



2026

Sponsorship packages

MAY 22-24

MELBOURNE SHOWGROUNDS

TITLE SPONSOR PACKAGE

Bespoke package of inclusions across the 3 Days of the Event and led up tailored to client's needs.

Your Investment: **\$35,000 +GST**

DIAMOND FESTIVAL PACKAGE

Bespoke package of inclusions across the 3 Days of the Event and led up tailored to client's needs.

Your Investment: **\$25,000 +GST**

IGNITE TITLE SPONSOR PACKAGE

Naming rights and bespoke across all publicity materials

Your Investment: **\$12,000 +GST**

PLATINUM FESTIVAL PACKAGE

Limited to 2 Only

- One DOUBLE EXHIBITION display in a prominent position.
- Logo on VDF website
- Colour advertisement in Festival E-Program
- Feature Blog Post on VDF website about your organisation
- 120 word paragraph about your organisation on VDF website
- Logo to be present on marketing materials
- 5 minute speaking presentation on stage, Sat and Sun
- 30 sec. Video advertisement played throughout weekend
- 2 x Email Blasts to VDF database
- Optional Teacher Conference Table Display
- Optional entry into VDF Fashion Show

Your Investment: **\$15,000 +GST**

TEACHER CONFERENCE PACKAGE

Limited to 2 Only

- Named as Vitality Teacher Day Sponsor on website and all marketing materials
- One Vitality Dance Teacher Conference Display side stage
- One SINGLE EXHIBITION display
- Logo on VDF website
- Colour advertisement in Festival E-Program
- 120 word paragraph about your organisation on VDF website
- Logo to be present on marketing materials
- 30 sec. Video advertisement played at Teacher Day and during weekend
- Sponsorship of Morning Tea or Afternoon Tea break
- Short speaking opportunity at the start

Your Investment: **\$10,000 +GST**

STUDIO SPACE SPONSOR PACKAGE

- One DOUBLE EXHIBITION display
- Logo on VDF website
- Banner flags with your artwork beside stage in your studio
- Named studio in all marketing materials
- Colour advertisement in Festival E-Program
- 120 word paragraph about your organisation on VDF website
- Logo to be present on marketing materials
- 30 sec. Video advertisement played throughout weekend
- 1 x Email Blast to VDF database
- Optional Teacher Conference Table Display & Scavenger Hunt inclusion
- Optional entry into VDF Fashion Show

Your Investment: **\$8,000 +GST**

PREMIUM FESTIVAL PACKAGE

- One DOUBLE EXHIBITION display
- Logo on VDF website
- Colour advertisement in Festival E-Program
- 120 word paragraph about your organisation on VDF website
- Logo to be present on marketing materials
- 30 sec. Video advertisement played throughout weekend
- 1 x Email Blast to VDF database
- Optional Teacher Conference Table Display & Scavenger Hunt inclusion
- Optional entry into VDF Fashion Show

Your Investment: **\$6,500 +GST**

GOLD FESTIVAL PACKAGE

- One SINGLE EXHIBITION display
- Logo on VDF website
- Colour advertisement in Festival E-Program
- 120 word paragraph about your organisation on VDF website
- Logo to be present on marketing materials
- 30 sec. Video advertisement played throughout weekend
- Optional Teacher Conference Table Display & Scavenger Hunt inclusion
- Optional entry into VDF Fashion Show

Your Investment: **\$3,750 +GST**

INSTRUCTOR SPONSORSHIP

You can request to sponsor a VDF instructor (subject to their agreement).

- Sponsor credit and logo on instructor announcement artwork used on social media where you will also be tagged and in emails
- Sponsor credit and logo on our website next to the instructor
- The chance to place your pull up banner side stage during your instructor's class/es as you introduce them on stage. (maximum 1 minute to talk about your brand)

Your Investment: \$ = Your chosen instructor's class/es fee plus travel.

EXHIBITOR OPTIONS

DANCE MARKET/TRADE EXHIBITION

The Dance Market, held at the Festival venue, will run for 2 days in conjunction with the workshops.

- Logo on VDF website
- Inclusion on the Dance Market Map in the E-Program

Single Booth **\$1,450 +GST**

Double Booth **\$2,500 +GST**

VITALITY DANCE TEACHER CONFERENCE DISPLAY

- Table Top Display at Vitality Dance Teacher Conference

Your Investment **\$1,500 +GST**

OPTIONAL ADD ON

VDF FASHION SHOW

The VDF Fashion Show is open to Dance Market exhibitors and is held at the start of Ignite.

- Logo on screen on stage
- Promotional paragraph read out by compere
- Up to 10 models wearing your products
- Your choice of music

Your Investment: **\$500 + GST**

BOOTH INFORMATION

DANCE MARKET/TRADE EXHIBITION

Single booths are 3m wide x 3m deep with a black curtain backdrop. Booths do not have side walls. Single booths come with 1 x 6ft trestle table and 1 x chair. Power is available.

Double booths are 6m wide x 3m deep with a black curtain backdrop. Booths do not have side walls. Double booths come with 2 x 6ft trestle tables if requested and 2 x chairs. Power is available.

VITALITY DANCE TEACHER CONFERENCE DISPLAY

Table Top Displays at Vitality Dance Teacher Conference are based on a 6ft trestle table width and come supplied with 1 x 6ft trestle table and 2 x chairs. Power must be requested at the time of booking.

