

**THE WATERLOO ONTARIO OPEN
WEST COAST SWING CHAMPIONSHIPS**

Become A Sponsor



Event Dates: Feb 5-8, 2026

Venue: THEMUSEUM (Kitchener)

Business, Organization & Corporate Sponsor Package

WHY SPONSOR?

Becoming a Waterloo Open sponsor represents an extraordinary opportunity to complement your company's marketing plan.

Build and reinforce name recognition for your company and your products while showing your support for the Kitchener-Waterloo and Southern Ontario dance & arts community.

ABOUT THE EVENT

The Waterloo Ontario Open (WOO) is a premier West Coast Swing dance event debuting in 2026. It will bring together dancers from across Canada and beyond.

Designed to be both a dance competition and a community-building experience, WOO will feature internationally renowned professional WCS dancers leading workshops and performing, social dance parties every night, a beginner workshop series for new dancers, and World Swing Dance Council (WSDC) competitions.



WOO 2026 is expected to draw 300-400 attendees, many visiting Kitchener-Waterloo for the first time. For locals, it creates a chance to experience a global-scale dance festival without leaving their local region. For visitors, it's an opportunity to discover Kitchener-Waterloo's vibrant culture, restaurants, and local businesses.

At its heart, WOO is about connection and community - welcoming dancers of every level, fostering friendships, and showcasing how the art of dance can both enrich lives and elevate Waterloo Region as a global destination for WCS. We look forward to building this reputation every year as WOO continues to run as a WSDC annual event.



SPONSOR PACKAGES

Business, Organization & Corporate

Platinum Sponsor: \$5000 CAD +

- Premier large logo placement on main stage backdrop during social dancing and workshops, on printed event programme, and on venue screens
- Named in opening remarks, key announcements, and closing/final awards
 - Premier logo placement on website sponsors page
 - Sponsor feature Instagram/Facebook story (x3) & posts (x2)
 - Logo & link in email newsletters
 - 2 Full Weekend Passes to the 2026 event
- Invitation to Meet & Greet Hour with some of our Professional Dancers (for up to 4 people)
 - Sponsor Table in high-traffic area (entrance)

Gold Sponsor: \$2500 CAD +

- Large logo on main stage backdrop during social dancing and workshops, on printed event programme, and on venue screens
- Named in opening remarks and closing/final awards
 - Large logo on website sponsors page
- Sponsor feature Instagram/Facebook story (1) & post (1)
 - 2 Full Weekend Passes to the 2026 event
- Invitation to Meet & Greet Hour with some of our Professional Dancers (for up to 2 people)
 - Sponsor Table in high-traffic area (entrance)

Silver Sponsor: \$1500 CAD +

- Medium logo on main stage backdrop during social dancing and workshops, and on printed event programme
- Named in opening remarks and closing/final awards
 - Medium logo on website sponsors page
 - Sponsor feature Instagram/Facebook post (1)
 - 1 Full Weekend Pass to the 2026 event
- Invitation to Meet & Greet Hour with some of our Professional Dancers (for up to 2 people)
 - Sponsor table, space permitting (not-guaranteed)



SPONSOR PACKAGES

Business, Organization & Corporate

Bronze Sponsor: \$1000 CAD +

- Small logo on main stage backdrop during social dancing and workshops, and on printed event programme
 - Named in sponsor thank you during opening remarks
 - Small logo on website sponsors page
 - Sponsor feature Instagram/Facebook post (1)
 - 1 Full Weekend Pass to the 2026 event
- Invitation to Meet & Greet Hour with some of our Professional Dancers (for up to 2 people)
 - Shared sponsor table space permitting (not-guaranteed)

Steel Sponsor: \$500 CAD +

- Small logo on printed event programme
- Named in sponsor thank you during closing/final awards
 - Small logo on website sponsors page
- Small logo in shared sponsor thank you Instagram/Facebook post (1)
 - 1 Full Weekend Pass to the 2026 event
- Invitation to Meet & Greet Hour with some of our Professional Dancers (for 1 person)

Community Partner: any amount

- Name listed on printed event programme
 - Name listed on website sponsors page
- Name listed in shared sponsor thank you post on Instagram/Facebook (1)



SPONSOR PACKAGES

Business, Organization & Corporate

Sponsor Level	Visibility at event	Online visibility	Event participation
Platinum \$5000CAD+	<ul style="list-style-type: none"> • Premier large logo placement on main stage backdrop during social dancing and workshops, on printed event programme, and on venue screens • Named in opening remarks, key announcements, and closing/final awards 	<ul style="list-style-type: none"> • Premier logo placement on website sponsors page • Sponsor feature Instagram/Facebook story (x3) & posts (x2) • Logo & link in email newsletters 	<ul style="list-style-type: none"> • 2 Full Weekend Passes to the 2026 event • Invitation to Meet & Greet Hour with our Professional Dancers (for up to 4 people) • Sponsor Table in high-traffic area (entrance)
Gold \$2500CAD+	<ul style="list-style-type: none"> • Large logo on main stage backdrop during social dancing and workshops, on printed event programme, and on venue screens • Named in opening remarks and closing/final awards 	<ul style="list-style-type: none"> • Large logo on website sponsors page • Sponsor feature Instagram/Facebook story (1) & post (1) 	<ul style="list-style-type: none"> • 2 Full Weekend Passes to the 2026 event • Invitation to Meet & Greet Hour with our Professional Dancers (for up to 2 people) • Sponsor Table in high-traffic area (entrance)
Silver \$1500CAD+	<ul style="list-style-type: none"> • Medium logo on main stage backdrop during social dancing and workshops, and on printed event programme • Named in opening remarks and closing/final awards 	<ul style="list-style-type: none"> • Medium logo on website sponsors page • Sponsor feature Instagram/Facebook post (1) 	<ul style="list-style-type: none"> • 1 Full Weekend Pass to the 2026 event • Invitation to Meet & Greet Hour with our Professional Dancers (for up to 2 people) • Sponsor table, space permitting (not-guaranteed)
Bronze \$1000CAD+	<ul style="list-style-type: none"> • Small logo on main stage backdrop during social dancing and workshops, and on printed event programme • Named in sponsor thank you during opening remarks 	<ul style="list-style-type: none"> • Small logo on website sponsors page • Sponsor feature Instagram/Facebook post (1) 	<ul style="list-style-type: none"> • 1 Full Weekend Pass to the 2026 event • Invitation to Meet & Greet Hour with our Professional Dancers (for up to 2 people) • Shared sponsor table space permitting (not-guaranteed)
Steel \$500CAD+	<ul style="list-style-type: none"> • Small logo on printed event programme • Named in sponsor thank you during closing/final awards 	<ul style="list-style-type: none"> • Small logo on website sponsors page • Small logo in shared sponsor thank you Instagram/Facebook post (1) 	<ul style="list-style-type: none"> • 1 Full Weekend Pass to the 2026 event • Invitation to Meet & Greet Hour with our Professional Dancers (for 1 person)
Community Partner any amount	<ul style="list-style-type: none"> • Name listed on printed event programme 	<ul style="list-style-type: none"> • Name listed on website sponsors page • Name listed in shared sponsor thank you post on Instagram/Facebook (1) 	



**THE WATERLOO ONTARIO OPEN
WEST COAST SWING CHAMPIONSHIPS**

**Thank
You**

To become a sponsor, please contact us at waterloopenwcs@gmail.com or leave a message for our event director, Mikaela Lewis, at 226-752-4469.

Payments/e-transfers can be made to waterloopenwcs@gmail.com

Note that The Waterloo Open is not a registered charity and therefore no donation receipts will be provided.

