



# International Wheelchair Ballroom Dance Competition Hosted by the USA

July 25 - 26, 2026

Detroit Marriott Renaissance Center  
Detroit, MI

World Para  
Dance Sport

**AKTION**  
MENSCH

Para Dance Sport  
World Championships



NETHERLANDS



AUSTRIA



HUNGARY



CANADA



PHILIPPINES



FINLAND



HONG KONG



ITALY



JAPAN



KAZAKHSTAN



SOUTH KOREA



MEXICO



UNITED STATES



POLAND



SLOVAKIA



SLOVENIA



UKRAINE



Taiwan



PRAGUE

The world's best wheelchair ballroom dancers are coming to the United States. Over 100 athletes. 2 days. Experience dance like never before.



## Gain exposure to a **global** audience

The competition is livestreamed across the globe, including the opening ceremonies, awards, interviews, and closing ceremonies.

Share your brand and mission with our global community.

Among the many media outlets featuring Para Dance



# Sponsorship assets



PRESENTING



UNIFORMS



SIGNAGE



PHOTO  
BOOTH



WELCOME  
RECEPTION



TRANSPORTATION



AIRLINE



MAKEUP



BREAKFAST



LUNCH



MEDIA



MEDALS



INTERVIEW



PROGRAM



VENUE



VENUE  
ANNOUNCEMENTS



TICKETS



VICTORY CEREMONY  
CELEBRATION



HOTEL



OFFICIAL  
DRINK



OFFICIAL  
SNACK

# Partner with Champions

Meet some members of Team USA



## Eve Dahl & Ernesto Olivas

**Hometown:** Burlington, WI

**Disability:** Osteogenesis Imperfecta  
(Brittle Bone Disease)

- **First junior** Para Dancer in the USA
- **First junior** to win silver for USA
- **Silver medalist** at 2023 World Para Dance Championships
- **Top 5** in 2024 Junior Para Dance World Rankings



## Cheryl Angelelli & Tamerlan Gadirov

**Hometown:** Clinton Township, MI

**Disability:** Spinal Cord Injury

- **First female** Para Dancer in the USA
- **First female** to win silver for USA
- **Top 10** in 2024 Para Dance World Rankings
- **Athletes with Disabilities** Hall of Fame inductee
- **Featured** on GMA.com and Inside Edition



## Andrew Downs & Aubrey Meade

**Hometown:** Royal Oak, MI

**Disability:** Spina Bifida

- **Competed** in 2019 World Para Dance Championships
- **Top 30** in 2024 Para Dance World Rankings

# Lives Impacted

**1.3 billion** people are estimated to experience some form of disability

**2.4 billion** caregivers, friends, and family

**\$8 trillion** annual disposable income

World Para  
Dance Sport

# Why support?

**Disability inclusion is not just a buzzword.**

Today's consumers are more inclined to trust and spend on brands that stand for a social cause and practice social responsibility.

Inclusivity shows that the brand believes in supporting communities that are often ignored and cares about creating positive changes in society.

# Why support?

Your commitment to this cause will directly benefit the **Reimagine Life Foundation**— helping people with disabilities reimagine life through adaptive sports and recreational activities, research and technology

We're committed to removing barriers that prevent the people we serve from living the life of their dreams. Together with your support, let's **reimagine what is possible.**

# Presenting Sponsor – \$150,000

## Exclusive Benefits

- :30 commercial spot in the worldwide livestream (global audience)
- Billboard recognition outside Detroit Metro Airport (DTW)
- Logo on TEAM USA uniforms
- Opportunity to speak and/or share a brief company video at the Welcome event
- Logo on all official volunteer shirts worn throughout the two-day competition
- Awards ceremony recognition + medal presentation opportunity
- Branded athlete gift distributed to all competitors (e.g., accessible backpack), extending visibility through travel, training, and post-event use

## Additional Benefits

- Logo on the 20' x 40' LED board throughout the two-day competition
- Logo on printed materials and venue kiosks
- Onsite activation opportunity (product display table)
- Inclusion in athlete welcome bags



# Platinum Sponsor – \$75,000

## **Official Athlete Credential & Lanyard Sponsor**

- Brand presence at eye level on the lanyards worn by athletes and coaches
- Visibility across the venue, livestream moments, and candid photos all weekend

## **Additional Benefits:**

- Logo on all printed materials, venue kiosks, and volunteer shirts
- Logo on the 20' x 40' LED board at the two-day competition
- Worldwide livestream: sponsor mention + opportunity to provide live reads
- Onsite activation: product display table and company information in welcome bags
- Inclusion in traditional media + social media (pre, during, and post event)
- Representative to present medals during an awards ceremony

