





EVENT INTRODUCTION

Introduction Our K-DANCE CAMP & COMPETITION is a unique event that combines a training camp with a competition.

- Unique Feature: It includes 9 nights and 10 days of accommodation, a feature not found in other events.
- Purpose: This festival-style event brings together teenagers from Korea and around the world who are passionate about K-pop dance. It allows them to build friendships, compete, and showcase their skills.

**9 Nights 10
Days Program**

**Camp &
Competition**

**Dance & Model
Workshops**

Special workshops
by famous
instructors.

**Studio Dance
Video Shooting**

Production of music
video-quality dance
videos in a large-scale
Korean cyclorama studio.

**Dance Skill
Feedback**

Resident instructors
provide training and
feedback to participants
throughout the event.





COMPANY INTRODUCTION

AllweK

- AllweK is a company specializing in K-Culture education, tours, and event planning, targeting the growing global fanbase of Hallyu (Korean Wave) content.
- Founder Alex Lee has a successful track record of hosting global K-Dance events and camps through his previous company (@kda.kr) and has been recognized by the overseas Hallyu community for his contributions.
- Now, utilizing its human network and experience, AllweK aims to host an international event to promote Korean culture and showcase its prestige to the world.



COMPANY INTRODUCTION

PREVIOUS EVENTS



July – K-Dance
Camp in London
2023



July – K-Dance
Camp in Berlin 2023



B.Idol in Seoul 2023
Summer



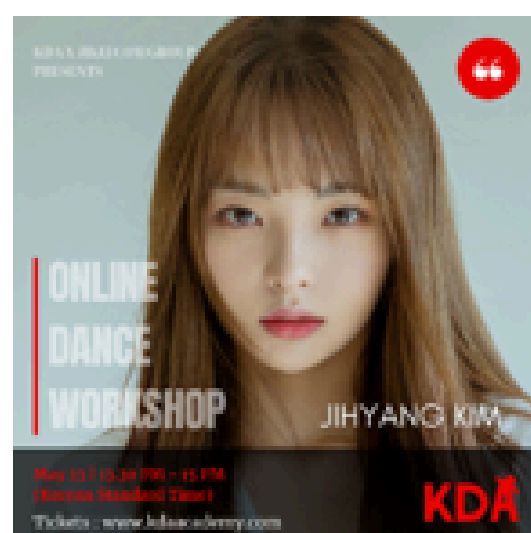
February – USA Dance
Workshop tour



July – K-Dance
Camp in Sydney



July – K-Dance
Camp in Melbourne



Online Workshops
(Dance, Vocal, Acting,
Beauty etc.)



July – K-Dance
Camp in London



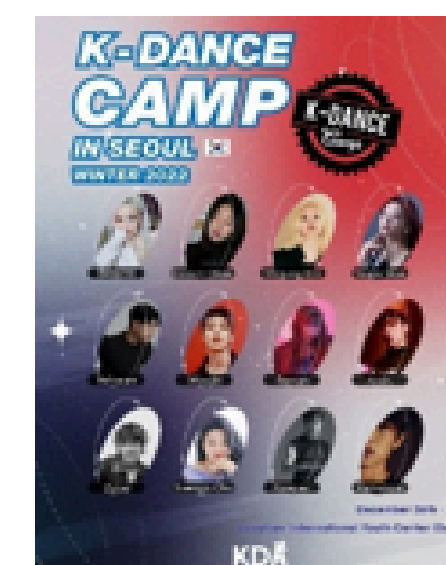
August – K-Dance Camp
in Los Angeles



August – K-Dance
Camp in New
York



October – Europe
Dance Workshop tour



December – K-Dance
Camp
In Seoul



December – K-Dance
Camp
In Seoul (Kpop
companies audition)

COMPANY INTRODUCTION



EVENT VIDEO PORTFOLIO

EVENT NAME	YouTube Link
K-Dance Camp in London 2023	https://www.youtube.com/watch?v=jjFt1eUV9gs
K-Dance Camp in Melbourne 2024	https://youtu.be/boQILbRzz8I
KDCC 2024 - K-Pop Random Play Dance	https://youtu.be/fc2jeORpASc
KDCC 2024 - Competition Recap	https://youtu.be/GhAH-Pn2elc
KDCC 2025 - K-Pop Random Play Dance	https://youtu.be/-uvVzf8ugt4
KDCC 2025 - Solo & Team Category competition recap	https://youtu.be/YDdkX-yThPs
KDCC 2025 - Event recap	https://youtu.be/zUbHKeUsfQo

EVENT OVERVIEW



Main Event Dates	July 25, 2026 ~ August 3, 2026
Location	Yonsei University - Global Campus (Songdo, Incheon)
Target Audience	Domestic and International K-Pop Cover Dancers
Competition categories	Group: Junior (Up to 13 Years old), General (Over 14 Years Old) Minimum 4 members (Individuals or smaller groups will be formed into teams) Solo: Please note that solo participants are not eligible for the studio video recording session. However, we offer team placement for soloists at no additional cost, allowing you to participate in the studio filming as part of a group.
Programs	Dance Workshops, Model Workshops, Outdoor Random Play Dance Filming, Studio Video Filming, K-Pop Cover Dance Competition, Team Training, Profile Photoshoot, City Tour, etc.
Total Prize Pool	24 Million KRW, Free participation in 2027 Camp
Participation Fee	Full Package (\$1,499 / 9 nights-10 days / All programs) Family Package (\$899 / 9 nights-10 days / Only accommodation, meals and City Tour included) Group Package (\$1,099 / 5 nights-6 days, July 29-Aug 3 / All programs included).

