



AUSTRALIAN DANCING SOCIETY LTD PRESENTS



DIAMOND ANNIVERSARY 50 YEARS



SOFITEL
MELBOURNE ON COLLINS



FRIDAY 4TH
SATURDAY 5TH
SUNDAY 6TH MARCH 2022

SPONSORSHIP BOOKLET

AUSTRALIAN DANCESPORT CHAMPIONSHIP

www.theaustralianchampionship.com.au
e : info@theaustralianchampionship.com.au





AUSTRALIAN DANCESPORT CHAMPIONSHIP

About the Australian DanceSport Championship

Bringing together the best dancers from all over Australia and the world to take part in this prestigious premier DanceSport event. This event is in its 75th year and will be presented at The Main Arena, Bendigo Stadium on 4th, 5th and 6th of March 2022.

The major Open events choose Australia's representatives to ALL World Championships for 2022. The event also allows participants of all levels and all ages to compete in Ballroom (Standard), Latin American and New Vogue dance styles. From those who are just starting out on their newly acquired DanceSport journey through to our seasoned professional competitors, from Juveniles to Masters, we have a division to cater for everyone.

About DanceSport

DanceSport is the term used when referring to competitive Ballroom Dancing. This glamorous and exciting activity has been renamed to suit its modern image as a demanding sport. Its characteristics consist of physical strength, agility, co-ordination, stamina, high level of fitness, discipline, teamwork, grace, style and musical interpretation.

DanceSport provides an opportunity for developing athletic disciplines of the body and mind as well as artistic creativity through musical interpretation, costume design and choreographic programming.

Event Marketing

Why Sponsor and/or Exhibit? Sponsoring this event can provide your organisation with opportunities for new business generation and market exposure. Our sponsorship solutions and exhibition packages offer a unique platform to promote your organisation to a niche market.

It gives you the opportunity to gain direct and personal access to new and exciting customers, provides a platform to initiate brand awareness, inform and /or educate potential customers, and reinforce strategic positioning with current customers.

About the DanceSport Community

- Ranges of ages - DanceSport accommodates a wide range of ages. Sub Juvenile categories (under 10's) through to Masters 3 (over 65)
- No Language, race or religion barriers
- Promotes social skills - tolerance, understanding and team work
- Lifestyle - Interested in dance and music • Health & Fitness - Athletic/health and well being
- Driven - Enjoy a sporting challenge and competition • Fashion/appearance/grooming

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Friday 4th, Saturday 5th, Sunday 6th of MARCH 2022

MAIN ARENA - BENDIGO STADIUM



S O F I T E L
MELBOURNE ON COLLINS





AUSTRALIAN DANCESPORT CHAMPIONSHIP

By the Numbers (Based on 2019 event)

Approximately 1410 competitors and 135 officials

Approximately 4155 supporters/spectators/attendees

Your contribution

Events like this do not happen without generous support of corporate sponsorship. We can't keep prices affordable for competitors and spectators without the generous support of our sponsors. Your support allows us to offset costs involved in presenting this Championship event, such as hiring a quality venue or hiring state of the art audio visual and lighting equipment.

We aim to make DanceSport accessible for all dancers and dance enthusiasts of all ages and all abilities to partake in their love of dance and competition. It also allows us to reduce the cost to spectators and supporters who come from all areas of our community and country not just the dance community. Thank you for your involvement!

The Australian Dancing Society Ltd and The 75th Australian DanceSport Championship would like to invite you to consider a unique branding and engagement opportunity.

PREMIER SPONSORSHIP

Premier Sponsorship offers excellent brand positioning and great exposure to the audience

1. Recognition and logo placement on official event website, including 200 word corporate profile
2. Banner/signage at event venue
3. Full page colour advertisement in souvenir program
4. Participate in the presentation of trophies to winners and finalists of the named categories (categories TBC)
5. Corporate table for evening session of one day (total 10 tickets)
6. Ten (10) complimentary Gold Class seat tickets
7. 3m x 3m Exhibition Space

TOTAL INVESTMENT - \$10,000 AUD (INCLUDING GST)

GOLD SPONSORSHIP

1. Recognition and logo placement on official event website, including 150 word corporate profile
2. Banner/signage at event venue
3. Half page colour advertisement in souvenir program
4. Two (2) VIP Corporate table tickets
5. Ten (10) complimentary Gold Class seat tickets

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MAIN ARENA - BENDIGO STADIUM



