



Sponsorship Opportunities

A PREMIER EVENT



AusCaliCarnivale
CELEBRATE THE MAGIC OF CALISTHENICS

6 - 12 JULY 2025

ADELAIDE

Proudly presented by



**Australian
Calisthenic
Federation**



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Welcome to AusCaliCarnivale 2025

On behalf of the Australian Calisthenics Federation (ACF), it is my great pleasure to welcome you to AusCaliCarnivale 2025 — the pinnacle celebration of calisthenics talent, creativity, and community spirit.

Calisthenics is a truly unique Australian sport, combining strength, artistry, and teamwork in a way that captivates audiences and inspires participants of all ages. AusCaliCarnivale serves as both a national showcase of elite performances and an inclusive event that brings together our vibrant community: competitors, coaches, officials, families, and supporters.

The Prestige and Importance of AusCaliCarnivale

AusCaliCarnivale is more than a competition; it is a national stage that highlights the dedication, skills, and passion of our participants. The event has become a cornerstone of Australian calisthenics, celebrating the best in team and solo performances while fostering connection, growth, and inspiration within our sport.

The competition also represents a significant moment for the calisthenics community, as we gather to celebrate achievements, showcase extraordinary talent, and strengthen bonds across Member States. It provides an opportunity for performers to thrive on a professional platform, while businesses and supporters can align with a sport that values inclusivity, teamwork, and excellence.

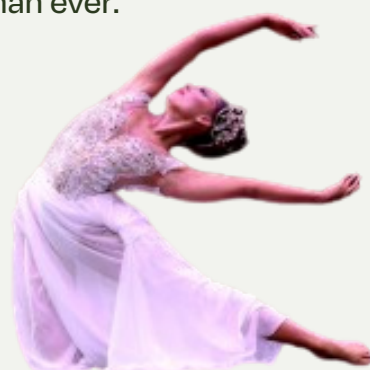
Join us in celebrating the beauty of Australian Calisthenics. AusCaliCarnivale 2025 is set to be the pinnacle of calisthenics in Australia, showcasing exceptional talent, dedication, and creativity. As a sponsor, you'll gain unmatched exposure to a passionate and engaged community while supporting the future of this unique and vibrant sport.

We look forward to creating a magical and unforgettable experience for everyone involved in AusCaliCarnivale 2025. Thank you for your continued support of Australian Calisthenics. Together, let's make this event shine brighter than ever.

Warm regards,

Kerry Sargent

Chair, Australian Calisthenics Federation



Event Overview

The Australian Calisthenics Federation (ACF) is proud to partner with the Calisthenics Association of South Australia (CASA) as the host of AusCaliCarnivale 2025, bringing this prestigious event to Adelaide for a week of extraordinary performances, community celebration, and sporting excellence.

AusCaliCarnivale 2025 will feature:

- **AusCaliTeams Competitions:** Elite performances from Sub-Juniors to Masters, showcasing teamwork, choreography, and technical precision across multiple tiers and venues.
- **AusCaliSDG:** Solo, Duo, and Graceful Performances - Celebrating individual talent with captivating routines.
- **AusCaliConnect:** A vibrant hub where families, participants, and businesses can connect through stalls, entertainment, and activities at our competition venue.
- **AusCaliBilities:** Providing an inclusive stage for performers with disabilities or impairments, celebrating their passion and talents in a supportive environment.
- **AusCaliGold:** Honoring the pinnacle achievements of participants through the ACF Skills Program with Gold Medal Honours performances.
- **AusCaliForum:** A series of workshops and seminars tailored to participants, coaches, officials, and administrators, fostering education, networking, and collaboration within our community.
- **AusCaliGala:** A spectacular final night celebration for participants and officials to commemorate their achievements and the spirit of calisthenics.

Audience Reach

The scope and reach of AusCaliCarnivale 2025 will be truly impressive:

- **3,000+ In-Person Attendees:** Across the 7 days of competition, we anticipate thousands of participants, coaches, and supporters in the audience.
- **5,000+ Online Viewers:** A strong national presence through live streaming of performances and seminars, allowing families and fans to experience the competition from anywhere in Australia & New Zealand.
- **10,000+ Audience Reach in the Lead-Up:** Extensive digital engagement through social media campaigns, newsletters, and promotional partnerships will ensure maximum visibility and excitement in the months leading up to the event.

For our sponsors and supporters, this is a valuable opportunity to engage directly with a loyal, passionate, and diverse community, both in-person and online.



Why Partner with AusCaliCarnivale

- **Elevated Brand Visibility:** Amplify your brand across digital platforms, event promotions and live experiences.
- **Targeted Engagement:** Connect with families, communities, and decision-makers in the sporting world.
- **Support the Arts & Sport:** Showcase your commitment to fostering talent and inclusivity in a unique, Australian-born discipline.

Sponsorship Opportunities

At AusCaliCarnivale 2025, we understand that every business has unique goals, so we've created a range of sponsorship opportunities to suit your needs. Whether you're seeking high-level visibility across the entire event or focused engagement in specific areas, our tiered options offer tailored benefits to maximize your return on investment.

Sponsorship Opportunities Include:

Event Sponsorship: Align your brand with the entire AusCaliCarnivale as a major partner, achieving maximum exposure in the lead up and throughout the competition and across all platforms, with featured live stream ads, social media posts and access to every competition!

Section Sponsorship: Support specific competition sections, gaining targeted branding opportunities and recognition through those events.

