AUSTRALIAN DANCING SOCIETY LTD. PRESENTS

AUSTRALIAN DANCING SOCIETY EVENT

80TH AUSTRALIAN DANCESPORT CHAMPIONSHIP

CELEBRATING EIGHTY YEARS OF EXCELLENCE

THURSDAY 3RD - SUNDAY 6TH DECEMBER 2026



FEATURING
Amateur World 10-Dance Champions
Amateur World Ballroom Finalists
British Open Professional Vice Champion
World, European, UK, International and
British Open Amateur Ballroom Champions
GLENN-RICHARD BOYCE & CAROLY JANES

CENTREPIECE

SPONSORSHIP OPPORTUNITIES

AUSTRALIAN DANCING SOCIETY LTD. PRESENTS

80TH AUSTRALIAN DANCESPORT CHAMPIONSHIP

CELEBRATING EIGHTY YEARS OF EXCELLENCE

CENTREPIECE

at Melbourne Park

a look inside our venue!



About the Australian DanceSport Championship

The Australian DanceSport Championship brings together leading dancers from across Australia and around the world for one of the country's most prestigious DanceSport events. Now in its 80th year, the Championship is presented over four exciting days at CENTREPIECE, Melbourne & Olympic Parks.

The Championship welcomes competitors of all ages and levels across Ballroom (Standard), Latin American, New Vogue, American Smooth and Para Dance. From dancers beginning their competitive journey through to Australia's leading athletes, the Championship celebrates the very best of DanceSport.

The major Australian Open events also provide the pathway for selection of Australia's representatives to World Championships.

About DanceSport

DanceSport is competitive Ballroom Dancing at its highest level – combining athleticism, artistry and performance.

Competitors require strength, agility, coordination, stamina, discipline and teamwork, together with musical interpretation, style and presentation. DanceSport brings together the qualities of elite sport with the creativity and elegance of dance.

Why Partner with Us?

Partnering with the Australian DanceSport Championship provides a unique opportunity to showcase your organisation to a highly engaged and diverse audience.

Our sponsorship and advertising opportunities are designed to deliver meaningful brand exposure before and throughout the Championship, while connecting your organisation directly with competitors, families, spectators and the wider DanceSport community.

Whether your objective is brand awareness, customer engagement or supporting Australian DanceSport, we can provide a partnership opportunity to suit your organisation.

Our Community

DanceSport attracts a diverse and highly engaged community, with competitors ranging from children under 10 through to Masters competitors over 70.

Our community brings together dancers, families, coaches, studios, officials and supporters with shared interests in:

- Dance, music and entertainment
- Health, fitness and wellbeing
- Fashion, appearance and grooming
- Travel and competition
- Personal achievement and sporting excellence
- Community, teamwork and social connection

AUSTRALIAN DANCING SOCIETY LTD. PRESENTS

AUSTRALIAN DANCING SOCIETY EVENT

80TH AUSTRALIAN DANCESPORT CHAMPIONSHIP

CELEBRATING EIGHTY YEARS OF EXCELLENCE

By the Numbers (Based on previous event)

1,560 +	160	4,000 +	4 DAYS
Competitors	Officials	Supporters, Spectators & Attendees	of Championship Dancesport

Your contribution

The Australian DanceSport Championship is made possible through the valued support of our sponsors, partners and the wider DanceSport community.
Your support helps us continue to deliver a world-class Championship experience, providing dancers of all ages and abilities with the opportunity to compete, perform and celebrate their passion for DanceSport. By partnering with the Championship, your organisation becomes part of an event with a proud history while helping support the continued growth and development of DanceSport in Australia.



www.theaustralianchampionship.com.au
Thursday 3rd, Friday 4th,
Saturday 5th & Sunday 6th
of DECEMBER 2026

CENTREPIECE

SPONSORSHIP PACKAGES

NAMING RIGHTS SPONSORSHIP

$20,000 AUD (INCLUDING GST)

The Naming Rights Sponsorship is the Championship's premier partnership opportunity, providing the highest level of brand exposure, recognition and association with Australia's premier DanceSport event. As Naming Rights Sponsor, your organisation will be prominently integrated across the Championship's event branding, marketing, competition floor and official communications.