VENUE : YONSEI UNIVERSITY GLOBAL CAMPUS



Campus



Dormitory complex



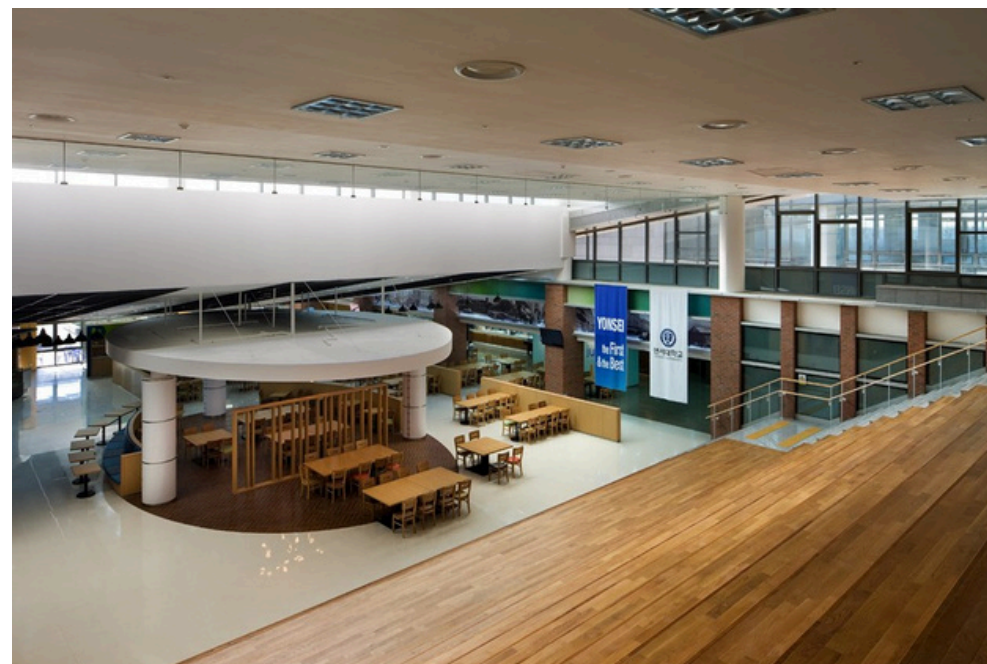
Class hall



Training hall



Cafeteria



Resting area



Gym



Dormitory room
(Triple room)



JUDGES

PREPIX HAW

Leader of Prepix Dance Team, Choreographer for Jay Park, BEAST, etc.

ILL

Choreography Director at SM Entertainment (NCT).

HAERI PARK **@motf_riri**

Choreographer for Stray Kids, Twice, Seventeen, ZEROBASEONE, etc.

*It may be subject to change.

INSTRUCTORS

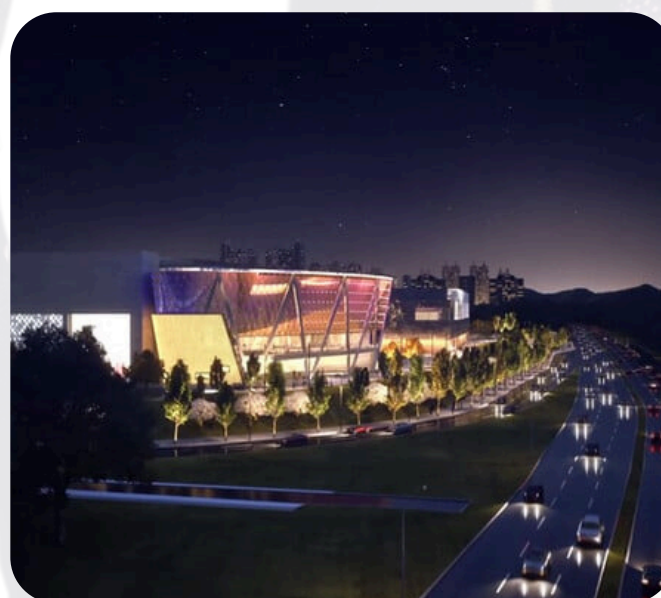
- Camp Resident Instructors: Junsun Yoo, Naria, Nini, etc..
- Model Workshop Instructor: Gimu (Ghost Agency)
- Dance Workshop Instructor: TBD

*It may be subject to change.

