Sponsorship Package

2026

The Irish Dance Teachers Association of Canada – Eastern Region

Eastern Canadian Regional Oireachtas (ECRO)

November 6-8, 2026

Sheraton Hotel | Montréal, Québec

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About IDTACe

The Irish Dance Teachers Association of Canada – Eastern Region (IDTACe) is a non-profit professional organization representing certified Irish dance teachers and adjudicators across Ontario, Québec, and Atlantic Canada. As part of the international network under An Coimisiún Le Rincí Gaelacha (CLRG), IDTACe is dedicated to preserving and promoting Irish dance and Irish culture through excellence in teaching, performance, and competition.

Our members are passionate educators who foster discipline, confidence, perseverance, teamwork, and cultural pride in their students. Through championship events, workshops, and community initiatives, IDTACe supports dancers at every level — from beginner to world-class competitor.

One of the premier events supported by IDTACe is the Eastern Canadian Regional Oireachtas (pronounced oh-ROCK-tus). The word Oireachtas comes from the Irish Gaelic language and traditionally refers to a formal assembly or gathering, often of cultural or legislative significance. In the context of Irish dance, it represents a prestigious regional championship that brings together the top dancers to compete and celebrate Irish culture.

About The Event

The Eastern Canadian Oireachtas is the premier Irish dance championship event in Eastern Canada and one of the most significant competitions on the North American Irish dance calendar.

Held annually, the Oireachtas brings together hundreds of elite dancers, teachers, adjudicators, musicians, families, and supporters for three days of high-level competition and cultural celebration. The event also serves as an official qualifier for the North American and World Irish Dancing Championships, making it a cornerstone of competitive Irish dance.

The 2026 Eastern Canadian Oireachtas will welcome:

- Hundreds of championship-level dancers
- Thousands of spectators, families, and supporters
- Internationally certified adjudicators and musicians
- Vendors and community partners from across Canada and beyond

2026 Sponsorship Focus & Fundraising Goal

Investing in the Future of the Oireachtas

For the 2026 Eastern Canadian Oireachtas, IDTACe has established a **$10,000 sponsorship and donation goal** to support the continued growth, quality, and sustainability of this championship event.

As the Oireachtas continues to grow in size, prestige, and competitive standard, it is essential that the event environment reflects the calibre of the dancers performing on stage. For this reason, a central focus of the 2026 sponsorship initiative is a **Special Capital Project: New Championship Staging.**

Championship-level staging plays a critical role in the success of the Oireachtas. High-quality staging helps to:

- Properly showcase dancers competing at the highest levels of Irish dance
- Provide a consistent, stable, and safe performance surface for athletes
- Enhance the overall professionalism and presentation of the championship experience

Unlike one-time event expenses, this staging project represents a long-term investment in the future of the Eastern Canadian Oireachtas. Once acquired, the staging will be reused at future championship events, benefiting dancers, teachers, families, and spectators across Eastern Canada for years to come.

By supporting this initiative, sponsors and donors are not only contributing to the success of the 2026 Oireachtas, but are also helping to build a lasting foundation that elevates the competitive experience and preserves the high standards of Irish dance in our region.

Benefits for Sponsors

Sponsoring the Eastern Canadian Oireachtas offers far more than traditional advertising or one-time brand placement. It provides sponsors with a meaningful opportunity to engage with a dedicated, values-driven community that is deeply invested in youth development, cultural tradition, and excellence.

The Oireachtas attracts families, dancers, teachers, and supporters who demonstrate strong loyalty to organizations and businesses that support their community. Many attendees travel long distances, stay in local hotels, dine at nearby restaurants, and shop on-site throughout the competition weekend, creating sustained and repeated exposure for sponsors.

Sponsor Benefits Include:

- Exposure to a highly engaged audience of families, youth, educators, and community leaders from across Eastern Canada
- Consistent brand visibility across a professionally managed, multi-day championship event with thousands of attendees
- Alignment with excellence and achievement, as the Oireachtas represents the highest level of competitive Irish dance in the region
- Connection to cultural heritage and tradition, supporting an event rooted in discipline, respect, and pride
- Association with youth development, athletic performance, and personal growth
- Partnership with a respected non-profit organization and a nationally recognized sporting community

Unlike digital or short-term advertising, sponsorship at the Eastern Canadian Oireachtas places your brand directly into the lived experience of attendees. Logos, signage, program advertisements, and acknowledgements are seen repeatedly over three full days of competition, ceremonies, and celebrations.