PACKAGE INCLUDES :

- Prominent recognition as the Naming Rights Sponsor of the Australian DanceSport Championship.
- Promotion and acknowledgement across ADS social media platforms.
- Prominent recognition and logo placement across the Australian Dancing Society and Championship websites.
- Prominent logo placement across official event materials, including advertising, entry information, event documentation and the official souvenir program.
- Logo placement on the LIVE Streaming service throughout the Championship.
- Sponsor recognition on competitor back numbers.
- Two pull-up banners displayed in the main concourse/foyer.
- Floorside signage (600mm x 1200mm).
- Prominent logo display on official AV screens within the main arena and concourse.
- Verbal acknowledgement during the major evening sessions.
- Two VIP Corporate Tables for 10 guests – one Saturday and one Sunday, including catering.
- Ten official souvenir programs.
- Naming rights to one highlighted Open event on each day of the Championship – categories to be confirmed.
- Opportunity to participate in the presentation of awards to selected winners and finalists.
- Three full-page colour advertisements in the official souvenir program.
- 3m x 3m exhibition/display space within the event precinct.

Our most prestigious partnership, delivering maximum brand visibility and association with the Australian DanceSport Championship.

PREMIER SPONSORSHIP - $10,000 AUD (INCLUDING GST)

Our Premier Sponsorship offers exceptional brand exposure and engagement throughout the Australian DanceSport Championship. Designed for organisations wanting a major presence at the event, this package combines premium advertising, event-day visibility, hospitality and direct engagement with the DanceSport community.

PACKAGE INCLUDES :

- Promotion and acknowledgement across ADS social media platforms.
- Recognition and prominent logo placement across the Australian Dancing Society and Championship websites, including a 200-word corporate profile.
- Pull-up banner advertising in the main concourse/foyer area.
- Floorside signage (600mm x 1200mm).
- Three full-page colour advertisements in the official souvenir program – sponsor to supply artwork.
- Opportunity to participate in the presentation of awards to winners and finalists of selected categories.
- VIP Corporate Table for 10 guests for the evening session of one selected day.
- Naming rights to one highlighted Open event on each of two days of the Championship – categories to be confirmed.
- 3m x 3m exhibition/display space within the event precinct.
- Advertisement placement on the LIVE Streaming service across the four days of competition.

An outstanding opportunity for organisations seeking maximum visibility and a significant presence at the Championship.

GOLD SPONSORSHIP - $6,000 AUD (INCLUDING GST)

Our Gold Sponsorship is designed for organisations seeking premium exposure and strong brand recognition throughout the Championship, combining digital, print and event-day promotion.

PACKAGE INCLUDES :

- Promotion and acknowledgement across ADS social media platforms.
- Recognition and logo placement across the Australian Dancing Society and Championship websites, including a 150-word corporate profile.
- Pull-up banner advertising in the main concourse/foyer area.
- Two full-page colour advertisements in the official souvenir program – sponsor to supply artwork.
- Four VIP Corporate Table tickets, including catering.
- Naming rights to one highlighted Open event – category to be confirmed.
- 3m x 3m exhibition space.
- Advertisement placement on the LIVE Streaming service across the four days of competition.

Ideal for organisations wanting a highly visible association with one of Australia's premier DanceSport events.

SILVER SPONSORSHIP - $3,000 AUD (INCLUDING GST)

Our Silver Sponsorship provides businesses with excellent exposure to the DanceSport community through a combination of event, print, digital and hospitality benefits.

PACKAGE INCLUDES :

- Promotion and acknowledgement across ADS social media platforms.
- Recognition and logo placement across the Australian Dancing Society and Championship websites, including a 100-word corporate profile.
- Pull-up banner advertising in the main concourse/foyer area.
- One full-page colour advertisement in the official souvenir program – sponsor to supply artwork.
- Two VIP Corporate Table tickets, including catering.
- Naming rights to one highlighted Open event – category to be confirmed.
- Advertisement placement on the LIVE Streaming service across the four days of competition.

A strong-value package for businesses wanting meaningful exposure without the investment of the major sponsorship levels.

OFFICIAL DANCE STUDIO PARTNER - $2,000 AUD (INCLUDING GST)

EXCLUSIVELY AVAILABLE TO DANCE STUDIOS

Showcase your studio and support the Australian DanceSport Championship with a dedicated sponsorship package designed specifically for the DanceSport studio community.