VIDEO PRODUCTION



Conducted at Korea's largest cyclorama studio (Studio Choom style).



Outdoor: Random Play Dance video filming.



PROGRAM DETAILS

K-Pop Cover Dance Competition	Group: Min. 4 members (Teams will be formed for individuals/small groups based on chosen idol group).Individual: Cannot participate in the studio video session.
Special Workshops	Dance Workshops: 7 sessions / Model Workshops: 1 sessions / Team Training: 20 hours (led by resident instructors).
Video Production	Filming at a large domestic cyclorama studio (Studio Choom style), K-pop Random Play Dance, Competition Video.All videos will be provided to participants and uploaded to the AllweK YouTube channel and sponsor channels.
Judging Criteria	Musicality, Foundation, Execution, Synchronization, Character/Personality, Style.
Competition Rules	Solo: Limited to 1 verse and 1 chorus.Team: Must dance the full song.
Profile Photoshoot	Professional studio shoot: 1 photo per team, 3 photos per individual.
Random Play Dance	A special prize will be awarded to the best dancer.



PRIZES

Category	1st Place	2nd Place	3rd Place
Team (General)	600만 원 + 2027년 캠프 무료 참가권	4 Million KRW+ 50% Off 2027 Camp Fee	2 Million KRW+ 30% Off 2027 Camp Fee
Team (Junior)	3 Million KRW+ Free Participation in 2027 Camp	2 Million KRW+ 50% Off 2027 Camp Fee	1 Million KRW+ 30% Off 2027 Camp Fee
Individual (Solo)	3 Million KRW+ Free Participation in 2027 Camp	2 Million KRW+ 50% Off 2027 Camp Fee	1 Million KRW+ 30% Off 2027 Camp Fee





TIMETABLE

07/25 (Sat)	07/26 (Sun)	07/27 (Mon)	07/28 (Tue)	07/29 (Wed)	
10:00 - 12:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00	
Airport pick-up	Breakfast	Breakfast	Breakfast	Breakfast	
12:00 - 13:00	09:00 - 10:30	09:00 - 10:30	09:00 - 12:00	09:00 - 18:00	
Lunch	Team Training	Team Training	City Tour (Gyeongbokgung, Namsan Tower, Gangnam, Hongdae)	Group A: Studio Filming Group B: Photoshoot session	
13:00 - 14:00	10:30 - 12:00	10:30 - 12:00	12:00 - 13:00		
Room Check-in	Model Workshop #1	Dance Workshop #4	Lunch (Free Choice)		
14:00 - 15:30	12:00 - 13:00	12:00 - 13:00	13:00 - 18:00		
Team Meeting & Training	Lunch	Lunch	City Tour (Continued)		
16:00 - 17:30	14:00 - 15:30	14:00 - 18:00	18:00- 19:00		
Dance Workshop #1	Dance Workshop #2	K-Pop company trainee audition(More than 10 companies)	Dinner (Free Choice)		
18:00 - 19:00	16:00- 17:30		19:00- 20:00		
Dinner	Dance Workshop #3		City Tour (Night View)		
20:00 - 22:00					
Recreation	18:00- 19:00				18:00- 19:00
	Dinner				Dinner
	20:00 - 22:00	20:00 - 22:00			
	Team Training	Team Training			



TIMETABLE

07/30 (Thu)	07/31 (Fri)	08/01 (Sat)	08/02 (Sun)	08/03 (Mon)
08:00 - 09:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00	08:00 - 09:00
Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
09:00 - 13:00	09:00 - 12:00	09:00 - 10:30	10:00 - 12:00	09:00 - 10:00
Group A: Photoshoot session Group B: Studio photoshoot session	Shorts-form challenge (Team Mission)	Team Training	Solo Competition	Check-out / Closing Ceremony
		10:30 - 12:00	12:00 - 13:00	10:00 - 12:00
		Dance Workshop #6	Lunch	Check-out
	12:00 - 13:00	12:00 - 13:00	13:00 - 15:00	12:00 - 13:00
	Lunch	Lunch	Free time	Lunch
	13:30 - 15:00	14:00 - 15:30	15:00 - 18:00	13:00
	Dance Workshop #5	Dance Workshop #7	Team Competition Part 1	Airport Pickup (Departure)
	15:00 - 17:00	16:00- 18:00	18:00- 19:00	
	Team Shorts View Counting Event	Competition rehearsal (Solo category)	Dinner	
	18:00 - 19:00	18:00- 19:00	20:00 - 22:00	
	Dinner	Dinner	Team Competition Part 2	
	19:00 - 21:30	19:30 - 22:00	22:00 - 24:00	
	Random Play Dance Filming	Competition rehearsal (Team category)	Ending Party	



THANK YOU!



MORE INFO

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Alex Lee

www.allwek.com