By sponsoring the Oireachtas, businesses demonstrate a genuine commitment to supporting youth, culture, and community — values that resonate strongly with Irish dance families and create lasting, positive brand impressions well beyond the event weekend.

Sponsorship Packages

*Packages can be negotiated, contact us with any questions

Legacy Sponsorship Package $1,500–5,000

The Legacy Sponsor represents the highest level of support for the 2026 Eastern Canadian Oireachtas and plays a key role in both the delivery of the event and the Championship Staging Project.

- Premier recognition as a Lead Supporter of the 2026 Oireachtas Championship Staging Project
- Prominent logo placement on staging-area signage and major event signage throughout the venue
- Company logo printed on all World Qualifier Certificates awarded to qualifying dancers
- Full-page colour advertisement in the official Oireachtas program (provided by sponsor)
- Verbal recognition during major championship and World Qualifier award ceremonies
- Logo featured on the IDTACe website with a direct link to the sponsor's business
- One social media spotlight post

Platinum Sponsorship Package $1000

Platinum Sponsors receive strong, highly visible recognition throughout the championship weekend and are directly associated with the most significant competitive moments of the Oireachtas.

- Company logo printed on all World Qualifier Certificates awarded during the event
- Company banner displayed at one (1) main championship stage for the duration of the event (banner provided by sponsor)
- Full-page colour advertisement in the official Oireachtas program (provided by sponsor)
- Verbal acknowledgment during major championship and World Qualifier award ceremonies
- Logo listed on the IDTACe website with a direct business link
- One social media spotlight post

Diamond Sponsorship Package $850

Diamond Sponsors support the overall success of the Oireachtas while receiving meaningful visibility across event materials and ceremonies.

- Company logo printed on World Qualifier Certificates for a designated age group or category
- Full-page black and white advertisement in the official Oireachtas program (provided by sponsor)
- Verbal recognition during the World Qualifier announcement ceremony
- Logo listed on the IDTACe website
- One social media thank-you post

Sponsorship Packages

*Packages can be negotiated, contact us with any questions

Gold Sponsorship Package

Gold Sponsors provide valued support to the Eastern Canadian Oireachtas while maintaining broad, event-wide recognition throughout the championship weekend.

- Recognition as an Official Sponsor of the 2026 Eastern Canadian Oireachtas
- Business name and logo listed in the official Oireachtas program
- Verbal acknowledgment during scheduled awards presentations
- Logo listed on the IDTACe website
- One social media thank-you or spotlight post

$650

Silver Sponsorship Package

Silver Sponsors provide valuable support while receiving recognition in key event materials.

- Business name listed in the official Oireachtas program
- Logo listed on the IDTACe website

$400

Program Advertisements

The Official Oireachtas Program for 2026 will be **digital-only** and accessible to all attendees throughout the championship weekend. The program serves as the primary reference for event schedules, competitor listings, stage information, and awards details, making it one of the most frequently viewed event resources.

Digital program advertising provides sponsors with consistent visibility to dancers, families, teachers, adjudicators, and supporters before, during, and after the event.

Standard Digital Advertisement

$125

Full-page digital advertisement displayed within the official program.

Featured Digital Advertisement

$175

Full-page digital advertisement with enhanced placement within the program for increased visibility.

All advertisements must be submitted in high-resolution digital format by the designated submission deadline.
Program advertisements are included automatically with select sponsorship tiers.

Vendor Opportunities

Vendor spaces are located within Oireachtas Headquarters, the central hub for registration, check-in, and awards presentations — the highest-traffic area of the event.

This is a prime opportunity to connect directly with dancers, families, and spectators.

Vendors will be split between two dedicated spaces: a Merchandise Room for retail vendors and a separate Services Room for appointment-based offerings such as hair, makeup, and physiotherapy. This allows service providers to operate in a quieter, more functional space while maintaining strong visibility for merchandise vendors.

$350
Standard Vendor 2 tables Merch or Service

$450
Vendor with both merchandise and service tables in both rooms

$525
4 tables in vendor room

Vendor Setup: Thursday, November 5, 2026
Event Dates: November 6–8, 2026

** Vendors often sell: dancewear, accessories, custom merchandise, jewelry, Irish-themed products, and holiday gifts.

On behalf of IDTACe, our teachers, dancers, and families, thank you for considering support of thei 2026 Eastern Canadian Oireachtas. Your sponsorship helps elevate competitive standards, preserve tradition, and invest in the future of Irish dance in Eastern Canada.

Please e-transfer your payment to: idtace.treasurer@gmail.com

Contact

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