PACKAGE INCLUDES :

- One full-page colour advertisement in the official souvenir program – studio to supply artwork, subject to Championship advertising guidelines.
- One floorside advertising sign (1200mm x 600mm) positioned around the competition floor, using existing signage held by the Championship.
- Studio logo and recognition across the Australian Dancing Society and Championship websites, including contact details.
- Studio logo featured on the official Supporting Dance Studios display within the venue.
- Recognition in the official souvenir program as an Official Dance Studio Partner.
- Option to include a QR code within the program advertisement linking directly to the studio's website, enrolment page or contact details.

This package does not include social media promotion.

BRONZE SPONSORSHIP - $1,500 AUD (INCLUDING GST)

Our Bronze Sponsorship provides an affordable opportunity for businesses and first-time sponsors to connect with the DanceSport community and gain valuable exposure throughout the Championship.

PACKAGE INCLUDES :

- Promotion and acknowledgement across ADS social media platforms.
- Recognition and logo placement across the Australian Dancing Society and Championship websites, including a 50-word corporate profile.
- One full-page colour advertisement in the official souvenir program – sponsor to supply artwork.
- Two reserved second-row table seats.
- Advertisement placement on the LIVE Streaming service across the four days of competition.

An accessible sponsorship option offering excellent value and meaningful brand recognition.

ADDITIONAL PARTNERSHIP & ADVERTISING OPPORTUNITIES

TRADE EXHIBITION - $1,900 AUD (INCLUDING GST)

Showcase your products or services directly to the DanceSport community with a dedicated exhibition space in the Championship foyer. All competitors and spectators pass through this area when entering the Main Ballroom, providing exhibitors with an excellent opportunity for face-to-face engagement and product promotion.

PACKAGE INCLUDES :

- 3m x 3m exhibition space in the main foyer/concourse.
- Entry for two staff members.
- Recognition and logo placement across the Australian Dancing Society and Championship websites.
- 50-word business profile across the Australian Dancing Society and Championship websites.
- Naming rights to one selected Open event – category subject to availability.

Ideal for dancewear, shoes, beauty, health, fitness and other businesses wanting direct access to the DanceSport community.

LIMITED FLOORSIDE SIGNAGE

$800 (INCL. GST AND PRODUCTION)
$650 FOR STOCK ON HAND

Put your brand right beside the action with prominent floorside advertising visible throughout the Championship. Floorside signage provides repeated brand exposure to competitors, spectators, adjudicators and audiences viewing the event via live stream.

PACKAGE INCLUDES :

- One 1200mm x 600mm floorside advertising sign.
- Production of new signage included in the $800 package.
- Placement adjacent to the competition floor.
- Exposure throughout the Championship.
- Visibility to the live-stream audience where camera positioning permits.

Limited positions are available and allocated on a first-come, first-served basis.

GENERAL PRINT ADVERTISING

Feature your business in the Official Australian DanceSport Championship Souvenir Program, a high-quality, full-colour publication available to competitors, officials and spectators throughout the Championship.

The program includes the full competition schedule, competitor listings, officials and adjudicator profiles, Championship history, Roll of Honour and sponsor acknowledgements.

ADVERTISEMENT	INVESTMENT inc GST
Back Cover	$1,100
Inside of Front or Back Cover	$900
Full Page (portrait)	$700
Half Page (landscape)	$400

BONUS – ALL PROGRAM ADVERTISERS RECEIVE
Business logo recognition across the Australian Dancing Society and Championship websites.

ARTWORK REQUIREMENTS
Advertisements are to be supplied as a high-resolution, print-ready PDF, together with a colour laser proof, by the nominated artwork deadline.

PHOTOGRAPHER PASS - $160 AUD (INCLUDING GST) PER DAY

Capture the elegance and excitement of the Australian DanceSport Championship with dedicated access designed for professional and aspiring DanceSport photographers. Join us at CENTREPIECE, Melbourne & Olympic Parks as an Official Photographer for the 80th Australian DanceSport Championship.

PACKAGE INCLUDES :

- Admission into the Championship venue for the selected day.
- Front-row access in an assigned photography position.
- Promotion and acknowledgement across ADS social media platforms.
- Recognition and logo placement across the Australian Dancing Society and Championship websites.
- 50-word photographer or business profile on the Championship website.

