

July 4th - 9th, 2025

**Gaylord National Resort &
Convention Center**

National Harbor, MD

Washington, D.C.

SPONSORSHIP OPPORTUNITIES

FOR UPDATES VISIT OUR WEBSITE **2025NAIDC.COM**

OFFICIAL INSTAGRAM & FACEBOOK: **@NAIDC2025**



Key Facts & Figures

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

Our Audience: Key Benefits

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.

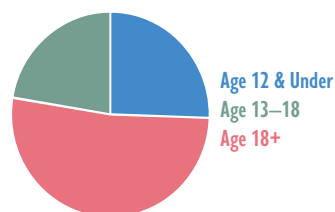
Social Media Heavy

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.

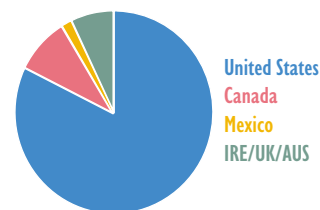
Our Audience: Who You Will Reach

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



Event-Level Corporate Sponsorship Opportunities

Marquee Event Sponsor \$30,000

One Sponsorship Available

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

- Stages branded [SPONSOR] 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

Four 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 [SPONSOR] stage will be proudly branded, featured in the backdrop of photos on the stage, and called out as such in all materials. Sponsors will also receive:

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

Hospitality Room Sponsor

\$10,000 (full week) / \$3,500 (per day)

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

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

Daily Stage Sponsor

\$2,000 (4 stages, 6 days) *24 sponsorships available*

- 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

Competition Sponsor

\$500 / \$800 *77 sponsorships available*

At the \$500 level:

- A pull-up banner to be featured at the reception
- **2** tickets to reception

At the \$800 level:

- All \$500 level perks, plus...
- A pull-up banner to be featured in the stage area for the duration of the Championships
- Discounts available for multiple competition sponsorships



Corporate Sponsorships - Awards & Entertainment

Girls'/Ladies' Sashes \$3,000

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.

Boys'/Mens' Cummerbunds \$2,000

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.

Solo Winning Teacher/School Award \$2,000

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.

Winning Team Teachers/School Award \$1,500

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.

World Qualifier Certificates \$1,000

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 [SPONSOR]. Sponsorship also includes...

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

Nightly Traditional Irish Music Session

\$1,500 (full week) / \$300 (per night)

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. Sponsorship also includes...

At the \$1500 level (full week):

- Acknowledged in the program, and by pull-up banner

At the \$300 level (nightly):

- Acknowledged in the program, and by poster board sign





Digital & Print Media Sponsorships

Journal Ads

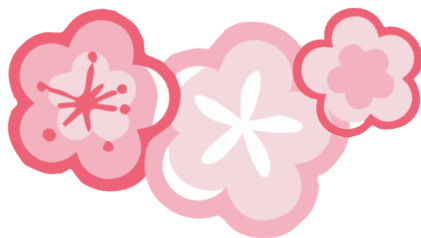
\$150 - \$200

Full Page Ad \$200

- Full page journal ad (black & white)

Half Page Ad \$150

- Half page journal ad (black & white)



Social Media Partnerships

\$250 - \$600

Pre-Advertise + Print Ad \$600

- Weekly posted advertisement beginning June 1 + Daily During the Event
- Full page journal ad (black & white)

Event-Advertise + Print Ad \$300

- Daily posted advertisement during the event
- Full page journal ad (black & white)

Pre-Advertise \$500

- Weekly posted advertisement beginning June 1 + Daily During the Event

Event-Advertise \$250

- Daily posted advertisement during the event

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.

Competition Sponsor + Advert

\$1,000

- \$100 discount from sponsoring each individually
- Full page journal advertisement (black and white)
- Includes a pull-up banner to be featured in the stage area, with the option to keep it after

Social Media + Journal Ad

\$500

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

Pop Up Banner + Journal Ad

\$500

- \$100 discount from sponsoring each individually
- Full page journal advertisement (black and white)
- A pull-up banner to be featured in the registration area for the duration of the Championships, with the option to keep the banner





How to Sponsor

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 fast & easy sponsorship via PayPal, please visit our online sponsorship page at: 2025naidc.com/sponsor

or reach us on **Venmo** at [@IDTANAMAR](https://www.venmo.com/IDTANAMAR)

Sponsorship by Check or Wire Transfer

Cheques: 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?

Contact us online at 2025naidc.com/contact-us or send an email to naidcsponsorships@gmail.com