



**SPONSOR
PACKAGES**

**NATIONAL
TOUR**

REGIONALS 2026

www.carnivadance.com.au



CARNIVAL DANCE CHALLENGE IS A PREMIER NATIONAL DANCE COMPETITION BASED IN AUSTRALIA, DEDICATED TO NURTURING AND SHOWCASING THE TALENTS OF THE NEXT GENERATION OF PERFORMERS. WE PRIDE OURSELVES ON DELIVERING A PROFESSIONAL, HIGH-ENERGY, AND WELL-ORGANISED EVENT THAT PROVIDES DANCERS OF ALL AGES AND BACKGROUNDS WITH THE OPPORTUNITY TO PERFORM, GROW, AND SHINE ON A NATIONAL STAGE.

FOUNDED ON THE VALUES OF EXCELLENCE, INCLUSIVITY, AND COMMUNITY, CARNIVAL IS MORE THAN JUST A COMPETITION — IT'S A CELEBRATION OF THE PERFORMING ARTS. EACH EVENT IS DESIGNED TO INSPIRE CREATIVITY, BUILD CONFIDENCE, AND FOSTER LIFELONG MEMORIES FOR PARTICIPANTS AND THEIR FAMILIES.

OUR COMPETITION CIRCUIT CULMINATES IN THE HIGHLY ANTICIPATED CARNIVAL DANCE CHALLENGE FINALS IN SYDNEY, WHERE TOP PERFORMERS FROM OUR REGIONAL EVENTS COME TOGETHER FOR AN UNFORGETTABLE WEEKEND OF ELITE COMPETITION, WORKSHOPS, AND CELEBRATION. THE FINALS ATTRACT THE BEST TALENT NATIONWIDE, ALONG WITH LARGE AUDIENCES OF FAMILIES, FRIENDS, DANCE TEACHERS, INDUSTRY PROFESSIONALS, AND PASSIONATE SUPPORTERS.

OUR REACH & DEMOGRAPHIC

PARTICIPANTS

OVER 30,000+ DANCERS ANNUALLY ACROSS ALL AGE GROUPS (AGES 4–18+), INCLUDING SOLOISTS, DUOS/TRIOS, AND TEAMS FROM DANCE SCHOOLS NATIONWIDE.

AUDIENCE

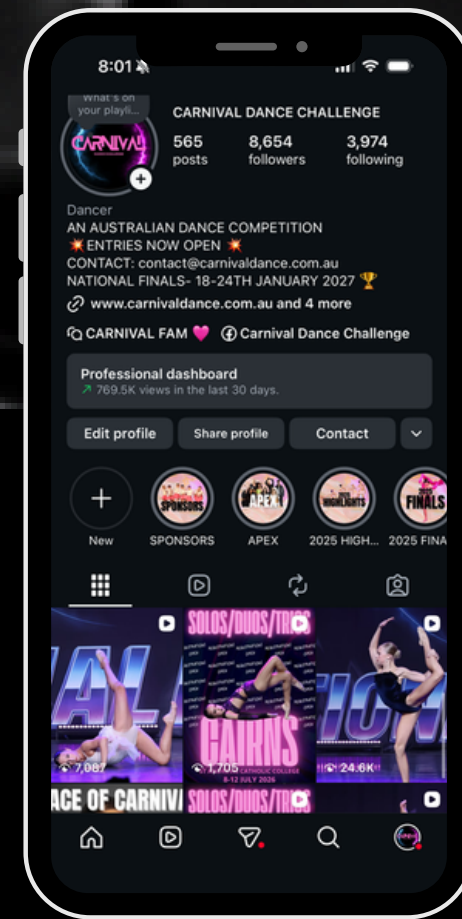
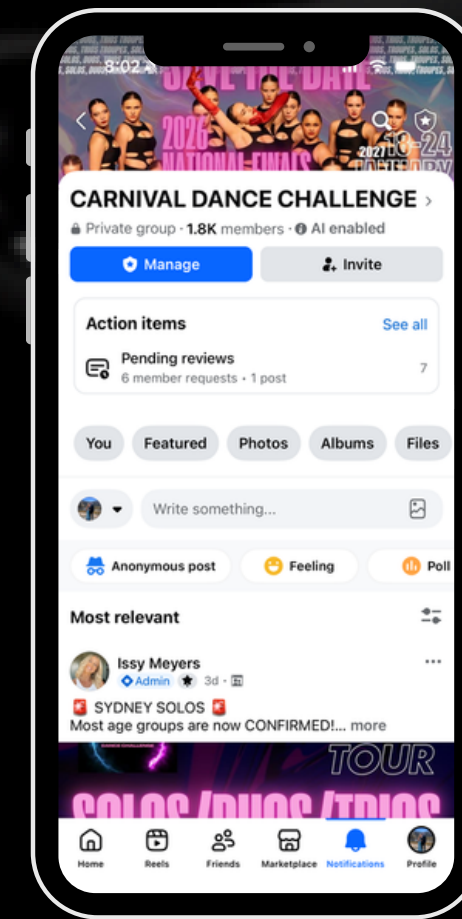
REACHING MORE THAN 80,000+ ATTENDEES ANNUALLY ACROSS OUR EVENTS & AN ESTIMATED 7–8,000 ATTENDEES DURING FINALS, INCLUDING PARENTS, EDUCATORS, AND DANCE ENTHUSIASTS.

