



City of Sails Championship 2026

Sponsorship Opportunities

**SATURDAY AUGUST 15th
& SUNDAY AUGUST 16th
Hawkins Theatre, Papakura, Auckland 2113**

Contact <https://www.instagram.com/cityofsailschampionship/>
Website <https://www.doyleacademy.co.nz/city-of-sails-championship/>
Email cityofsails@doyleacademy.co.nz



About the Event

Despite a relatively small dancing community—just under 400 Irish dancers nationwide—New Zealand consistently produces performers of exceptional calibre. Historically, about 50 dancers each year travelled overseas to compete, often earning outstanding placings and representing New Zealand with distinction.

To raise the standard of competition at home and expand opportunities for our dancers, we established the City of Sails Championship. With limited regional events available, this competition creates an additional platform that showcases local talent and attracts international competitors. That exposure lets our dancers perform alongside the best, regardless of travel budgets or restrictions.



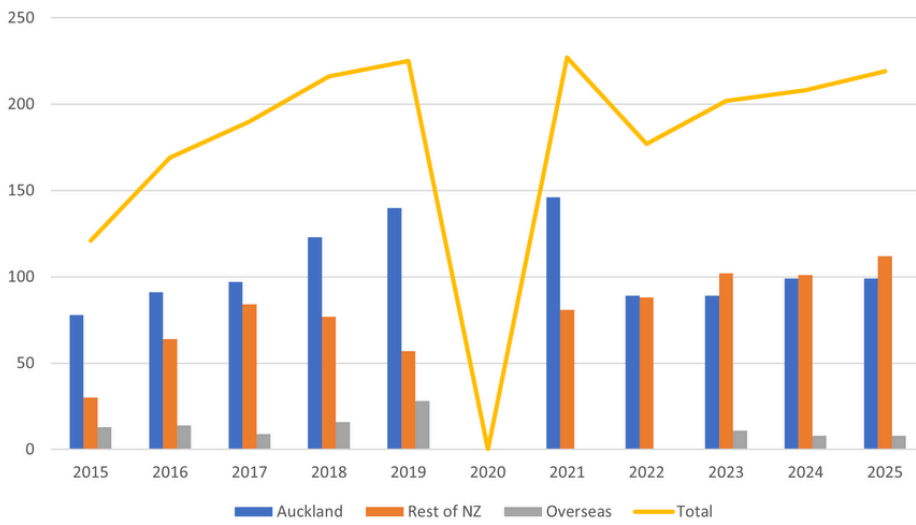
Our event is renowned for its high standards, friendly and efficient organisation, and memorable experience for dancers and spectators alike.

The City of Sails Championship has become a 'must-do' event for NZ dancers, serving as a prelude to the New Zealand Championships later in the year.

Why Sponsor?



City of Sails Entries Year on Year



- **High visibility:** Reach over 5,000 potential customers on Instagram and 1,900 on Facebook via targeted posts, event coverage, and live updates. Sponsors will be tagged throughout the event with shareable stories and post-event content.
- **Community impact:** Demonstrate your support for the arts, cultural events, and youth development across the Auckland community.
- **Brand alignment:** Associate your organisation with excellence, family-friendly entertainment, and a well-respected cultural tradition.
- **Direct engagement:** On-site branding, promotional opportunities, and the chance to connect with families, dance schools, and community leaders.
- **Measurable return:** Social analytics, attendee estimates, and reporting available to sponsors on request.



2025 Adjudicators



Bernadette Whelan
ADCRG
Sydney
Australia



Zack Warshaw
ADCRG
New England
USA



Fiona Holmes
ADCRG
Melbourne
Australia



In 2026, we are returning to the Hawkins Theatre, in Pakakura. A venue with a stage dancers love, close to the airport and a brand new Hilton Hotel.



2026 Sponsorship Options

Photo credit Vince Mortimer



Main Sponsor

Help support the event by joining as a main sponsor.

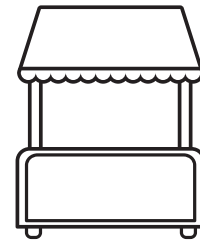
Prominent logo placement on all event marketing materials.

Acknowledgment during the award ceremonies.

Opportunity to display a banner at the event.

Sponsorship commitment deadline: July 17th, 2026.

\$1000



Market Stall

Help support the event by having a stall in our market area.

You will be acknowledged on all our platforms.

Reach over 100 dancers and their families each day with your products

Or donate products and/or vouchers for the raffle table.

Sponsorship commitment deadline: July 17th, 2026.

\$200 per stall

2026 Sponsorship Options

Photo credit Vince Mortimer



Section Sponsors

Help support the event by sponsoring a section and its awards

Your name and logo will be displayed on the full stage backdrop during your chosen section.

Your name will be printed in the official programme for that section and announced.

You will be acknowledged on all our platforms

Join us on stage and present the awards to that section.

Sponsorship commitment deadline: July 17th, 2026

\$100 per section



Advertising

Help support the event by advertising in the official programme.

You will be acknowledged on all our platforms

Choose from a half page black and white up to full page colour

Prices start from just \$85 and go up to \$500

Each family in attendance purchases a programme

Sponsorship commitment deadline: July 17th, 2026.

Starting at \$85

2026 Programme Advert Prices



Photo credit Vince Mortimer



HALF PAGE B/W \$85

FULL PAGE B/W \$160

HALF PAGE COLOUR \$160

FULL PAGE COLOUR \$300

BACK COVER \$600

INSIDE COVERS \$400

**THE PROGRAM WILL BE PRINTED IN A4, HIGH QUALITY PAPER, GLOSSY COVER, FRONT AND BACK
SPONSORSHIP COMMITMENT DEADLINE:
JULY 17TH, 2026.**

**BOOK YOUR SPONSORSHIP VIA OUR ONLINE FORM
TODAY.**



Thank you!

**We look forward to
working with you.**

Contact

Website <https://www.instagram.com/cityofsailschampionship/>

Email cityofsails@doyleacademy.co.nz

Phone Leeann Doyle on 021 100 8002