



Sponsorship Package

2025

The Irish Dance Teachers Association of Canada – Eastern Region

Eastern Canadian Regional
Championships (ECRO)

November 28–30, 2025

Sheraton Centre Hotel

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About IDTACe

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

Our members are passionate educators who foster discipline, confidence, teamwork, and cultural pride in their students. Through workshops, competitions, and community events, we aim to support the development of dancers at every level – from beginner to world champion.



About The Event



The Eastern Canadian Regional Oireachtas (ECRO) is the largest annual gathering of Irish dancers in Eastern Canada. Now in its 50th year, ECRO 2025 marks a major milestone in our region's history, with the theme:

★ Shine Bright: 50 & Fabulous ★

This year's event will celebrate five decades of excellence in Irish dance — honouring the dancers, teachers, and families who've helped shape our community. With over 700 competitors and more than 3,000 attendees, ECRO 2025 will feature a full schedule of solo, team, and premier competitions across three full days.

This prestigious event also serves as a qualifier for the 2026 World Irish Dancing Championships, making it one of the most competitive and anticipated events on the Irish dance calendar.

We are proud to welcome 10 internationally recognized adjudicators from around the world to judge this year's Oireachtas, ensuring fairness, excellence, and global standards.

Thank you in advance for your generous support of this landmark event.

Benefits for Sponsors



Sponsoring the 2025 Eastern Canadian Regional Oireachtas offers more than just brand visibility — it provides your business with a meaningful opportunity to engage with a passionate, loyal, and family-focused audience. Here are three key benefits to partnering with this milestone event:

Exposure to a Niche, High-Value Audience

With over 3,000 attendees — including dancers, parents, teachers, and supporters — ECRO provides a direct line to engaged families and youth across Ontario, Quebec, and Atlantic Canada. These attendees are deeply committed to their community, often travelling, staying overnight, and shopping on-site. Sponsors benefit from:

- Brand placement in printed & digital materials used throughout the weekend
- Social media features shared with a growing audience of followers
- Recognition in a trusted, culturally rooted setting that values loyalty and tradition

Association with Excellence, Culture, and Youth Empowerment

Irish dance is built on values like discipline, perseverance, community, and pride. By aligning with an event like ECRO, your business sends a powerful message: that you support youth development, cultural celebration, and personal achievement. Sponsorship helps:

- Build your reputation as a community-minded and culturally supportive brand
- Demonstrate a commitment to empowering the next generation of athletes and performers
- Connect your name with heritage, tradition, and excellence

High-Impact Brand Visibility in a Premium Event Environment

The Eastern Canadian Oireachtas presents sponsors with a distinctive chance for extensive and repeated visibility in a highly attended and prominent environment. By featuring your logo in event programs, on stage banners, and across social media channels, your brand becomes an integral part of the attendees' experience throughout the entire three-day competition.

- Showcase your business to thousands at a prestigious, professionally managed event.
- Benefit from onsite visibility that creates lasting brand impressions during competitions, ceremonies, and important photo opportunities.
- Your support will be a vital part of celebrating a significant cultural milestone — our 50th anniversary year.

Sponsorship Packages

Support the 50th Anniversary of the Eastern Canadian Oireachtas and showcase your business to over 3,000 engaged attendees, families, and dancers from across Eastern Canada.

*Packages can be negotiated, contact us with any questions



Bronze Sponsorship Package

- One (1) full-page black & white advertisement in the printed program (provided by sponsor)
- Listed as an official sponsor on the Sponsorship Pages in both printed and digital event programs
- One (1) social media spotlight post on @idtac_e

\$350

Silver Sponsorship Package

- Named as an official sponsor of one (1) specific event or age group
- One (1) full-page black & white advertisement in the printed program (provided by sponsor)
- One (1) social media spotlight post
- Acknowledgment during awards ceremony for your sponsored event
- Listed on the Sponsorship Pages in both printed and digital event programs
- Logo listed on the ECRO website under Silver Sponsors

\$500

Gold Sponsorship Package

- Company logo printed on all World Qualifier Certificates awarded to qualifying dancers
- One (1) full-page black & white advertisement in the printed program (provided by sponsor)
- One (1) social media spotlight post
- Verbal recognition during the World Qualifier announcement ceremony
- Listed on the Sponsorship Pages in both printed and digital event programs
- Logo listed on the ECRO website under Gold Sponsors

\$650

Diamond Sponsorship Package

- Company banner displayed at one (1) main stage for all 3 days (banner provided by sponsor)
- Official sponsor of the cummerbunds awarded to the top 5 in Boys' and Men's Championships
- One (1) full-page colour advertisement in the printed program (provided by sponsor)
- One (1) social media spotlight post
- Verbal acknowledgment at multiple awards presentations
- Listed on the Sponsorship Pages in both printed and digital event programs
- Logo listed on the ECRO website under Diamond Sponsors

\$850

Platinum Sponsorship Package

- Company banner displayed at one (1) main stage for the duration of the event (banner provided by sponsor)
- Official sponsor of the sashes awarded to the top 5 in Girls' and Ladies' Championships
- One (1) full-page colour advertisement in the printed program (provided by sponsor)
- One (1) social media spotlight post
- Verbal acknowledgment during major awards ceremonies
- Opportunity to include promotional material in dancer registration packages
- Featured on the Sponsorship Pages in both printed and digital event programs
- Logo listed on the ECRO website with a direct link to your business

\$1100+

Program Advertisements

The ECRO 2025 Official Program is a printed and digital booklet that serves as the go-to guide for all attendees throughout the competition weekend. It includes schedules, stage maps, competitor lists, award information, and event details — making it one of the most viewed and retained items of the event.

Advertising in the program gives your business valuable, long-lasting exposure to over 3,000 attendees, including dancers, families, teachers, and supporters. With the event taking place at the start of the holiday shopping season, it's also an ideal time to promote seasonal specials, gift ideas, or community services.

Whether you're a local business, dance-related brand, or regional service provider, program ads offer targeted marketing in a trusted space.

\$100

Full Page Black
& White Ad

\$300

Full Page Full
Colour Ad



All advertisements must be submitted in high-resolution PDF or image format by **October 25, 2025**.

Ads from sponsors are included automatically as part of their sponsorship package.



Vendor Opportunities



\$350
2-3
tables

Join us in ECRO Headquarters, the central hub for registration, event check-in, and awards — the highest traffic area of the entire event. This is a prime opportunity to connect directly with dancers, parents, and spectators during a busy holiday shopping season.

\$525
6+
tables

Vendor setup: Thursday, November 27, 2025

Vendor hours: November 28-30, 2025

7:30 am - 8:00 pm

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



Thank you!
We hope you are
interested!

If you are interested in sponsoring us
in future events, please contact us.

Contact

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