

The logo for the Britannia Dance Championships features the word "Britannia" in a large, elegant, yellow cursive script. Below it, the words "DANCE CHAMPIONSHIPS" are written in a smaller, yellow, all-caps sans-serif font. Two curved, multi-colored lines (purple to red) arch over and under the text. The background is a vibrant red with abstract, overlapping geometric shapes in shades of purple and grey.

Britannia

DANCE CHAMPIONSHIPS

27th - 29th March 2026

BRITANNIA DANCE CHAMPIONSHIPS 2026

Event Overview

- Founded in 2019, this prestigious Ballroom and Latin American dance competition is built on passion, integrity and a desire to celebrate dancers of all levels.
- Voted the No.1 UK ProAm event in 2024
- Attracting dancers from all over the world to compete over two days
- Part of the World Cup ProAm Series for 2026
- Hosting a spectacular Gala Dinner - a celebration of dance, elegance, and spectacular entertainment that promises to leave you spellbound



Britannia Dance Championships 2026

Introducing the founders: James and Kelly Prouton

Professional dancers and proud owners of Dizzyfeet Dancing since 2007. With venues across Southampton, Fareham and Eastleigh – James and Kelly have been joyfully providing fun and entertaining dance experiences for all levels of social and competition dancers for many years.

“The Britannia Dance Championships were quite literally a dream – founded during a vivid moment of inspiration in 2017. We wanted to create an elegant platform where all dancers are celebrated. From beginner to elite and social to professional, everyone is valued. We also believe in transparent and fair adjudication, free from politics and favouritism. And for you, our esteemed sponsors, we wanted to create a unique, memorable and immensely enjoyable event to showcase your brand to an engaged audience”



BRITANNIA DANCE CHAMPIONSHIPS

Our venue for 2026

Hilton at the Ageas Bowl
Botley Road
West End
Southampton
SO30 3XH

Overlooking a tranquil lake, the hotel is adjacent to the Utilita Bowl, with sweeping views of the cricket ground and only 20-minute drive from central Southampton. This beautiful hotel also has a full-service spa and the Boundary Lakes 18-hole golf course.



Last year's highlights...



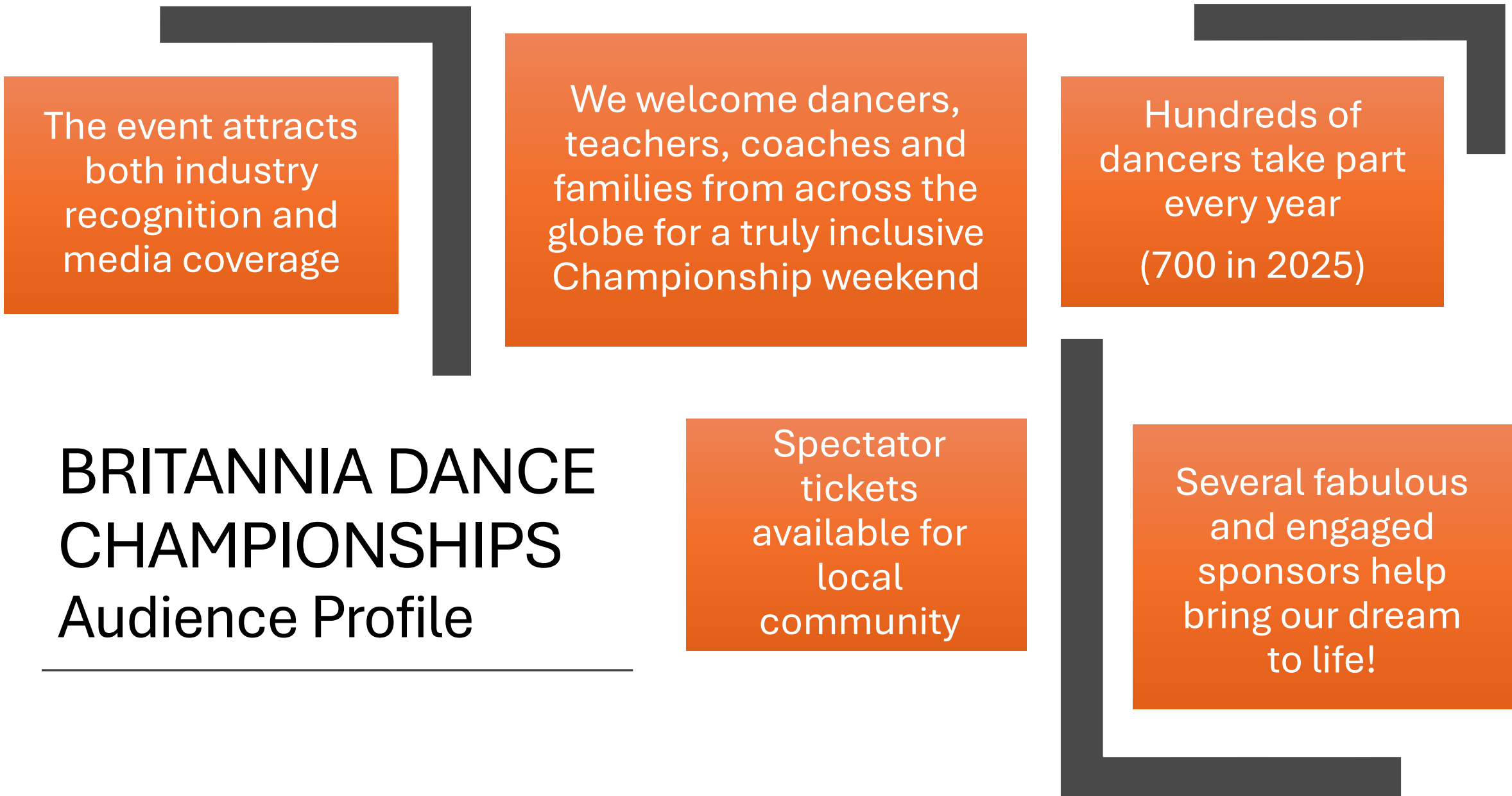
701 competitor entries over two days; **300** spectators; **220** guests for Gala Dinner