DIGITAL PRESENCE


- INSTAGRAM: 8.7K FOLLOWERS, 800K VIEWS PER MONTH, 35K PROFILES REACHED PER MONTH
- MAILING LIST: 6.6K+
- FACEBOOK GROUP: 1.8K
- FACEBOOK PAGE: 1.7K
- HIGH ENGAGEMENT ACROSS STORIES, REELS, AND EVENT HIGHLIGHTS.

EVENT LOCATION

MAJOR REGIONAL EVENTS HELD THROUGHOUT AUSTRALIA, CULMINATING IN OUR NATIONAL FINALS IN SYDNEY.



DEMOGRAPHIC



**90% FEMALE
AUDIENCE**



**SPECTATORS FROM
PARENTS AND PEERS
BETWEEN 20 -60 Y/O**



DANCE



**BEAUTY,
MAKEUP & HAIR**

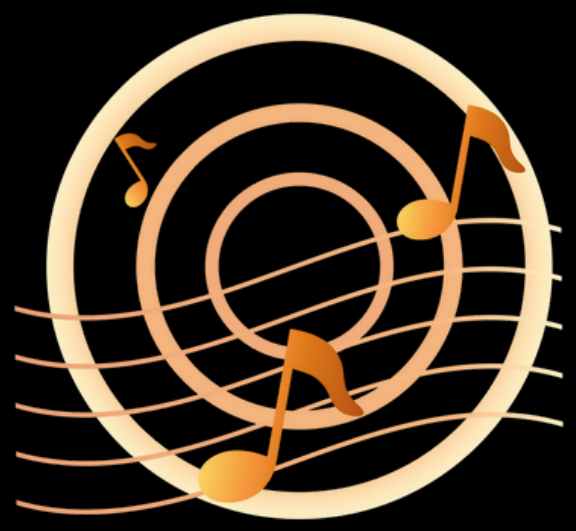


FASHION

**PARTICIPANTS
BETWEEN 4-20
YEARS OF AGE**



**MIDDLE TO HIGH
INCOME**



MUSIC



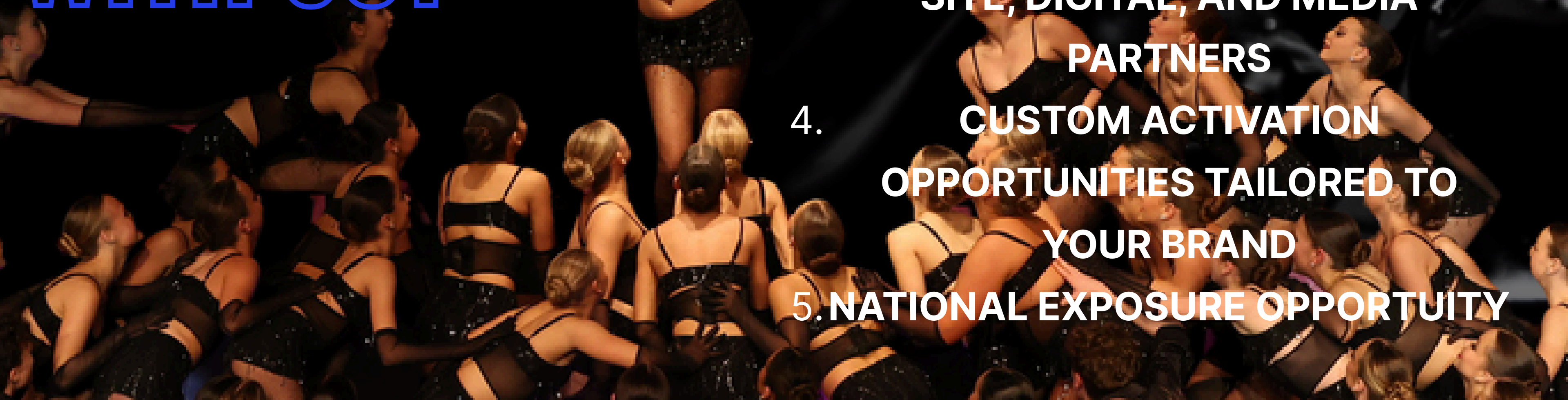
**FITNESS AND
WELLNESS
ENTHUSIASTS**



KIDS ACTIVITIES

CARNIVAL

WHY PARTNER WITH US?



1. **DIRECT EXPOSURE TO A HIGHLY ENGAGED YOUNG AUDIENCE**
2. **BRAND ASSOCIATION WITH CREATIVITY, INNOVATION & LIFESTYLE**
3. **MULTI-CHANNEL PROMOTION: ON-SITE, DIGITAL, AND MEDIA PARTNERS**
4. **CUSTOM ACTIVATION OPPORTUNITIES TAILORED TO YOUR BRAND**
