

The **ULTIMATE** **PAC ATTACK CHALLENGE**

JUNE 24-28, 2026
NAVY PIER - CHICAGO



2026 SPONSORSHIP PROSPECTUS





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ULTIMATE

PAC ATTACK CHALLENGE

ABOUT US

The PAC Collective produces over 90 dance competitions each year, across its four brands. ULTIMATE is the grand assembly of those events.

ULTIMATE is 3 events in 1. A classic competition, the Ultimate PAC Attack Challenge, and The Dance Honors.

PRECISION
Arts

LUXXE

MOXIE

KUDO

ABOUT US



VISION:

We are dedicated to producing the most celebratory event with dance studio owners as the focus

MISSION:

Create excellent, exciting, and fun memories in dance competitions

ABOUT THE EVENT

WHY YOU SHOULD SPONSOR:

We are excited to invite you to sponsor one of the most anticipated dance events, held at the iconic Navy Pier in the heart of Chicago. With an expected attendance of 14,500 people, your brand will gain tremendous visibility. This is a unique opportunity to be part of one of the few dance competitions hosted in the city, which promises to become a staple in the industry. Our event will culminate in The Dance Honors, an elegant black-tie gala, celebrating dance studio owners. As a sponsor, you'll have exclusive access to sit alongside these influential decision-makers, allowing you to build lasting relationships and brand recognition at the ground level. Join us in making this a standout event and align your brand with our success!





OUR ATTENDEES

75
DANCE STUDIO OWNERS

300+
DANCE EDUCATORS

2,900
COMPETITIVE DANCERS

4,410
PARENTS

14,500
EXPECTED ATTENDANCE

2025 DEMOGRAPHIC DATA

WEST - 15%

EAST - 19%

SOUTH - 20%

MIDWEST - 46%



2026 REGIONAL TOUR

ALABAMA

- Mobile

CALIFORNIA

- Redondo Beach

COLORADO

- Denver

FLORIDA

- Ft Lauderdale
- Tampa

GEORGIA

- Atlanta
- Dalton
- Savannah

ILLINOIS

- Bourbonnais
- Frankfort
- Normal
- Northlake
- Rockton
- Tinley Park
- Washington

INDIANA

- Indianapolis
- Fort Wayne
- Muncie

IOWA

- Davenport
- Des Moines
- Dubuque
- Sioux City

KENTUCKY

- Louisville
- Owensboro

LOUISIANA

- Baton Rouge

MARYLAND

- Baltimore

MASSACHUSETTS

- Littleton

MICHIGAN

- Detroit
- Lansing
- Grand Rapids

MINNESOTA

- Minneapolis

MISSOURI

- Branson
- Kansas City
- Saint Louis

MONTANA

- Billings

NEBRASKA

- Omaha

NEW JERSEY

- East Brunswick
- Sewell
- Trenton
- Warren

NEW YORK

- Long Island
- Syracuse

NORTH DAKOTA

- Grand Forks

OHIO

- Akron
- Cincinnati
- Cleveland
- Columbus
- Youngstown
- Zanesville

OKLAHOMA

- Oklahoma City

PENNSYLVANIA

- Lancaster
- Pittsburgh

SOUTH CAROLINA

- Fort Mill

TENNESSEE

- Sevierville

TEXAS

- Houston
- Fort Worth

VIRGINIA

- Woodbridge

WEST VIRGINIA

- Morgantown

WISCONSIN

- Appleton
- Madison
- Milwaukee

2025 ORGANIC REACH

SOCIAL

33k IG Followers
16k FB Fans
10k TikTok Followers

Top Video
649.9k views

NEWSLETTER

5.3K Subscribers

Studio Owners
(decision makers) only

WEBSITE

7k monthly visits

IN PERSON

29,517 Dancers
710 Studio Owners

February - May

PRODUCT SPONSOR

Entitlements

- Welcome Gift - one item per studio placement in teachers' lounge for promotional purposes - 75 studio owners - retails for \$30-\$75 example: The Glamtravel essentials bag (Sponsor to provide provision inclusion item 6 weeks before event)
- One Social Post - Instagram Story with all our product sponsors