BRITANNIA DANCE CHAMPIONSHIPS 2026

Event Format

- All major Ballroom and Latin American dance styles are offered
- Competition events held during daytime on Friday, Saturday and Sunday
- Juvenile, Junior, Youth, Adult and Senior covered
- Professional, ProAm, Solo and Inclusive and Cabaret/Show dances
- Timetable will be released closer to event when entries close
- Gala Dinner Dance with cabaret/showcase and awards presentation on Saturday evening





The event attracts
both industry
recognition and
media coverage

We welcome dancers,
teachers, coaches and
families from across the
globe for a truly inclusive
Championship weekend

Hundreds of
dancers take part
every year
(700 in 2025)

BRITANNIA DANCE CHAMPIONSHIPS

Audience Profile

Spectator
tickets
available for
local
community

Several fabulous
and engaged
sponsors help
bring our dream
to life!



Sponsorship Opportunities

HEADLINE Sponsor



Branding and Prominent Recognition

- Your brand will take centre stage on all marketing materials, both print and digital. This includes event registration, correspondence, and advertising
- Feature a full-page advert with an editorial in the prestigious event programme
- Showcase your logo and website on competitors' back numbers and all certificates, ensuring widespread visibility
- Brand logo featured on the photo wall stand and holding slides on the screen display. Enjoy the largest exposure and prominent positioning

Exclusive Marketing Showcase Opportunity

- Command attention with dedicated on-site marketing space (maximum 6m x 2m) or outside space (for example for display of product/cars)

VIP Access for a Memorable Experience

- Enjoy 10 exclusive VIP front-row seats at all daytime events, together with 10 lunch passes each day
- Front row table of 10 at our 3 course Dinner and Dance on Saturday 28th, featuring top professional dancers and awards

Be the Highlight of the Awards Ceremony

- The unique opportunity to present all prizes and awards to winning couples

Headline Sponsorship
1 available
£6,000

PARTNER Sponsor



Prominent Brand Visibility

- Your logo will be prominently displayed with a hyperlink (where required) on all marketing materials, both print and digital. This includes event registration, correspondence, and advertising, ensuring widespread recognition

Unforgettable VIP Experience

- Table for 10 at our 3 course Dinner Dance on Saturday 28th featuring top professional dancers and awards
- 10 passes to enjoy all the daytime events

Immersive Brand Presence

- Make a lasting impression with a half-page advert in the esteemed event programme
- Your logo will be featured on competitors' certificates, cementing your brand in their memories

Be Everywhere

- See your logo on the photo wall stand and holding slides on the screen display, in a prominent position, for maximum exposure

A Special Moment for Your Brand

- The opportunity to present flowers on behalf of the Britannia Open Titles to our Cabaret couple on the evening of Saturday 28th, a moment that will be remembered by all

Partner Sponsorship
2 available
£4,000

SUPPORTING Sponsor



Strategic Brand Presence

- Your logo will be strategically placed with hyperlinks (where required) on printed marketing materials, as well as in paper and digital advertising. This ensures that your brand is consistently in the spotlight, reaching a wide and engaged audience

Prominent Advertisement

- 1/4-page advert in the esteemed event programme, giving your brand a significant presence in the hearts and minds of attendees

Exclusive VIP Experience

- 5 places at our 3 course Dinner Dance on Saturday 28th, featuring top professional dancers and awards
- 5 x passes to all the daytime events
- Additional dinner dance tickets and daytime passes available at a preferred rate

Everywhere They Look

- See your logo featured on the photo wall stand and holding slides on the screen display, ensuring that your brand is prominently displayed for all to see

Supporting Sponsorship
4 available
£2,000

Sponsorship Enquiries

**Closing date for
sponsorship enquiries**

1st December 2025

Please contact:

James and Kelly Prouton

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We hope you will join us
for a spectacular
weekend of
entertainment
at the
Britannia Dance
Championships 2026

THANK YOU

