

Oceania Dancesport Championship

PARTNERSHIP PROSPECTUS

**Saturday 3rd October 2026
ICC Sydney, Darling Harbour**

THE EVENT

*Experience the pinnacle of dance at the prestigious Oceania Dancesport Championship. An annual showcase of elegance, athleticism and world class talent. Now in its **fifth successful year**, the event has become a standout on the DanceSport calendar.*

*Join us on **Saturday 3rd October 2026** at the iconic ICC Sydney, Darling Harbour, for an unforgettable evening bringing together elite competitors, industry leaders and an engaged audience.*

The evening opens with a breathtaking floor show by five-times World Latin Champions, Charles Guillaume Schmitt and Elena Salikhova

This one-day event unites the finest dancers from Australia, New Zealand and across the Oceania region, showcasing Ballroom, Latin and New Vogue. Judged by a world-class international panel of accredited experts, daytime elimination rounds culminate in a grand finale and awards ceremony at the Oceania Gala Ball.

ABOUT OCEANIA DANCESPORT ASSOCIATION

The Oceania Dancesport Association Inc. promoting excellence, community and artistic achievement at every level, from grassroots beginners through to world-class champions competing on the international stage.



BY THE NUMBERS

2025 Championship Snapshot

1,140+

Total attendees across day and night events

520

Competitors from all States of Australia, the Oceanic region and internationally.

600

Gala Ball tickets, seated dinner and drinks

87

Dance categories
Ballroom, Latin, New Vogue

WHY PARTNER WITH US

Premium Audience

Direct access to an affluent, engaged audience of 1200+ at Australia's premier DanceSport event. Delivering a global audience reach through livestream views.

Brand Alignment

Associate your brand with elegance, performance and world class artistry in an intimate high-impact setting.

Media Exposure

Multi-platform coverage across TV promotion, digital, social and print reaching 2.4M+ impressions.

Experiential Activation

Opportunity for bespoke brand exposure - from foyer displays to VIP hospitality and custom workshops.

Proven ROI

92% sponsor satisfaction. previous sponsors rated the partnership as valuable with strong brand recall among attendees.

PREMIER PARTNERSHIP

\$30,000 (EXCLUSIVE - 1 AVAILABLE)

Position your brand at the forefront of the Oceania Dancesport Championship with this exclusive collaboration. Combine maximum visibility with a unique client signature experience.

Inclusions

- 1 x VIP Gala Ball table
(10 seats, including dinner and drinks)
- 20 x Championship day session tickets

Brand Visibility

- Exclusive naming rights with inclusion in the official Championship title
- Prominent front-page website banner with direct company link
- Logo featured across all key platforms: schedule app, registration portal, email and social media
- Premium advertising space in our souvenir programme: inside front or outside back cover, plus double-page spread

On-Site Presence

- Priority exhibition stand in a high-traffic foyer location
- Prominent dance floor banner and venue-wide branding



Signature Experience

- 5 x private *Dancing with the Stars*-style workshops (up to 20 participants each)
- Led by world-class professional champions
- Personalised routine tailored to your team
- A memorable journey culminating in your VIP Gala Ball experience

OTHER OPPORTUNITIES

PLATINUM PARTNERSHIP - \$20,000

An elevated sponsorship tier offering high-impact visibility and a unique interactive experience.

Inclusions

- 1 x VIP Gala Ball table (10 seats, including dinner and drinks)

Brand Visibility

- Website banner with direct company link
- Logo on sponsorship page and competition schedule app
- Premium advertising space in our souvenir programme: inside front or outside back cover

On-Site Presence

- Exhibition stand (second preference location)

Additional Experience

- 1 x private dance workshop (up to 10 participants)

GOLD PARTNERSHIP - \$10,000

A strong entry-level partnership delivering brand visibility and access to a premium audience, with targeted exposure Event Presence

Inclusions

- 1 x VIP Gala Ball table (10 seats, including dinner and drinks)

Brand Visibility

- Logo featured on sponsorship page
- Prominent advertising space in our Souvenir programme: full page

On-Site Presence

- Exhibition stand in the ballroom foyer

ADDITIONAL OPPORTUNITIES

Enhance your presence or tailor your involvement:

- | | |
|------------------------------------|----------------|
| • Gala Ball table | \$5,000 |
| 10 seats, dinner and drinks | |
| • Exhibition stand | \$3,000 |
| Trade Village foyer | |
| • Digital partnership | \$2,500 |
| Website, social and media exposure | |
| • Programme advertisement | \$1,500 |
| Full-page | |



LEANNE BAMPTON

DanceSport Event Founder



Leeanne Bampton is recognised worldwide for her exceptional talent in dance.

The most qualified examiner and adjudicator in the southern hemisphere,

she served as head choreographer for Baz Luhrmann's Strictly Ballroom and appeared as resident dance director on Dancing with the Stars for over a decade.

A 10-times Australian and South Pacific Professional Champion, Leanne's passion for the art of dance is the driving force behind the Oceania Dancesport Championship and the legacy she continues to build.

MASERATI

Principle Event Partner

SPONSORSHIP ACTIVATION CASE STUDY

Maserati partnered with the Oceania DanceSport Championship for a premium brand activation that positioned their marquee at the heart of the evening's most glamorous moments.

A flagship vehicle was displayed in the ICC Sydney foyer as guests arrived for the Gala Dinner, creating a dramatic photo opportunity and social media moment.

The activation generated significant earned media coverage and reinforced the natural alignment between luxury automotive and the elegance of competitive dance.



NEXT STEPS

We would love to extend our heartfelt thanks for your time and consideration.

We are thrilled at the prospect of your involvement in this event and look forward to creating something extraordinary together.

OCEANIA DANCESPORT ASSOCIATION

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