5. **NATIONAL EXPOSURE OPPORTUNITY**

2026 TOUR SCHEDULE

CARNIVAL
DANCE CHALLENGE
2026
SOLO/ DUO & TRIOS TOUR

SYDNEY 1	27-29 TH MARCH
ADELAIDE	11-15 TH APRIL
MELBOURNE	15-19 TH APRIL
HOBART	18-21 ST APRIL
TWEED HEADS	2-4 TH MAY
CANBERRA	21-23 RD MAY
DARWIN	29-1 ST JUNE
SUNSHINE COAST	27-30 TH JUNE
CAIRNS	8-12 TH JULY
MITTAGONG	13-19 TH JULY
PERTH	27-1 ST OCTOBER
AUCKLAND	26-30 TH OCTOBER
SYDNEY 2	3-9 TH OCTOBER
NATIONAL FINALS	18-24 TH JANUARY 2027

MORE REGIONS WILL BE ADDED
UPON CONFIRMATION FROM VENUES

**ENTRIES
NOW
OPEN**

APP.CARNIVALDANCE.COM.AU



CARNIVAL
DANCE CHALLENGE
2026
TROUPE TOUR

HOBART	18-19 TH APRIL
WOLLONGONG	23-24 TH MAY
DARWIN	29-1 ST JUNE
MELBOURNE	20-21 ST JUNE
SUNSHINE COAST	27-28 TH JUNE
MITTAGONG	18-19 TH JULY
SYDNEY	22- 23 RD AUGUST
GOLD COAST	11-13 TH SEPTEMBER
ULLADULLA	19-20 TH SEPTEMBER
PERTH	26-27 TH SEPTEMBER
CANBERRA	17-18 TH OCTOBER
ADELAIDE	24-25 TH OCTOBER
NATIONAL FINALS	23-24 TH JANUARY 2027

