



**Jump onboard, as the Australian  
Irish Dancing Championships  
are coming to Bendigo!**

Red Energy Stadium Bendigo  
Tuesday 1st October – Saturday 5th October 2024



Australian  
Irish Dancing  
Association Inc.

EXPRESSING CULTURE THROUGH DANCE  
CULTÚR A CHOThÚ LE RINCE



# Bendigo is the place to be in October 2024.

We are proud to announce that the Australian Irish Dancing Championships is coming to Bendigo. Competitors and spectators alike will be immersed in a week-long festival of Ireland's dance, music and culture.

With over 1,200 dancers from all states of Australia, competing in solo and team events, renewing friendships, socialising and above all enjoying the spectacle of these Championships, we invite YOU to be part of what is truly a unique and memorable event.

With approximately 5 million dollars being injected into the State through bed stays, tourism, retail and hospitality and along with an estimated 1000+ spectators daily, we offer you this great opportunity to be involved in our 55th Australian Irish Dancing Championships.

Your sponsorship, advertising or in-kind support will ensure that the 2024 Australian Championships will be an exciting event, not only for our Irish dancing community but our international and interstate guests, intrastate Victoria and all attending.

## BÍ LINN ANOIS (Gaelic) JOIN WITH US NOW!



Christine Ayres School of Irish Dance  
Senior Figure Dance World Champions 2024

## In Brief

- The Australian Irish Dancing Association (AIDA Inc) is a voluntary not-for-profit organisation and relies on the support of the community to run this prestigious event.
- From Tuesday 1st October to Saturday 5th October 2024, the Red Energy Stadium Bendigo will host Australia's biggest Irish dancing event.
- It will attract 1,200 competitors from over 1,000 families from all over Australia, and an estimated 4,000 total attendees, including competitors from Victoria.
- These families will inject significant funds into the Bendigo economy during the Championships.
- The Championships will attract 1,000+ spectators each day.
- Australia's Irish dancing community is made up of diverse families who love their art form and are passionately supportive of those who support them.



In the following pages you will find information about the partnership and advertising opportunities that are available. We hope that your organisation can help support us in bringing this year's Championships to life.

As a valued partner of the Championships, your organisation will be promoted through its online presence globally, in print and on signage throughout the Championships.

We look forward to your involvement in this great event. Should you require any further information on the event or are seeking a sponsorship or advertising package tailored to your needs, please do not hesitate to contact us.



For further information contact  
**Mark Adams ADCRG**  
0426 846 195  
**Christine Ayres ADCRG**  
0415 298 381  
[sponsorship.nationals@aidainc.com](mailto:sponsorship.nationals@aidainc.com)





# Partnerships & Advertising

The Australian Irish Dancing Association Inc. invites you to be involved in the 2024 Australian Irish Dancing Championships, offering you the unique opportunity to promote your business and support a dynamic, fast-growing and high-profile dance sport.

## About us

Australia boasts almost 100 accredited Irish Dancing Schools in all States and Territories with over 2000 registered dancers nationwide. The number of participants continues to grow and this energetic dance sport provides our youth with an opportunity to develop skills involving an extremely high level of physical fitness and to compete, not only at the local level, but also throughout Australia and overseas.

Capturing all the excitement of the international dance show hits Riverdance and Lord of the Dance, the Red Energy Stadium will host five full days of world-class dancing when it presents the 55th Australian National Championships of Irish Dancing from Tuesday 1st October to Saturday 5th October 2024.

The Irish dance community is excited to come to Bendigo and enjoy our hotels, restaurants, retailers, bus and taxi companies, local tourism, and not to mention bars and other leisure facilities all benefiting from the influx of visitors.

## Championship Details

**Red Energy Stadium Bendigo  
Tuesday 1st October to  
Saturday 5th October 2024.**

Liam Costello  
McGahan Lees Creer New South Wales  
World Champion 2018, 2019, 2022, 2023, 2024

# Promotion of the Championships

The Championships will be advertised throughout Australia and internationally.

Promotion will include:

- Promotion of the Championships through television, radio and print media.
- Direct mail – distribution of Championship messages and registration details to all clubs throughout Australia.
- Australian Irish Dancing Association website – sponsors will be acknowledged on the Championships section of the website with links to sponsor's own website.
- Promotion and links from other related websites.
- Promotion across the extensive Irish Dancing social media network globally.
- Promotion at State Championships.