Program Advertising: Feature your business in our professionally designed event program, with options ranging from full page ads to quarter page placements.

Social Media Packages: Take advantage of exclusive social media posts, reaching a highly engaged online audience before, during and after the event.

Digital and Live Event Branding: Gain prominent visibility through live stream promotions, large screen displays at competition venues, and online video acknowledgements.

Gala Dinner Branding: Showcase your brand at our prestigious AusCaliGala - a night dedicated to celebrating participants and officials.

Gift Vouchers and Donations: Donate products, services or gift vouchers for use in fundraising activities, such as raffles or silent auctions. These contributions will directly support the development of Australian Calisthenics while promoting your business to attendees.

Support Local Campaign: Be part of our targeted "Support Local" initiative, which encourages families and participants to dine at restaurants, visit attractions and local businesses nearby during the event. Participating business can offer special discounts or promotions, included in a curated list distributed to all attendees - driving foot traffic to your business.

With sponsorship options to suit businesses of all sizes and industries, your involvement will directly contribute to the success of AusCaliCarnivale 2025. Together, we can deliver an unforgettable experience for participants, families, and supporters while showcasing your brand to a passionate and loyal audience.

Event Schedule

06
JUL

AusCaliForum

Series of workshops and seminars for networking within our community

VIP Welcome Event

An opportunity to welcome our VIP's and Sponsors to AusCaliCarnivale

07
JUL

AusCaliSDG

Celebrating individual talent with captivating solo, duo and graceful routines

AusCaliConnect

A vibrant hub where families, participants, and businesses can connect

09
JUL

AusCaliTeams

Performances from Sub-Juniors to Masters at two premier venues

AusCaliBilities

Providing an inclusive stage for performers with disabilities or impairments

12
JUL

AusCaliGala

A spectacular final night celebration for all participants and officials



Sponsorship Packages

One Package Available



Diamond

Exclusive Naming Rights Partner
'AusCaliCarnivale'

Full page ad in program

Dedicated Social Media Posts x 4, cross platform

Feature Ad in Live Broadcasts

Premium Logo Placement Venue Screens

Complimentary AusCaliConnect Booth

Public Address at every Event/Section

2 Tickets to Welcome VIP Event

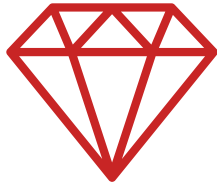
2 Complimentary VIP Tickets for each section

\$15,000



Sponsorship Packages

One package of each available



Ruby

Key Partner - Naming Rights
'AusCaliConnect'

Full page ad in program

Dedicated Social Media Post x 3

Prominent Logo in Live Broadcasts

Logo Placement Venue Screens

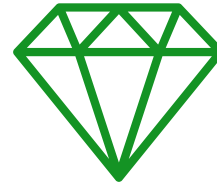
Public address at every section

AusCaliConnect Booth

6 Complimentary VIP Tickets

2 Tickets Welcome VIP Event

\$10,000



Emerald

Key Partner - Naming Rights
'AusCaliForum'

Full page ad in program

Dedicated Social Media Post x 2

Featured Logo in Live Broadcasts

Logo Placement Venue Screens

Public address at every seminar

AusCaliConnect Booth

4 Complimentary VIP Tickets

2 Tickets Welcome VIP Event

\$7,500



Sponsorship Packages

Select your sponsorship level & section – One sponsor per section



Gold

Section Sponsor

\$1,000

Full page ad in program

Social media post x 3

Logo on Venue Screens

Live stream promotion

Present Winner of Section

4 Complimentary tickets to section



Silver

Section Sponsor

\$750

Half page ad in program

Social media post x 2

Logo on Venue Screens

Live stream promotion

Present Winner of Section

2 Complimentary tickets to section



Bronze

Section Sponsor

\$500

Quarter page ad in program

Social media post x 1

Logo on Venue Screens

Live stream promotion

Present Winner of Section

1 Complimentary ticket to section

Sponsorship Options



Program Advertising

Full Page \$300

Half Page \$150

Quarter Page \$75

Social Media

\$150

One post upon payment

One post during competition

Live Stream

\$225

Three Ad Placements across Championships

Looking for something unique? Let's work together to create a bespoke sponsorship package that aligns with your brand's goals.

All sponsors receive:

- Certificate of Sponsorship
- Acknowledgment in official ACF and AusCaliCarnivale newsletters & website



Sponsorship Sections



AusCaliTeams

Sub Junior Tier 1 & 2

Junior Tier 1

Junior Tier 2 & 3

Intermediate Tier 1

Intermediate Tier 2 & 3

Seniors Tier 1

Senior Tier 2

Masters Tier 1

AusCaliSDG

Sub Junior Tier 1

Sub Junior Tier 2

Junior Tier 1

Junior Tier 2

Intermediate Tier 1

Intermediate Tier 2

Seniors Tier 1

Senior Tier 2

Masters Tier 1

Masters Tier 2

AusCaliBilities

AusCaliGold

All sections will be lived streamed across the country bringing your brand to thousands of fans.





Thank you for taking the time to read about the exciting sponsorship opportunities available at AusCaliCarnivale 2025. Your support can help us deliver an unforgettable event that celebrates the artistry, strength, and inclusivity of Australian Calisthenics.

Please contact us to discuss how we can tailor a sponsorship package to suit your needs.

Contact

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National Operations Manager

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We look forward to partnering with you to make this event truly shine!