MORE REGIONS WILL BE ADDED
UPON CONFIRMATION FROM VENUES

**ENTRIES
NOW
OPEN**

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PARTNER

CARNIVAL



- 12-MONTH PREMIUM BANNER AD ACROSS WEBSITE HOMEPAGE
- LOGO ON ALL MAJOR EVENT SIGNAGE, DIGITAL PROMOTIONAL MATERIAL, BOOKING SYSTEM & BANNERS
- 'PROUDLY SPONSORED BY' INCLUDED ON MEDIA WALLS AND STAGE BANNER
- LISTED ON ALL EMAIL COMMUNICATIONS AS AN OFFICIAL PARTNER
- OPPORTUNITY TO PRESENT AT AWARD BREAKS OR INTERMISSION
- PRIORITY STOREHOLDER BOOTH OR ACTIVATION AT ANY/ALL CARNIVAL DANCE CHALLENGE 2026 EVENTS
- PROFESSIONAL PHOTOS WITH PRIZE WINNERS + SPONSOR PRODUCT
- MENTIONS DURING EVENT ANNOUNCEMENTS/ AWARD CEREMONY
- FULL-PAGE LISTING ON OUR WEBSITE WITH LINKS & FULL CONTACT DETAILS
- LARGE COLOURED ADVERTISEMENT IN EVENT PROGRAM
- ACCESS TO PARTICIPANT GIFT BAGS (FLYERS, SAMPLES, PROMO CODES)
- DEDICATED EMAIL BLAST TO FULL MAILING LIST
- 4 INSTAGRAM POSTS + 3 STORIES (STORIES HIGHLIGHTED FOR 3 MONTHS)

**EXCLUSIVE - TOP TIER
OFFERING**

(ONLY 1 PARTNERSHIP OPPORTUNITY AVAILABLE)

\$ 18,000 +

PLATINUM SPONSOR

CARNIVAL



- 3-MONTH PREMIUM BANNER AD ACROSS BOOKING PLATFORM
- OPPORTUNITY TO PRESENT AT AWARD BREAKS OR INTERMISSION
- PRIORITY STOREHOLDER BOOTH OR ACTIVATION AT UP TO 6 CARNIVAL DANCE CHALLENGE 2026 EVENTS
- PROFESSIONAL PHOTOS WITH PRIZE WINNERS + SPONSOR PRODUCT
- MENTIONS DURING EVENT ANNOUNCEMENTS/ AWARD CEREMONY
- FULL-PAGE LISTING ON OUR WEBSITE WITH LINKS & FULL CONTACT DETAILS
- LARGE COLOURED ADVERTISEMENT IN EVENT PROGRAM
- ACCESS TO PARTICIPANT GIFT BAGS (FLYERS, SAMPLES, PROMO CODES)
- DEDICATED EMAIL BLAST TO FULL MAILING LIST
- 3 INSTAGRAM POSTS + 3 STORIES (STORIES HIGHLIGHTED FOR 3 MONTHS)

TIER 2
PREMIUM EXPOSURE

\$ 10,000 +

DIAMOND SPONSOR

CARNIVAL



- 3-MONTH PREMIUM BANNER AD ACROSS BOOKING PLATFORM
- PRIORITY STOREHOLDER BOOTH OR ACTIVATION AT UP TO 2 CARNIVAL DANCE CHALLENGE 2026 EVENTS
- MENTIONS DURING EVENT ANNOUNCEMENTS/ AWARD CEREMONY
- LISTED ON WEBSITE SPONSORS PAGE
- COLOURED ADVERTISEMENT IN EVENT PROGRAM
- ACCESS TO PARTICIPANT GIFT BAGS (FLYERS, SAMPLES, PROMO CODES)
- MENTION IN AN EMAIL BLAST TO FULL MAILING LIST
- 2 INSTAGRAM POSTS + 3 STORIES (STORIES HIGHLIGHTED FOR 3 MONTHS)

