

PROPOSAL

NORTH QUEENSLAND
DANCESPORT
Championships

09 - 13 JULY 2026

SPONSORSHIP

PROPOSAL

Prepared By

Kevin & Riana
Morellini

INTRODUCTION

NORTH QUEENSLAND DANCESPORT CHAMPIONSHIPS

Partner with Us: Elevate Your Brand at the North Queensland DanceSport Championships

The North Queensland DanceSport Championships brings the enchantment of ballroom glitz and glamour to Cairns - but it's true magic lies in what it brings to our local community.

Held at the prestigious Grand Ballroom, Pullman Cairns International, this two-day event on 10 & 11 July 2026 is the centrepiece of a five-day celebration of dance. More than just a high-calibre competition, the Championships are a lifeline for North Queensland's passionate dancers, providing a rare and invaluable chance to compete at a national standard without needing to travel over 1600km to the next closest event.

This is Cairns' opportunity to shine - not just as a stunning tropical destination, but as a proud host of world-class events that celebrate talent, dedication, and community spirit. For local dancers, this Championship is often their only chance to showcase their hard work in front of friends, family, and mentors right here at home. From aspiring juniors to seasoned performers, this inclusive competition uplifts dancers of all levels and backgrounds.

Your support can help keep this opportunity alive for our regional athletes, while also promoting Cairns as a vibrant destination on the national DanceSport calendar.



ABOUT

KEVIN & RIANA MORELLINI

MEET THE ORGANISERS

Born and bred Cairns locals, Kevin and Riana have over 55 years of combined dancing experience. We have been operating a studio in the Cairns area for 16 years and have taught many locals how to cha cha their way around a dance floor!

We are Cairns' only Registered DanceSport Studio, specialising in:

- Beginners Dance Classes
- Children/Youth Classes
 - School Groups
- Wedding and Special Occasion Dancing
 - Private Lessons
- Competitive Coaching

This year marks the 14th anniversary of our annual DanceSport Event in Cairns. The 2025 Championships exceeded previous records, with over 1300 entries received from 800 competitors, officials and spectators attending from across the country including Brisbane, Melbourne, Sydney, Tasmania and Adelaide.

EXPERIENCE

- Running of Just Dance Cairns Ballroom Titles/North Queensland DanceSport Championships, 2012-2026
- Running of Cairns Summer DanceSport Classic, 2016, 2018
- Organising committee, Queensland Open DanceSport Championships 2018-2026
- Organising Committee, Sunshine State Cup 2020-2021
- Co-Organisers of inaugural Queensland Ultimate Challenge 2022-2026
- Assisting coordination of the Australian DanceSport Championships 2017-2025



EVENT INITIATIVES

The North Queensland DanceSport Championships is not a single event, but an immersive experience designed to celebrate both DanceSport and the Cairns region. Initiatives proposed for 2026 are as follows:



AIRPORT TRANSFERS

We provide a warm Cairns welcome to each interstate traveller at the airport



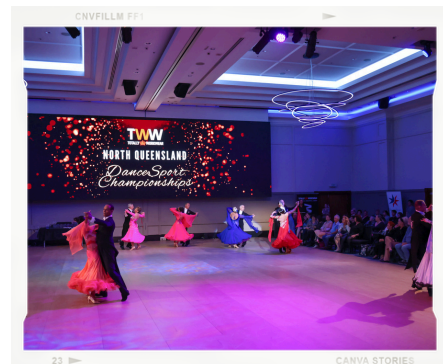
WELCOME MINGLE

The weekend starts with a welcome mingle at the Pullman



GALA BALL

Celebrating 12 years of DanceSport in Cairns with a Gala Ball on Saturday night



CHAMPIONSHIPS

The glitz and glamour of DanceSport will be on show during two days of Championships



WORKSHOPS

Some of Australia's best will run informative workshops for the benefit of all attendees



FITZROY ISLAND

Time to relax after all the hard work - we enjoy a group trip to Fitzroy Island

In addition to the above, attendees will receive a gift bag with merchandise and vouchers for local attractions.