Your support of these Championships will be highlighted at every opportunity. Opportunities also exist for promotion in other ways in related material including the Championship souvenir program, Championship signage and special event sponsorship.

## Expected Attendance

Approximately 1,200 competitors from 1,000 families and up to 4,000 spectators are expected to attend the Championships in 2024, representing the following groups:

- Dancers
- Teachers
- Wider community members
- Spectators – parents, friends and the general public
- Local community members
- Tourists and holiday makers visiting Bendigo for holidays





# Benefits of Partnership & Advertising

- Deep appreciation and engagement with the Irish dance community in Australia.
- Enhancement of corporate image through linking your company with a healthy and active lifestyle.
- Direct access to an audience made up of your clients, current and potential.
- Promotion on the Association website and exposure at the Championships through signage and announcements.
- Opportunity to display products and offer sampling.
- Creation of brand awareness and acceptance.
- Increased business potential.
- Enhanced company profile.
- Support of youth activity.

## Did you know?

### The Australian Irish Dancing Association (AIDA Inc.) also Host the Australian International Oireachtas (AIO)

We would like to bring to your attention a unique and exciting opportunity to promote your business to our competitors and family who are heading to Bendigo, in advance of the event.

- **Advertising your Business in our AIO program is a great way to gain bookings in the lead up to the National Championships in October.**
- Perfect for dancers families and friends to lock in their accommodation or tourists attraction in advance.

**Consider combining your Australian National Championship sponsorship with our AIO event for a 20% discount. For further information about the AIO scan here!**



**5TH 6TH 7TH & 8TH JULY 2024**

FOR FURTHER INFORMATION VISIT  
[WWW.IRISHDANCING.ORG.AU/AIO](http://WWW.IRISHDANCING.ORG.AU/AIO)  
 OR VISIT: [sponsorship.aio@aidainc.com](mailto:sponsorship.aio@aidainc.com)

# Section Partnership

## Individual Event Partnership (List of events and prices below)

- Acknowledgement as the partner with display of Company name on stage banners during the event.
- Recognition in the Championship souvenir program as the section partner of the particular event.
- Acknowledgement as the section partner during stage announcements for the particular event
- Acknowledgement as section partner during presentation of awards for that event.
- Complimentary admission for the sponsored event.
- Opportunity to participate in presentation ceremony for Championship winners in that event.
- Company recognition as a section partner on Championship website.
- Opportunity to provide pull-up banners to be displayed next to official Event banners in highly visible areas.

## Partnership Rates

Sponsorships	AIO	Nationals
Female	\$350	\$550
Female Premier - Senior Ladies	-	\$600
Male	\$250	\$350
Male Premier - Senior Men	-	\$400
Ceili	-	\$380
Freestyle / Premier Ceili	\$400	\$400
Trad Set Dance / DDL	\$150	\$150
Sashes - Championship section of choice (per age group)	\$100	\$100
Sashes - Preliminary section of choice (per age group)	\$60	
Sashes - Priomh Comortas section of choice (per age group)	\$60	
Priomh Comortas Bun, Tus, Mean, and Adult	\$100	
<b>Vendors - Stall</b>		

For merchandiser and vendor opportunities contact Clare McNeill: [qld@aidainc.com](mailto:qld@aidainc.com)

An updated list of available Championship Sections will be provided on request.

**Consider combining your Australian National Championship sponsorship with our AIO event for a 20% discount. For further information scan here!**



## Premier Championships

A limited number of high-demand Premier Championships are available to partner with. These premium sections are among the most popular of the Championships and will sell out quickly.

## Looking for something different?

It would be our pleasure to discuss unique promotional opportunities with you, tailored to suit your business' requirements and budget.



# ADVERTISING

## Advertising in the Championship A4 Souvenir Program

ADVERTISING RATES	AIO	NATIONALS
Full Page B & W	\$300	\$500
Full Page Colour	\$350	\$600
1/2 Page B & W	\$200	\$300
1/2 Page Colour	\$230	\$370
1/2 Page Good Luck School	\$180	\$200
Back Cover	\$500	\$900
Inside Front & Back Cover	\$400	\$700
1/4 Page	-	\$175



## Combined Packages

We would like to offer you the opportunity to tailor make a package to suit your particular needs.