Investment: Welcome Gift pieces



BRONZE SPONSOR

Entitlements

- Brand name and likeness inclusion across event & communications
- Logo placement on ULTIMATE website that links to Sponsor website
- Swag Bag inclusion - one item placement in event swag bag for promotional purposes - 75 studio owners (Sponsor to provide provision inclusion item 6 weeks before event)
- Directional Signage - logo placement throughout event on directional signs
- One Social Post - Instagram Story
- Two General Admission tickets to The Dance Honors black tie ceremony

Investment: \$4,500 plus Swag Bag inclusion pieces



SILVER SPONSOR



Entitlements

- Brand name and likeness inclusion across event & communications
- Logo placement on ULTIMATE website that links to Sponsor website
- Swag Bag inclusion - two item placement in event swag bag for promotional purposes -75 studio owners (Sponsor to provide provision inclusion item 6 weeks before the event)
- Directional Signage - logo placement throughout event on directional signs
- Two Social Posts - Instagram Story and Static Post
- Brand Awareness - 10x10 footprint at event to create a photo booth to promote brand and engage attendees
- Four General Admission tickets to The Dance Honors black tie ceremony
- Opportunity to engage with decision makers at daily luncheon

Investment: \$9,500 plus Swag Bag inclusion pieces

GOLD SPONSOR

Entitlements



- Brand name and likeness inclusion across event & communications and full page event program ad
- Logo placement on ULTIMATE website that links to Sponsor website
- Swag Bag inclusion - two item placement in event swag bag for promotional purposes - 75 studio owners (Sponsor to provide provision inclusion item 6 weeks before event)
- Directional Signage - logo placement throughout event on directional signs
- Four Social Posts - Instagram Story, 2 Static Posts, and Reel
- Brand Awareness - 10x10 footprint at event to create a photo booth to promote brand and engage attendees
- Four VIP tickets to The Dance Honors. VIP tickets include exclusive access to the red carpet, opportunities for interviews with media partners, and a designated sponsor table at the event. This package offers an enhanced experience, connecting guests with industry influencers and premium networking opportunities.
- Speaking opportunity (educational presentation, indirect sale) to host one luncheon with decision makers

Investment: \$14,500 plus Swag Bag inclusion pieces

TITLE SPONSOR

Entitlements



- Brand name and likeness inclusion across event & communications and full page event program ad
- Logo placement on ULTIMATE website that links to Sponsor website
- Swag Bag inclusion - two item placement in event swag bag for promotional purposes - 75 studio owners (Sponsor to provide provision inclusion item 6 weeks before event)
- Directional Signage - top logo placement throughout event on directional signs
- Four Social Posts - Instagram Story, 2 Static Posts, and Reel
- Brand Awareness - 10x10 footprint at event to create a photo booth to promote brand and engage attendees
- Four VIP tickets to The Dance Honors. VIP tickets include exclusive access to the red carpet, opportunities for interviews with media partners, and a designated sponsor table at the event. This package offers an enhanced experience, connecting guests with industry influencers and premium networking opportunities.
- Speaking opportunity (educational presentation, indirect sale) to host one luncheon with decision makers
- Cash award sponsorship and presentation at The Dance Honors (no additional financial contribution)

Investment: \$19,500 plus Swag Bag inclusion pieces

Brand Name and Likeness on Event Communications	✓	✓	✓	✓
Logo Placement on Website	✓	✓	✓	✓
Swag Bag Inclusion	1 ITEM	2 ITEMS	2 ITEMS	2 ITEMS
Logo Placement on Directional Signage	✓	✓	✓	TOP PLACEMENT
Post Event Attendee List	✓	✓	✓	✓
Printed Ad in Event Program	-	-	✓	✓
Social Posts	1 POST	2 POSTS	4 POSTS	4 POSTS
Brand Awareness - Photo Booth	-	✓	✓	✓
The Dance Honors Entry	2 GA TICKETS	4 GA TICKETS	4 VIP TICKETS	4 VIP TICKETS
Speaking Opportunity	-	-	✓	✓
Cash Award Sponsorship & Presentation (no additional financial contribution)	-	-	-	✓

ULTIMATE

PAC ATTACK CHALLENGE

CONTACT INFO

- sponsorships@paccollective.com
- 888-994-2787
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Numbers represented in this packet are projections and not guaranteed.