NORTH QUEENSLAND
DANCESPORT
Championships

10 & 11 JULY 2026

GRAND BALLROOM
PULLMAN CAIRNS
INTERNATIONAL

www.nqdancechamps.com.au

NORTH QUEENSLAND DANCESPORT *Championships*

10 & 11 JULY 2026



WELCOME
PARTY



TWO DAY
CHAMPIONSHIPS



BLACK
TIE BALL



PRO SHOW
DANCES



WORKSHOP
SERIES



FITZROY
ISLAND

PULLMAN CAIRNS INTERNATIONAL

www.nqdancechamps.com.au



BENEFITS

Why Partner with Us? Amplify Your Brand and Support Cairns' Premier Dance Event

Sponsoring the North Queensland DanceSport Championships is not just an investment in brand visibility - it's a commitment to supporting regional talent, celebrating community, and promoting Cairns as a premier cultural and sporting destination.

With the event scheduled for July 2026, your business has ample lead time to align with this highly anticipated and meaningful event. Sponsorship benefits include:

Elevate Your Brand – Be seen by a broad and engaged audience through prominent logo placement, signage, and promotional material.

Connect with a Passionate Community – Reach hundreds of local residents and visiting competitors who are genuinely invested in the event and the region.

Support Local Dreams – Help ensure regional dancers of all ages and abilities have access to a professional-level competition without the burden of costly travel.

Be Part of Something Special – Join a movement that brings people together - families, friends, and fans - to celebrate the joy of dance in an inclusive and welcoming environment.

Maximise Your Visibility – Activate your brand onsite with stalls, merchandise, and event activations that put your products and services front and centre.

Celebrate Regional Pride – Showcase your business as a champion of local talent and a key supporter of Cairns' growing reputation as a hub for world-class events.

This isn't just a sponsorship opportunity - it's a chance to be part of a story that resonates deeply with the community and leaves a lasting impact.

Optimising brand awareness

Significant exposure via use of logos, branding & signage

Promotion of services to a wide audience

Making the most of marketing opportunities during event

Demonstrating your support to Cairns community

Enhance brand reputation

ANALYTICS

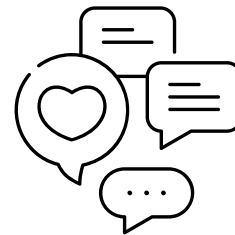
The North Queensland DanceSport Championships continues to demonstrate exceptional reach and engagement, particularly within the regional sporting landscape.

During the 2025 campaign period, Instagram performance highlights included:

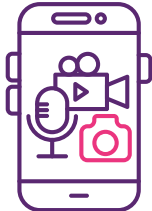
REACH & ENGAGEMENT



299.8K Unique
Accounts Reached

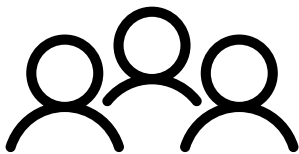


Top Performing Reel
15,300 views

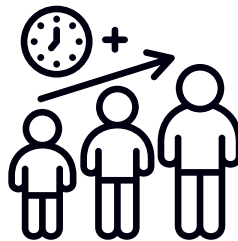


133.6k content
views

AUDIENCE



65.3% female



25-34yrs: 31.6%
35-44yrs: 21.6%
18-24yrs: 34% of post
event engagement



51.8%
engagement
from outside
Cairns

These results are particularly strong for a regional sporting event and highlight our ability to deliver meaningful digital exposure. Sponsors benefit from:

- Targeted access to a highly engaged and predominantly female audience
- Extended reach beyond the local region
- Ongoing engagement before, during, and after the event
- Strong performance of visual and branded content across Instagram

[VIEW OUR INSTAGRAM PAGE](#)

[2023 PROMO RECAP VIDEO \(YOUTUBE\)](#)

TESTIMONIALS

“ Right from my first experience being an observer at the Cairns North Queensland DanceSport competition in July 2023 I have been hooked on this wonderful combination of Ballroom & Latin Dancing and I wanted to be involved. I love having a goal to work towards and having such a high quality DanceSport Competition here in my hometown of Cairns has really been a **huge motivation** for me to improve & develop my dance skills. The **opportunity** to see high quality dancers compete & perform; to attend workshops given by amazing international standard dancers; attend the best Gala Ball I have ever been to, **all in my hometown** is incredible.