S O F I T E L
MELBOURNE ON COLLINS





AUSTRALIAN DANCESPORT CHAMPIONSHIP

6. Sponsorship and naming rights to an Open Event (categories TBA)

7. 3m x 3m Exhibition Space

TOTAL INVESTMENT - \$5,000 AUD (INCLUDING GST)

SILVER SPONSORSHIP

1. Recognition and logo placement on official event website, including 100 word corporate profile

2. Banner/signage at event venue

3. Quarter page colour advertisement in souvenir program

4. Six (6) complimentary Gold Class seat tickets

5. Sponsorship and naming rights to an Open Event (categories TBA)

TOTAL INVESTMENT - \$2,500 AUD (INCLUDING GST)

BRONZE SPONSORSHIP

1. Recognition and logo placement on official event website, including 50 word corporate profile

2. Banner/signage at event venue

3. Two (2) complimentary Gold Class seat tickets

4. Sponsorship and naming rights to an Open Event (categories TBA)

TOTAL INVESTMENT - \$1,000 AUD (INCLUDING GST)

Events available for sponsorship

Professional Standard	Juvenile Open Standard
Professional Latin	Juvenile Open Latin
Professional New Vogue	Juvenile Open New Vogue
Australian Open Standard	Master I Open Standard
Australian Open Latin	Master I Open Latin
Australian Open New Vogue	Master I Open New Vogue
U/21 Standard	Master II Open Standard
U/21 Latin	Master II Open Latin
U/21 New Vogue	Master II Open New Vogue
Junior Open Standard	Master III Open Standard
Junior Open New Vogue	Master III Open Latin
Junior Open Latin	Master III Open New Vogue

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S O F I T E L
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AUSTRALIAN DANCESPORT CHAMPIONSHIP

TRADE EXHIBITION

Exhibitor packages allow you to further showcase your products in front of a captive market. In order to maximise exposure, exhibitor booths will be located in high traffic areas of the arena concourse.

1. Recognition and logo placement on official event website, including 50 word corporate profile
2. 3m x 3m Exhibition Space
 1. 3m x 1m booth
 2. 2.4 high velcro - compatible fabric covered walls
 3. Polished Aluminium fascia, 30cm deep on all aisle frontages
 4. 2 x trestle tables and 2 x conference chairs per stand
3. Two (2) complimentary Gold Class seat tickets per day
4. Sponsorship and naming rights to an Open Event (categories TBA)

TOTAL INVESTMENT - \$1,500 AUD (INCLUDING GST)

GENERAL PRINT ADVERTISING

We would like to invite you to be a part of the 75th Australian DanceSport Championship, Australia's premier DanceSport event, by offering you the opportunity to advertise in the souvenir event program. The Australian DanceSport Championship produces a high quality program, including Officials & management information, list of esteemed adjudicators, full competitor listing, 3 days of competition information, Corporate sponsor information, ADS History and Australian Championship Roll of Honour.

Advertisements to be supplied as high resolution PDF for print. Plus a colour laser proof.

- Full page 210mm x 297mm (add 4mm all around for a bleed page)
- Half page 190mm x 140 mm
- All print advertising will also receive recognition and logo placement on official event website, including 50 word corporate profile

BACK COVER \$1000

INSIDE FRONT OR BACK COVER \$800

FULL PAGE \$600

HALF PAGE \$300

FLOORSIDE SIGNAGE

All signs are standardised at 7' x 2' (2100mm x 600mm)

INCLUDING PRODUCTION \$650

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MELBOURNE ON COLLINS





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BENDIGO STADIUM



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AUSTRALIAN DANCESPORT CHAMPIONSHIP

Partnership Sponsorship Packages & Advertising Booking Form

We would like to invite you to be a part of the 75th year of Australian's Premier DanceSport event, by offering you the opportunity to Sponsor or advertise at the 75th Australian DanceSport Championship. You will not want to miss a beat.

- | | | |
|---|---|---|
| <input type="checkbox"/> Premier Sponsorship Pkg | <input type="checkbox"/> Gold Sponsorship Pkg | <input type="checkbox"/> Silver Sponsorship Pkg |
| <input type="checkbox"/> Bronze Sponsorship Pkg | <input type="checkbox"/> Trade Exhibition | <input type="checkbox"/> Back Cover |
| <input type="checkbox"/> Inside Front or Back Cover | <input type="checkbox"/> Full Page | <input type="checkbox"/> Half Page |

Company : _____ Contact : _____

Address : _____

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

Mob : _____ Email : _____

PAYMENT METHODS

CREDIT CARD VISA, MASTERCARD, OR AMEX

Card Holder's Name : _____

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 21st January 2022

AUSTRALIAN DANCING SOCIETY

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