



Sponsorship Opportunities, Pricing & Information

Ryan McCombe, ADCRG
Sponsorships Chair
+1 (914) 263-6107
naidcsponsorships@gmail.com

North American Irish Dancing Championships 2025

Key Facts & Figures for Sponsors

July 4-9, 2025 : Gaylord National Harbor Resort
Washington DC

The North American Irish Dancing Championships 2025, hosted by the Mid-Atlantic Region, is seeking corporate sponsors to assist in supporting the event. The NAIDC is the premier Irish Step Dancing competition in North America, which serves to qualify dancers for the World Championships, and the proceeds of the event support scholarship programs & traditional Irish step dancing in North America.

Who We Are:

The North American Irish Dancing Championships, which has run continuously since the 1980s, is one of the largest gatherings of traditional Irish Step Dancers worldwide.

Open to competitors from all over the globe, it also serves to qualify North American competitors to compete in the World Championships.

The gathering serves to continue the rich tradition of Irish Step Dancing & traditional Irish music throughout the world, while instilling self—discipline, athleticism, sportsmanship, and teamwork in competitors from children to adults.

What We Fund:

Scholarships: The Irish Dancing Teachers Association of North America (IDTANA) will provide \$50,000 in scholarships to college-bound high school seniors and college students in North America. We need your help to ensure the event can support the increased scholarship budget!

Continuing Education & Dance Development: The IDTANA funds continuing education programs for teachers in areas such as nutrition, mental health, child safety, and other areas designed to foster happy, healthy active lifestyles and safe competition. They also offer dance development grants to support bringing dance to new areas.

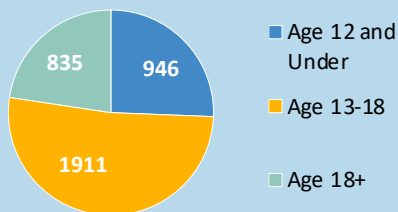
Cultural History: The IDTANA is actively archiving the stories, steps, and histories of dancers and teachers going back to its founding in the 1970s and beyond, preserving the cultural heritage of Irish Dancing in North America for future generations.

Who You Will Reach

Expected Attendance: 8,000-10,000

Dancers, Families, Teachers, Vendors & Staff

2024 Competitor Count: 3,692



Key Markets:

Boston, USA
Chicago, USA
New York, USA
Ohio, USA
Toronto, CAN

Key Benefits of Our Audience:

Irish, Irish-American, and Irish Affinity:

Since shows like *Riverdance* swept the world in the late 1990s, Irish step dancing is no longer limited to those of Irish heritage, but includes all who have an affinity for Irish culture, Irish brands, and an Irish-American identity.

Travel & Experience Oriented

As competitors travel all over the globe for competitions, dancers & families are often travel-oriented, attaching side excursions and vacations to their trips all over the world.

Social Media Heavy

From formal channels like Irish Dancing Magazine, to informal Instagram handles like Officially Irish Dance with over 47K followers, to global streaming applications like FeisTV, your message will be amplified much further than the event itself across platforms.

North American Irish Dancing Championships 2024

Event-Level Corporate Sponsorship Opportunities

July 4-9, 2025 : Gaylord National Harbor Resort
Washington DC

Marquee Sponsorships:

Marquee Event Sponsor - \$30,000 - One Sponsorship Available

At a sponsorship level of \$30,000 or more, the NAIDC will be branded "Presented by [BRAND]" in all marketing materials, online and physical. Sponsors will also receive...

- Stages branded [YOUR BRAND] for the entire championships, on the backdrop, in all promotional material, schedules, and media
- Includes [7] hotel nights for event sponsors to participate in the event
- Includes [4] complimentary passes to the VIP Welcome Reception on July 3
- Includes [2] full page color advertisements in the journal
- Includes opportunity to be recognized on stage on opening & closing nights at awards ceremony

Marquee Stage Sponsor - \$10,000 – 4 Sponsorships Available

At a cost of \$20,000 per stage, for four stages, for the week, we are seeking corporate sponsors to assist in sponsoring the cost of the stage. For the duration of the championships, the [YOUR BRAND] stage will be proudly branded, featured in the backdrop of photos on the stage, and called out as such in all materials.

- Stage branded [YOUR BRAND] for the entire championships, on the backdrop, in all promotional material, schedules, and media
- Includes [4] complimentary passes to the VIP Welcome Reception on July 3
- Includes [2] full page color advertisements in the journal

Hospitality Room Sponsor - \$3,500 per day, or \$10,000 for the week

The hospitality room is a space for teachers to get coffee, refreshments, quiet, and make personal connections & meetings during the event. Coffee, tea, and water are provided, as well as space for work and meeting.

- includes sign if sponsored for the day, or pull up banner if sponsored for the week, with option to keep it after

Sponsor a Stage for the Day – 24 Sponsorships Available (4 Stages, 6 Days) - \$2000

- announced & listed in journal as sponsor of the stage for the day
- includes a pull-up banner to be featured in the stage area
- Discounts available for multiple day stage sponsorships

Teachers' Reception Sponsor - \$1,000 – 5 Sponsorships Available

To welcome all 400+ teachers, adjudicators, and musicians to the event, and to serve as a place for professional & social connections, a teachers reception is held on the evening before the start of the event.

- includes a pull-up banner to be featured at the reception
- Includes [2] tickets to reception

Sponsor a Competition – 77 Sponsorships Available - \$500 / \$800

At the \$500 Level...