An ideal opportunity for photographers wanting premium access to capture and showcase the excitement, artistry and atmosphere of the Australian DanceSport Championship.

COFFEE SLEEVE PROMOTION

EXCLUSIVE OPPORTUNITY, PRICING ON APPLICATION

Put your brand directly into the hands of competitors, spectators and officials with this unique high-visibility promotion. Custom-branded coffee sleeves are distributed through official event coffee outlets, providing repeated exposure throughout the Championship.

PACKAGE INCLUDES :

- Custom-designed coffee sleeves featuring your logo and/or promotional message.
- Distribution through official event coffee outlets.
- Brand exposure to dancers, spectators, officials and vendors.
- One full-page colour advertisement in the official souvenir program.
- One pull-up banner displayed in the main concourse/foyer - sponsor to supply.



COMPETITOR BACK NUMBER SPONSORSHIP

EXCLUSIVE COMMERCIAL SPONSORSHIP - PRICING ON APPLICATION

Put your brand on the competition floor with every competitor. Back Number Sponsorship provides exceptional repeated exposure, with your logo displayed on official competitor back numbers throughout the selected competition day(s). Every time a competitor takes to the floor— and in many of the photographs and videos captured during the event-your brand travels with them.

PACKAGE INCLUDES :

- Sponsor logo featured on official competitor back numbers during the selected sponsorship period.
- One full-page colour advertisement in the official souvenir program.
- One pull-up banner displayed in the main concourse/foyer - sponsor to supply.
- Recognition in sponsor announcements and applicable digital listings.

Limited to one sponsor per available time period.
Commercial brands only - this sponsorship is not available to Dance Studios.



PRO/AM SHOWCASES

This year we are very excited to include in the program of events for the Australian DanceSport Championship a very limited number of PRO/AM Showcases. Create and perform your very own showcase at Australia's largest DanceSport event - be part of the action!

We encourage you to contact us at ***admin@theaustralianchampionship.com.au*** *to reserve your limited Showcase spot, or to make any further queries.*

A VIP farewell lunch will be conducted on the Monday for all involved in the PRO/AM SHOWCASES.

SUNDAY • PRO/AM SHOWCASE - ONLY ONE AVAILABLE - $15,000
3.5mins Showcase in the evening session
Private Dressing room with refreshments
10 Front Row table seats inclusive of catering

SATURDAY • PRO/AM SHOWCASE - ONLY TWO AVAILABLE - $7,500
3.5mins Showcase in the evening session
Access to the Showcase dressing room
5 Front Row table seats inclusive of catering

FRIDAY • PRO/AM SHOWCASE - ONLY TWO AVAILABLE - $4,500
3.5mins Showcase in the evening session
Access to Showcase dressing room
5 Front Row table seats inclusive of catering



Partnership Sponsorship Packages and Advertising Booking Form

We thank you in advance for your consideration and welcome the opportunity to discuss any of the opportunities available further! If you would like to book one of our packages at what will be an amazing 80th Australian Dancesport Championship, please fill out the form below.

☐ Naming Rights Sponsorship	☐ Premier Sponsorship	☐ Gold Sponsorship
☐ Silver Sponsorship	☐ Official Dance Studio Partner	☐ Bronze Sponsorship
☐ Trade Exhibition	☐ Floorside Signage	☐ Back Cover Ad
☐ Inside Back or Front Cover Ad	☐ Full Page Ad	☐ Half Page Ad
☐ Photographers Pass	☐ Coffee Sleeve	☐ Back Number

Company :_____ Contact :_____

Address :_____

Suburb :_____ State :_____ Postcode :_____ Ph :_____

Mob :_____ Email :_____

PAYMENT METHODS
CREDIT CARD VISA, MASTERCARD, OR AMEX

Name on the Card :_____

Credit Card Number:_____ CCV:_____

Expiry Date:_____ Signature:_____

BANK TRANSFER
Australian Dancing Society Ltd - Championship Account

Bank - National Australia Bank BSB # - 083 218 · ACC # - 515 206 905

PLEASE RETURN FORM AND PAYMENT BY FRIDAY 23RD OCTOBER 2026

AUSTRALIAN DANCING SOCIETY

PO Box 5036, Burnley, Victoria, Australia, 3206

+61 (0)418 216 533 · admin@australiandancingsociety.com.au