television);
- comply with the regulations for advertising in the determined markets.

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<sup>39</sup> [http://cdnb.worlddancesport.org/legacy-docs/tv/TV\\_Regulations.pdf](http://cdnb.worlddancesport.org/legacy-docs/tv/TV_Regulations.pdf)

Very important notice is that under no circumstances WDSF name and image could be negatively affected.<sup>40</sup>

There are some companies that support Dance Sport several years in the row. One of them is Swarovski. In March 2015 Swarovski concluded a global partnership agreement with the World Dance Sport Federation. Under this agreement, Swarovski is named as the main partner for the WDSF Grand Slam Series, the six-leg series comprising 12 tournaments in the Latin American and the Standard dances. By partnering with WDSF and by associating the brand with the federation's most elite competitions, Swarovski forges new and closer ties to Dance Sport.<sup>41</sup>

There is another very important WDSF partner, the Lagardère Sports, which has a connection with regional media rights partners for the Asia-Pacific region. Under the terms of the agreement, Lagardère Sports will help to sub-license and manage the distribution of certain WDSF media rights to third parties for broadcast in their respective territories, where broadcasters will be able to broadcast via free-to-air, pay-per-view, video-on-demand, and other modes of transmission.<sup>42</sup> Lagardère Sports previously already worked with the WDSF from 2010 to 2016 as their global media rights partner and helped garner a wider television audience worldwide. Because of this partnership Dance sport will receive more publicity worldwide and will be closer to the Olympics.

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<sup>40</sup> "Regulations of the World DanceSport Federation (WDSF) for Electronic Media, New Media, Advertising and Sponsorship" Version 2.0

<sup>41</sup> <https://www.worlddancesport.org/WDSF/Partner>

<sup>42</sup> [https://www.worlddancesport.org/News/WDSF/WDSF\\_appoints\\_Lagard%C3%A8re\\_Sports\\_as\\_regional\\_media\\_rights\\_partner-3086](https://www.worlddancesport.org/News/WDSF/WDSF_appoints_Lagard%C3%A8re_Sports_as_regional_media_rights_partner-3086)

## 4. CONCLUSIONS

The aim of the research based on the theoretical and practical insights is to find the conditions in which Dance sport can become as Olympic Sport- is achieved by meeting all the tasks of the theoretical and practical research part.

Based on the research, author can conclude:

- 1) Ballroom dancing has a very long history, starting in 18<sup>th</sup> century in Europe. Many years Ballroom was known only among high society, but in the end of 19<sup>th</sup> century Ballroom dancing lost its elitism and became popular among all classes of society. It was a great beginning of a Dance sport.
- 2) By analyzing the theoretical part and reading the literature it is possible to claim that United Kingdom with Imperial Dance Teachers Society standardized all known nowadays ballroom dances. Furthermore, created the format of Ballroom competitions which the dance sport has until now.
- 3) While the number of competitors were increasing in 1990's, the huge step was made in the Dance sport development, WDSF was recognized by International Olympic committee. From that moment Dance Sport is considered as a sport. This fact obliged all dance athletes to do the doping test, to develop more objective judging and comply numerous Olympic regulations. Since 1997 WDSF worked very hard that at least one of the dance disciplines are performed in the Olympics 2020. Hard work paid off: breaking was included in Youth Olympic Games and Dance sport, for the first time, in 2013 was included in World Games.
- 4) After making statistical analysis, it is seen that there are many athletes in all age groups, 26 033 athletes in WDSF and 33 534 athletes in WDC. Also very positive fact is that both federations are organizing every week competitions all around the world.
- 5) According to the historical facts every sport has its one way to Olympic Games. Important notice is that if the sport is once included in Olympic Games, it can be excluded as well. Dance sport is recognized by IOC, but still didn't received the recognition from International Sport Federation. To become an Olympic Sport,

WDSF has to include television initiatives which has to transmit by Television to 150 million homes around the world;

6) From the financial reports it can be concluded that main WDSF incomes come from:

- Competition fees;
- Membership fees;
- Adjudicators fees;
- Congress fees.

The main expenses are:

- Prize money for athletes;
- Advertising and website;
- “International Olympic committee project”;
- Administration costs;
- Anti-doping control;
- Education.

WDSF's financial state is changing through the years. There is an increase in operating expenses, but there is no big reason to worry because it is seen that there is an increase in Operating incomes too.

Expenses are growing because WDSF is increasing the anti-doping control and education process in order to develop technical skills of Judges. In 2017 WDSF dramatically increased the amount of expenses for IOC, Youth Olympic Games and international development. Because of this tendency also increased administration costs. Incomes are growing not as fast as expenses. The positive fact is that in 2017 the sponsorship was found for developing WDSF in Olympic direction. During the present period is seen growth in revenues from competition Fees. The policy of expenses and incomes is adequate to the goals which has WDSF. With this actions slowly, but surely WDSF is approaching its goal to be among Olympic sports.

7) According to the information Dance sport received a bigger interest in the society after two world known shows have been launched on television: “Strictly Come Dancing” and “Dancing with the stars”. It renewed interest of ballroom dancing classes and increased the number of dance programs on the television too. WDSF

worked very hard to be closer to the Olympic Games by negotiating with several TV channels. In 2013 the positive result was achieved. The World Dance Sport Federation and the Eurosport network have entered into an agreement for the international broadcasting of the Grand Slam Series.

- 8) Overall, the research shows that Ballroom dancing is promoted not only by officials, but also dance athletes and dancing fans. The most popular platforms have been used, such as Facebook, Instagram and You Tube. According to the statistics of 2020, Dance Sport has 109 948 followers and subscribers.
- 9) Adjudicators and dance teachers' development is important condition for Dance Sport popularization and recognition. More than 100 a year congresses and seminars are being organized through the year to judges and dance teacher all around the world.
- 10) The big role for WDSF development plays investors, such as Swarovski and Lagardere. In March 2015 Swarovski concluded a global partnership agreement with the World DanceSport Federation. Swarovski will support from financial part Grand Slam series competitions. The Lagardère Sports, which has a connection with regional media rights partners for the Asia-Pacific region. Under the terms of the agreement, Lagardère Sports will help to sub-license and manage the distribution of certain WDSF media rights to third parties for broadcast in their respective territories.

### **Proposals:**

For managing requirements of developing Dance Sport as Olympic sport author puts forward the following proposals:

For International Olympic Committee

- 1) Evaluate how Dance Sport is corresponding to IOC requirements.

For WDSF:

- 2) to renew the recognition periodically, its statutes, practices and all its activities must keep in conformity with the Olympic Charter WDSF has to:
- 3) enforce comprehensive anti-doping policies and regulations;
- 4) stage World and Continental championships at regular intervals;
- 5) keep independent governance structure.

- 6) Must realize Olympic committee guidelines regarding to requirements for Olympic Games.

For High performance athletes:

- 7) high performance athlete must find motivation to respect all the requirements of IOC.

The author believes that world sport inter-sector and international cooperation should be activated the movement to involve the Dance Sport in Olympic sports.

## **Limitations**

The work is focused on Dance Sport. All theoretical information and data which is presented in this work is taken mostly from WDSF given sources. There is a lack of information about WDC federation.

For the research development, reviewed statistical data mostly about Youth (from 16 till 18 y.o.), Adults (from 19 and older) and Senior groups (from 35 and older). The statistics about younger groups are not been presented.

Author has analyzed statistical data only about international high rank competitions. Not taking in account national and regional level competitions.

However, the conclusions are not affected because of listed limitations.

## 5. REFERENCES

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## ANEXO 1