- Announced & listed in journal as sponsor of the competition,
- Option to present awards of that competition

At the \$800 level, includes all \$500 Level, plus

- A pull-up banner to be featured in the stage area for the duration of the Championships
- Discounts available for multiple competition sponsorships



North American Irish Dancing Championships 2024

Awards & Entertainment Corporate Sponsorship Opportunities

July 4-9, 2025 : Gaylord National Harbor Resort
Washington DC

Awards Sponsorships:

Sponsor the Girls'/Ladies' Sashes - \$3000

Sashes are provided to the top 5 winners in each girls' and ladies' category, which in addition to being presented on stage, are frequently worn for the duration of the event, and in any photos.

Sponsor the Boys'/Mens' Cummerbunds - \$2000

Similar to the sashes above, cummerbunds are provided to the top 5 gents in each category, presented at awards, and often worn during the event and in any photos.

Sponsor the Solo Winning Teacher/School Award - \$2000

The teaching staff of each winning solo champion is awarded a small token to reward the win at the school/teacher level. Often, these are kept in the studio to commemorate past wins, and keep a record of the school's achievements.

Sponsor the Winning Team Teachers/School Award - \$1500

The teaching staff of each winning team champion is awarded a small token to reward the win at the school/teacher level. Often, these are kept in the studio to commemorate past wins, and keep a record of the school's achievements.

Sponsor the World Qualifier Certificates - \$1000

Certificates are awarded to each qualifier, with their name, recognizing their qualification for the 2026 World Championships. With sponsorship, these certificates will be presented by [YOUR BRAND]. Sponsorship also includes...

- acknowledgement in the event program as being the official sponsor for these items
- includes a pull-up banner to be featured in the registration area for the duration of the Championships
- includes two (2) complimentary passes to the VIP welcome reception on July 3

Entertainment Sponsorship:

Sponsor the Nightly Traditional Irish Music Session - \$300/night, or \$1500 for the week

A nightly Irish Traditional Music Session, open to players of all levels and instruments, will be held following the conclusion of awards each night from July 4th - 8th. Your sponsorship would secure the services of two "anchor musicians" each evening.

- Acknowledged in the program, and by posterboard sign, if sponsored for the night
- Acknowledged in the program, and by pull-up banner, if sponsored for the week



North American Irish Dancing Championships 2024

Social Media & Journal Sponsorship Opportunities

July 4-9, 2025 : Gaylord National Harbor Resort
Washington DC

Media Sponsorships:

Social Media Partnerships

- Pre-Advertise: Weekly posted advertisement beginning June 1 + Daily During the Event - \$500
- Event Advertise: Daily posted advertisement during the event - \$250
- Pre-Advertise + Full Page Journal Ad, Black & White - \$600
- Event Advertise + Full Page Journal Ad, Black & White - \$300

Journal Advertisements

- Full Page Advertisement, Black & White - \$200
- Half Page Advertisement, Black & White - \$150

Sponsorships for Touring Acts/Artists:

The intent of the below sponsorship opportunities is to allow artists and touring acts such as dance shows, trad music acts, and other performing artists to best showcase an upcoming tour, album, or promotion while sponsoring the event.

Journal Advertisement + Pop Up Banner - \$500

- \$100 discount from sponsoring each separately
- full page journal advertisement in black and white, plus
- includes a pull-up banner to be featured in the registration area for the duration of the Championships, with the option to keep the banner

Social Media Partnership + Journal Advertisement - \$500

- \$100 discount from sponsoring each separately
- Full page advertisement in black and white, plus
- Pre-advertisement sponsorship, shared on social media weekly beginning June 1, and daily during the event

Journal Advertisement + Sponsor a Competition - \$1000

- \$100 discount from sponsoring each separately
- full page advertisement in black and white, plus
- includes a pull-up banner to be featured in the stage area, with the option to keep it after



North American Irish Dancing Championships 2024

How to Sponsor

July 4-9, 2025 : Gaylord National Harbor Resort
Washington DC

The IDTANA-MidAtlantic Region, Inc. is a 501(c)3 organization. As such, your donations and sponsorships may be tax-deductible to the extent allowed by law.

Online Payment for Sponsorship:

For fast & easy sponsorship via **PayPal**, please visit our online sponsorship page at:
[Mid-Atlantic Region Online Sponsorship Page -NAIDC 2025](#)

or reach us on **Venmo** at **@IDTANAMAR**

Sponsorship by Check:

Checks made payable to IDTANA-MidAtlantic Region, Inc

International Wire Transfer:

Wire Transfers – Incoming Payments in US Dollar

Customers should provide the bank sending the wire transfer with the following information:

Wire to: TD Bank, N.A. Wilmington, Delaware

ABA#: 0260-13673

Credit to: IDTANA of AMERICA MID ATLANTIC REGION OF OIREACHTAS

Address: 2435 Rte 6, Brewster, NY 10509

Account # 4437704384

Incoming Payments in FX (Foreign Currency) are processed by the International Wire Department.

When a TD Bank, N.A. Customer is receiving an international wire payment in any foreign currency, the Customer must provide the following information to the sender to ensure the wired funds are received:

Incoming International Foreign Currency Wire Payment Instructions:

US Dollar: Our SWIFT BIC is NRTHUS33XXX, this address gives us access to secure a global network of banks and financial institutions.

UK Sterling: To ensure fast and proper posting to our Customers' accounts all incoming foreign currency wires need to be routed to us through our Toronto office (our only Foreign Currency Correspondent Bank) under their BIC (TDOMCATTOR)

Questions/Issues?

Reach out to us at naidcsponsorships@gmail.com for any needs.

