



DADDY PACK AMSTERDAM

PRESS & BOOKING KIT

OVERVIEW

Daddy Pack Amsterdam is a weekly dance class for queer men in Amsterdam. Each week, dancers learn choreographed routines set to music by gay icons in a style that blends pop music video moves with hip-hop, cheerleading, sass and camp.

What began as a welcoming weekly class has grown into a community of 60+ queer men and a recognizable Amsterdam dance act. The group's top dancers form a Performance Pack that appears at events throughout the year, and Daddy Pack Amsterdam now produces a yearly calendar for charity and hosts its own annual awards show: The Daddies Awards.

KEY FACTS

BASED IN	Amsterdam, Netherlands
FOUNDED / LED BY	Matt Adams, Happy Adams B.V. (KvK: 68587627)
REGULAR CLASSES	Tuesday, Wednesday & Thursday evenings, 19:00–21:00
AUDIENCE	Queer men, all levels — pre-registration required, no drop-ins without sign-up
STYLE	Pop music video choreography, hip-hop, cheerleading, sass & camp
SIGNATURE EVENT	The Daddies Awards — annual awards show hosted by the troupe
BOOKINGS & PRESS	Matt Adams — matt@daddypackamsterdam.com
WEBSITE / SOCIAL	daddypackamsterdam.com @daddypackamsterdam on Instagram (100K+ Followers)

BOOKING DADDY PACK FOR EVENTS

Daddy Pack Amsterdam's Performance Pack is available to book for events, parties, and Pride programming.

For availability, rates and event logistics, reach out directly to Matt Adams at matt@daddypackamsterdam.com.

ABOUT THE INSTRUCTOR: MATT ADAMS



Before moving to Amsterdam, Matt founded and led his own dance fitness company, Dance Sweat Smile, in the San Francisco Bay Area.

Prior to that, Matt spent a decade as a professional dancer. After earning a B.A. in Dance from the University of California, Santa Barbara, he moved to New York City, where he danced with several professional companies and toured internationally.

He was also a member of Cheer San Francisco and Cheer New York, two volunteer adult cheerleading teams that raise money for charities supporting the LGBTQ+ community.

CONTACT

Matt Adams — Founder & Instructor, Daddy Pack Amsterdam

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