TIER 3

\$ 5 0 0 0 +

RUBY SPONSOR

CARNIVAL



- STOREHOLDER BOOTH OR ACTIVATION AT UP TO 1 CARNIVAL DANCE CHALLENGE 2026 EVENTS
- MENTIONS DURING AWARD CEREMONY
- LISTED ON WEBSITE SPONSORS PAGE
- COLOURED ADVERTISEMENT IN EVENT PROGRAM
- ACCESS TO PARTICIPANT GIFT BAGS (FLYERS, SAMPLES, PROMO CODES)
- MENTION IN AN EMAIL BLAST TO FULL MAILING LIST
- 2 INSTAGRAM POSTS + 3 STORIES (STORIES HIGHLIGHTED FOR 3 MONTHS)

TIER 4

\$ 3 0 0 0 +

GOLD SPONSOR

CARNIVAL



- MENTIONS DURING AWARD CEREMONY
- LISTED ON WEBSITE SPONSORS PAGE
- THANK YOU MENTION IN EVENT PROGRAM
- ACCESS TO PARTICIPANT GIFT BAGS (FLYERS, SAMPLES, PROMO CODES)
- 1 INSTAGRAM POSTS + 1 STORIES

TIER 5

(SPONSORSHIP IN CASH OR EQUIVILANT IN PRODUCT)

\$ 1 0 0 0 +

(OR EQUIVALENT PRODUCT)

STORE HOLDER OR ACTIVATION

GET YOUR BRAND IN FRONT OF OUR HIGHLY ENGAGED AUDIENCE.
FROM APPAREL TO WELLNESS TO FOOD & DRINK
DANCERS AND FAMILIES LOVE SHOPPING BETWEEN SESSIONS!

PREMIUM STORE SPACE

- FRONT-OF-HOUSE OR HIGH-TRAFFIC ZONE
- THANK YOU MENTION IN EVENT PROGRAM
- ACCESS TO PARTICIPANT GIFT BAGS (FLYERS, SAMPLES, PROMO CODES)
- 1 INSTAGRAM POSTS + 1 STORIES

\$ 8 0 0



STANDARD STORE SPACE

- GREAT FOR SMALL BUSINESSES AND LOCAL VENDORS
- TABLE & CHAIRS PROVIDED

\$ 5 0 0

PRIZE SPONSORSHIP

CAN'T COMMIT TO A FULL SPONSORSHIP
BUT STILL WANT TO BE INVOLVED?

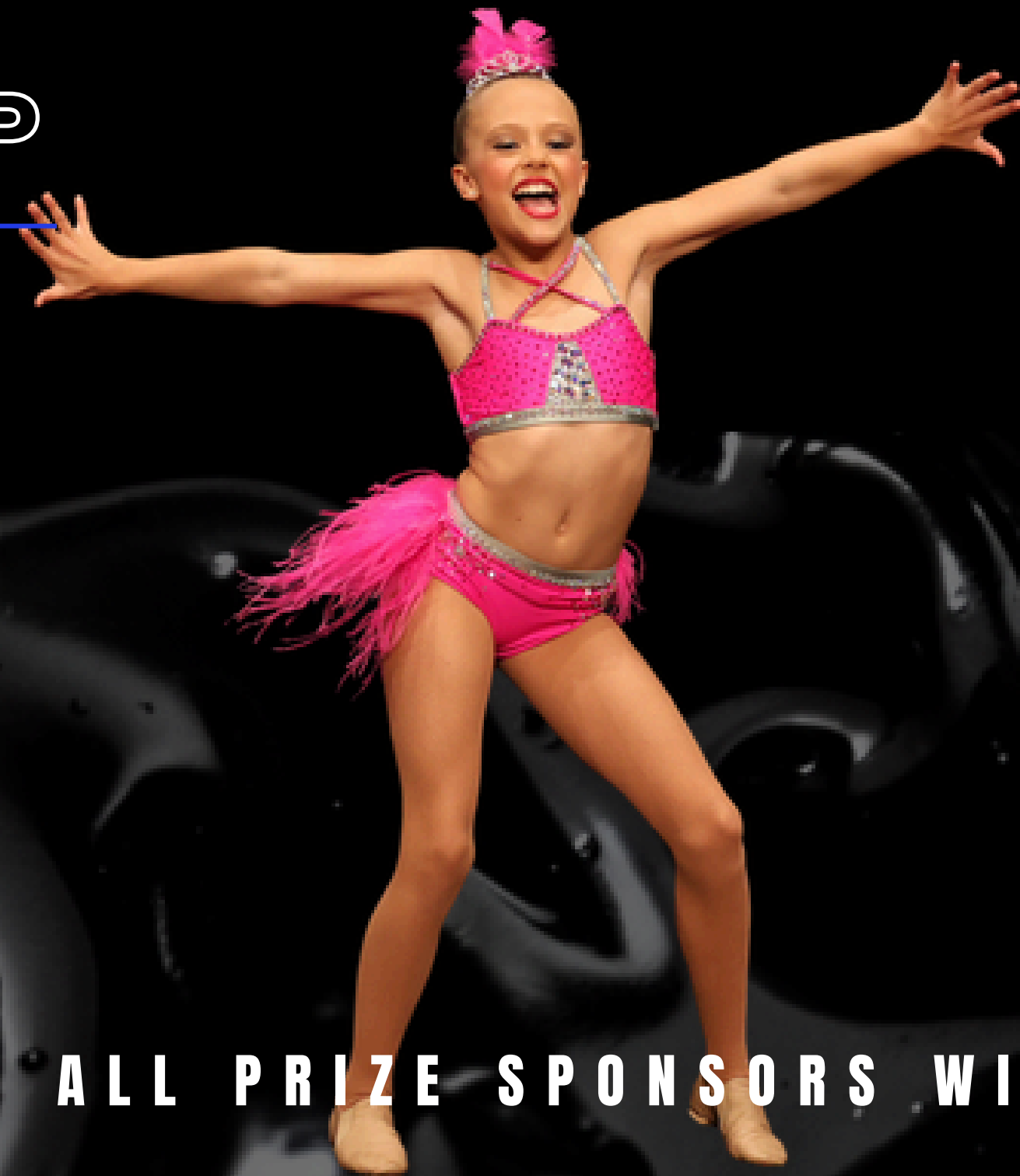
WE ARE ALSO SEEKING:

