

About Us



Welcome to Believe National Talent Competition and the Believe Family!

Hello and Welcome to the 11th Dance Season for Believe National Talent Competition. I am so honored to have you join the Believe Family this weekend. As National Director, I have experienced some incredible happenings over this past 18 years with the Star Dance Alliance. It is my esteemed privilege to lead an incredible team of professional dancers and adjudicators from around the globe. As a former “Dance Dad” myself, I have spent countless hours in every aspect of the competition industry, from fundraising by working bingo halls to music concerts, to building props, mixing music, and designing dance costumes. I can empathize with many of you who work tirelessly to support your children as I’ve walked in your shoes. I continue to be inspired by every studio owner, dancer and dance parent who I have met over my lifetime. We are all part of the global dance family, and for that I am truly blessed.

I realize you have many choices when considering your regional and nationals destinations. I am extremely grateful you and your families have chosen to spend your time with us. Dance leaves an indelible print on the soul, melding together art, passion, emotion, insecurity and vulnerability while at the same time ensuring our places in the human race. We want to celebrate you each step along the way. With this in mind, I make it my personal goal to ensure everyone who steps into a Believe National Talent Competition event will be greeted with the highest level of customer service in a fun, fair, and family-friendly competition atmosphere. With your help, we will continue to make Believe and the Believe brand one of the top tier competitions in the dance industry.

This season, Believe will see over 15,000 dancers as we travel to 48 regionals and 4 national events. Please plan to join us this summer for the “2024 Believe

Experience,” for a chance to make lasting memories with your dance family. We will kick-off our “fun in the sun,” in Branson, MO – June 23-27, head down to the beach for Ft Lauderdale, FL – June 29-July 3, dance up the coast to Ocean City, MD – July 5-9, and round out our season in Myrtle Beach, SC – July 9-13. We are always reevaluating our brand to bring you the most innovative experience possible, and this season we will expand upon our NEW **“UNBELIEVEABLE AWARD”** – which is a golden buzzer moment, given out by each individual judge during nationals. It is followed by a personal and LIVE interaction with that judge on stage, directly after the award winning performance. It is truly a magical moment indeed. Come celebrate with the Believe Family this summer and make lasting memories to last a lifetime.

As a proud member of the Star Dance Alliance, we have always offered you the most comprehensive array of dance and performance opportunities around the World. With that being said, this season we will embark on our latest venture, bringing together the leaders in dance to create the largest dance community on the planet in DanceOne. This exciting alignment will not only change the face of the dance industry as we know it, but will continue to forge our legacy for the next generation of dancers. A legacy in which we will always strive to keep kids safe, keep kids dancing, and keep our communities growing. I hope you will continue to support and follow us as we take dance to the next level.

In closing, I can’t thank you enough for spending your time here today. The Believe Family welcomes you with open arms and we hope you will always continue to Dance, Laugh, Create, and Dream but most importantly, BELIEVE!



Sincerely,
Craig Scribner
National Director



Believe
IN
Yourself