Should you wish to combine sponsorship of any part of the Championships with souvenir program advertising, reduced rates can be negotiated.

**Consider combining your Australian National Championship advertising with our AIO event for a 20% discount.**  
For further information scan here!



## ADVERTISING SPECIFICATIONS GUIDE

The 55th Australian National Championships  
of Irish Dancing  
Red Energy Stadium Bendigo



**FULL PAGE ADVERTISEMENT**  
**Full bleed**  
Size: 210mm x 297mm  
Allow an extra 4mm bleed on all sides.  
Please keep text 12mm clear on both sides for spiral binding

**FULL PAGE ADVERTISEMENT**  
**No Bleed**  
Size: 194mm x 281mm  
Full page adverts supplied without bleed will be placed as non bleed adverts

**HALF PAGE ADVERTISEMENT**  
**(NON BLEED AD)**  
Size: 190mm x 125mm

**QUARTER PAGE B&W**  
**ADVERTISEMENT**  
**(NON BLEED AD)**  
Size: 125mm x 90mm

The information is a guide to help with a smooth transition from artwork to printed production for the Australian Irish Dancing Championships souvenir program.

### SIZE

Where possible please produce artwork to the size as stated in the above diagrams.

### FILE FORMAT

Where ever possible, artwork should be supplied as a high res pdf at a minimum resolution of 300dpi. Artwork can also be supplied as a high resolution eps, tiff, or jpg. If supplying artwork in these formats, files should also be supplied in a resolution no smaller than 300dpi.

**Note:** Colour artwork should be supplied in CMYK. Unless you have booked a colour ad, artwork should be supplied in MONO (black & white)

For further information regarding sizing and file formats, please contact:

**Mark Adams ADCRG**

0426 846 195

**Christine Ayres ADCRG**

0415 298 381

[sponsorship.nationals@aidainc.com](mailto:sponsorship.nationals@aidainc.com)

### DELIVERY DETAILS

Artwork for adverts can be forwarded via email to [sponsorship.nationals@aidainc.com](mailto:sponsorship.nationals@aidainc.com) (to a maximum of 5MB)

### DISCLAIMER

While every attempt will be made to reproduce the artwork supplied to the highest standards, AIDA Inc. and the publishers of the Australian Irish Dancing Championships souvenir program, take no responsibility for the quality of printing of advertising that is not supplied in the correct format described.

**Material Deadline for All Advertisements for AIO program, 24/05/2024, and Nationals Program 16/08/2024**



**Thank you for taking the opportunity to be part of this fabulous event.**

Please complete this form and return to AIDA Inc.

A tax invoice will be forwarded when payment has been received. Please retain a copy of this form for your records.

Contact Name \_\_\_\_\_ AIDA# (if applicable) \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

### Partnership

I/we would like to partner the following section: \_\_\_\_\_

Alternative section preferences: \_\_\_\_\_

Partnership total AUD \$ \_\_\_\_\_

### Advertising

I/we wish to book the following advertisement in the Championship Program:

Back cover   
  Inside front cover   
  Inside back cover   
  Full page colour

½ page b & w   
  ½ page colour   
  ¼ page   
  Full page b & w

Advertising total AUD \$ \_\_\_\_\_

Total cost AUD \$ \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

### Payment Details

#### Electronic Funds Transfer/Direct Deposit

Bank: ANZ Branch: 121 King William Street Adelaide SA 5000

BSB: 015 010 Account No: 498 203 031

Account Name: Australian Irish Dancing Association Inc.

Please note: Remittance advice must be forwarded once EFT is completed:

[treasurer@aidainc.com](mailto:treasurer@aidainc.com)



Please scan our QR code  
to visit our website



Vaughan Cooper  
 WA Academy of Irish Dancing  
 World Champion 2024



*Don't miss your chance on this unique opportunity...*



## ***Book your place NOW!***

Your support and involvement with this prestigious event and the Australian Irish Dancing Association has the potential to generate new marketing opportunities and successful engagement with the Australian Irish Dancing community.

To discuss your individual requirements, please contact:

**Mark Adams ADCRG**

0426 846 195

**Christine Ayres ADCRG**

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Please scan our QR code to visit our website