## **Tickets:**

- 8 tickets to the US Para Dance Competition (July 25 or 26, 2026)
- 8 tickets to the Reimagine Life Foundation Gala (November 2026)



# Gold Sponsor – \$50,000

## Exclusive “Official Welcome to the USA” sponsor at the airport

- The first “hello” athletes see in the U.S.: welcome banner + sponsor recognition
- Welcome gift for international arrivals (post-flight essentials + snack/water)
- Brand presence in athlete communications tied to arrival logistics
- Branded photo moment at the welcome point (quick “welcome shot” for social)

## Additional Benefits

- Logo on all printed materials and venue kiosks
- Logo on the 20’ x 40’ LED board at the two-day competition
- Worldwide livestream: sponsor mention
- Onsite activation: product display table and company information in welcome bags



# Silver Sponsor – \$25,000

## Official Dance Number Sponsor

- **Logo placement alongside the dance numbers** displayed on the back of participating athletes' wheelchairs and dance partners
- Continuous visibility throughout the two-day competition, including performances, awards, and photo moments
- High-frequency brand impressions for spectators, judges, volunteers, and livestream viewers

## Additional Benefits:

- Logo on the 20' x 40' LED board at the two-day competition
- Logo on printed materials at the venue
- Inclusion of product or company information in welcome bags
- Inclusion in traditional media + social media (pre, during, and post event)
- Representative to present medals during an awards ceremony

## Tickets:

- 2 tickets to the US Para Dance Competition (July 25 or 26, 2026)
- 2 tickets to the Reimagine Life Foundation Gala (November 2026)



# Wintergarden Welcome Sponsor - \$15,000

- Logo on event signage at the Welcome Dinner (Friday, July 24)
- Recognition during the Welcome Dinner program
- Inclusion in traditional media + social media (pre, during, and post event)
- Opportunity to include company information in participant welcome bags

## Tickets:

- 4 tickets to the Welcome Dinner (Friday, July 24 – Wintergarden, Renaissance Center)
- 2 tickets to the US Para Dance Competition (July 25 or 26, 2026)



# Athlete Hospitality Sponsor - \$10,000

- Logo on coffee sleeves and napkins at the coffee/refreshment station
- Opportunity to include an item or company information in participant welcome bags
- Logo on onsite sponsor slide loop (venue screens)
- Inclusion in social media (pre, during, and post event)

## Tickets:

- 2 tickets to the US Para Dance Competition (July 25 or 26, 2026)



# Photo Experience Sponsor - \$7,500

- Logo on all printed photo booth photos and the online photo gallery
- Photo Experience signage recognition
- Logo on onsite sponsor slide loop (venue screens)
- Inclusion in social media (pre, during, and post event)

## Tickets:

- 2 tickets to the US Para Dance Competition (July 25 or 26, 2026)

## Optional:

- Vendor Booth available as an add-on



# Friend of Para Dance- \$5,000

- Logo on website + onsite sponsor slide loop
- Recognition on event signage at registration

## Tickets:

- 2 tickets to the Welcome Dinner (Friday, July 24 – Wintergarden Renaissance Ctr.)
- 2 tickets to the US Para Dance Competition (July 25 or July 26, 2026)



# Community Champion Sponsor - \$2,000

- Logo listed as a Starting Strong Sponsor (website + onsite sponsor slide loop)
- Inclusion in social media (pre, during, and post event)

## Tickets:

- 2 tickets to the US Para Dance Competition (July 25 or 26, 2026)



# Community Partner - \$1,000

- Name/logo listed as a Community Sponsor (website + onsite sponsor slide loop)

## Tickets:

- 1 ticket to the US Para Dance Competition (July 25 or 26, 2026)



# Additional Sponsorship Options

## Vendor Booth Add-On – \$750

- Exhibit space in the vendor area during the two-day competition
- Includes one table + two chairs (electrical available upon request)

## Premium Placement Upgrade – \$1,000

- Preferred booth placement (limited availability)

## Want a custom activation?

- We can build a sponsor moment around your brand (sampling, demo, photo moment, athlete welcome, etc.)





**Thank You**

**HOW TO PARTICIPATE**

**[Katie@Reimagine-Life.org](mailto:Katie@Reimagine-Life.org)**

**313-418-5908**

**[Click here to be a sponsor](#)**

**[USA Para Dance](#)**