Jane Linstead | Cairns Competitor

To have an event of this calibre take place in Cairns is not only exciting, but **deeply meaningful**. It's a rare and special opportunity to compete at a national standard **in my own backyard** - surrounded by the people who have supported me every step of the way. Dancing in front of family and friends, in the city I call **home**, is something truly unforgettable.

Beyond the personal significance, this event shines a **spotlight** on Cairns as a vibrant and deserving host for world-class dance. Hosting this competition not only gives local dancers a **platform** to perform at the highest level - it also showcases the incredible talent and commitment that exists in **regional Australia**. I proudly support this championship and everything it represents. It's more than a competition - it's a **celebration** of our local culture, our dancers, and our place on the national stage.

Wayne Pavey | Cairns Competitor

“ It's truly wonderful to have a regional and close-to-home dance competition like this one. Not only does it make things more **affordable and accessible** for families, but it also creates such a warm, welcoming atmosphere. This competition stands out because of its friendly spirit, **supportive community**, and the genuine love for dance that fills the room. It's more than just an event - it's a celebration of talent, togetherness, and joy!

Katie Phillips | Townsville Competitor

We sincerely appreciate Cairns for hosting a regional ballroom championship. Traveling to Brisbane, Sydney, or Melbourne is a significant distance for families, and having **local**, well-organised events makes a huge **difference**. It not only reduces travel time and costs but also encourages greater participation from our **community**. Thank you for supporting regional dance talent!

Chris Christensen | Townsville Coach & Competitor


PROPOSAL

SPONSORSHIP PACKAGES

The following page provides a breakdown of the sponsorship packages we have available. We are also open to offers of in kind sponsorship where applicable.

All package inclusions are negotiable - we look forward to discussing these with you in person.

Kevin & Riana Morellini
Organisers - North Queensland DanceSport Championships

 0416 703 414 (Kevin) | 0407 760 246 (Riana)

 nqdancechamps@gmail.com

 www.nqdancechamps.com.au



SPONSORSHIP PACKAGES

		Naming Rights (to be negotiated)	Diamond (\$4,000)	Gold (\$2,000)	Silver (\$1,000)	Bronze (\$500)
Naming Rights	Your Business Name included in event title - used extensively to promote the event	✓				
Logo/Business Promotion	Social media platforms	✓	✓	✓	✓	✓
	Event website	✓	✓	✓	✓	✓
	Prime position on official championship poster	✓				
	Official championship poster		✓			
	Roadside advertising	✓	✓	✓		
	Co-branded content creation opportunities before, during & after event	✓	✓			
	Video ad played during event	✓	✓			
	Logo display on screen during event	✓	✓	✓	✓	✓
	Championship online magazine accessed before, during & after event	✓	✓	✓	✓	
	Advertising	Prime placement of A4 full colour advertisement in program	✓			
Preferential placement of A4 full colour advertisement in Championship program			✓			
A4 full colour advertisement in program				✓		
A5 full colour advertisement in program					✓	
Acknowledgement as Naming Rights Sponsor throughout event		✓				
Acknowledgement as Sponsor throughout event (scaled to sponsorship level)			✓	✓	✓	✓
Signage displayed prominently in venue		✓	✓			
Signage displayed in venue				✓	✓	
Presentations & Perks	Merchandise and/or promotional material included in competitor welcome pack	✓	✓	✓	✓	
	Naming Rights for the Premier Adult Open Latin Final during Grand Finals Session	✓				
	Naming Rights for a prestige event during Grand Finals Session		✓	✓		
	Opportunity to personally present the award for named event	✓	✓	✓		
	Gala Ball Ticket Package (includes 3 course dinner & drinks package, live entertainment)	✓				
	VIP Grand Finals Ticket Package (including exclusive seating & beverage package)	✓				
	VIP Grand Finals Ticket Package (including exclusive seating)		✓			
	Grand Finals Ticket Package			6	4	2
	Showcases and/or demonstrations for your corporate events	✓	✓			
Customised corporate team building activities	✓					
Other sponsorship opportunities available - open for discussion	✓	✓				