- GIFT VOUCHERS
- DANCEWEAR / MERCHANDISE
- WELLNESS, BEAUTY, OR LIFESTYLE PRODUCTS
- TRAINING OR SERVICE OFFERS (E.G. PHYSIOTHERAPY, WORKSHOPS, ETC.)



ALL PRIZE SPONSORS WILL RECEIVE:

- BUSINESS NAME LISTED ON OUR SPONSORS PAGE ON WEBSITE
- OPPORTUNITY TO PROVIDE DISCOUNT CODES OR SAMPLES IN GIFT BAGS



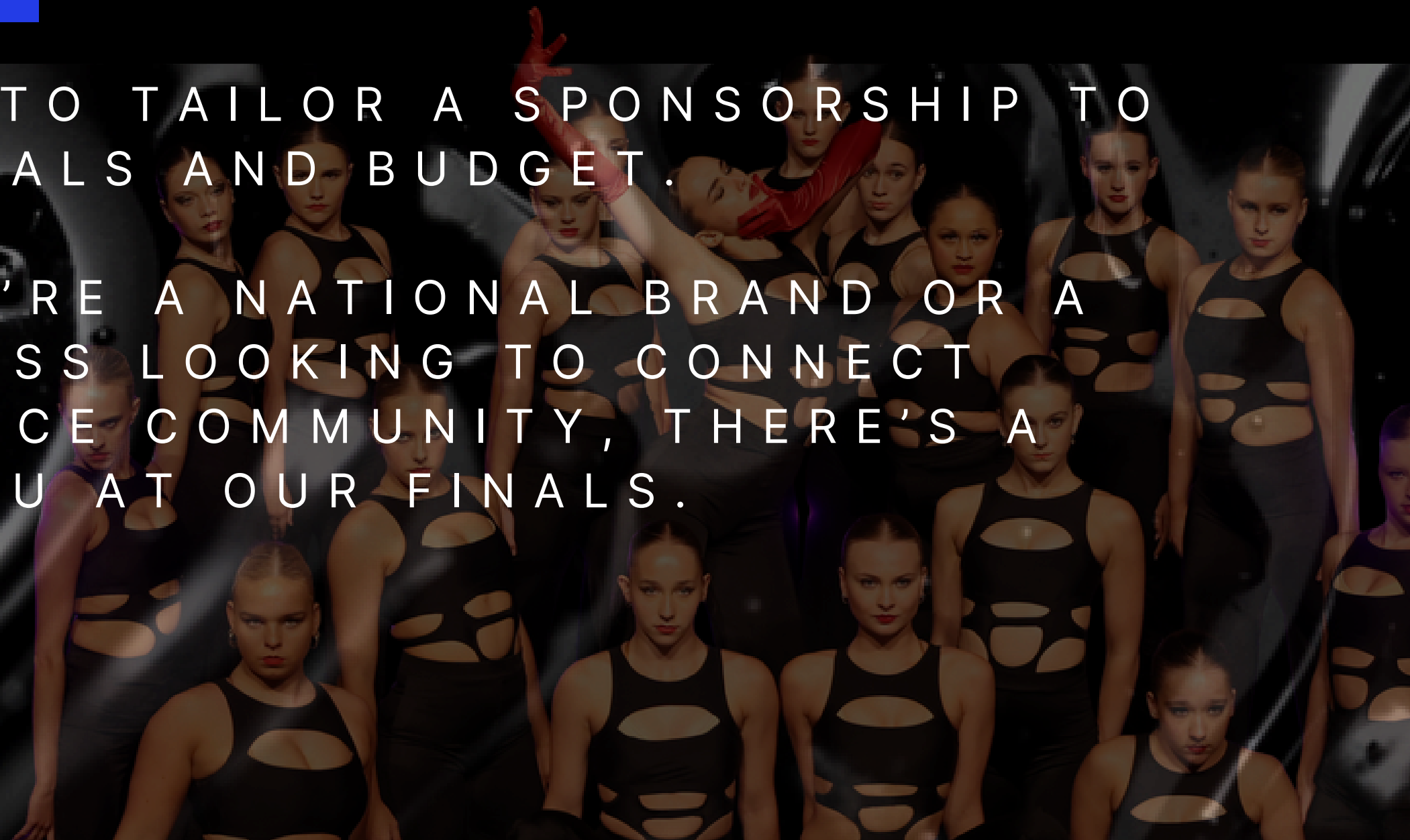
LETS WORK TOGETHER

CARNIVAL

CUSTOM PACKAGES AVAILABLE

WE'RE HAPPY TO TAILOR A SPONSORSHIP TO
SUIT YOUR GOALS AND BUDGET.

WHETHER YOU'RE A NATIONAL BRAND OR A
LOCAL BUSINESS LOOKING TO CONNECT
WITH THE DANCE COMMUNITY, THERE'S A
PLACE FOR YOU AT OUR FINALS.



dance
train

rac n roll

PS
Pip & Spar
COSTUMES

THREE WARRIORS

FUTURE
STARS MEDIA

REMINGTON
EST. NEW YORK 1937

dancewear

EN POINTE
PRODUCTIONS

TOTALLY
DAZZLED

BYS®

e

CARNIVAL
DANCE CHALLENGE

AMPA
ACADEMY OF MUSIC AND PERFORMING ARTS

Divine Dance
TWEED

SHIRE DANCE
WORKSHOPS

ETTINGSHAUSENS

PREVIOUS
SPONSORS

DYN★MITE
STUDIOS AUSTRALIA

moxipak.

B/ST.

TP
World Tours

THE
Gister STRATEGY

ILLASH
By Itly

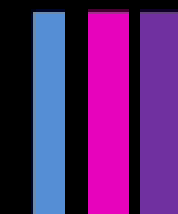
STUDIO 7
DANCEWEAR

JRD

TALENT
TRIBE

DARGIE
Fulltime

iPlay



Diamond Dancewear
Designer Dance Costumes & Clothing

VDF
DANCE
FESTIVAL

GET IN TOUCH.

CARNIVAL



contact@carnivaldance.com.au



0484604153



www.carnivaldance.com.au



www.instagram.com/carnivaldance_challenge