# NORWAY INTERNATIONAL CHRISTMAS DANCE FESTIVAL

EST 1985



world DanceSport federation

NORGES DANSEFORBUND SPORTSDANS

DEC | 05 & 06 | 2026

# The Magic Returns

## Corporate Hospitality & Partneropplevelse

Norway International Christmas Dance Festival

Norwegian Dance Federation’s long-term initiative to restore and further develop the strong position of dance sport in Norwegian and Nordic sports and cultural history — while elevating our events into a new, professional and internationally competitive framework.

In connection with the **Norway International Christmas Dance Festival ,** we invite a limited number of partners and corporate guests to an exclusive Corporate Hospitality & Partner Experience, where tradition, quality, and future ambitions meet.

This is not just hospitality.
It is a platform for insight, relationships, and shared value creation.

# Partnership & Visibility Opportunities

The Norway International Christmas Dance Festival  is an international elite dance sport event, gathering world-leading athletes in Standard and Latin, live arena audiences, and professional broadcasts with national and international reach.

The event is part of The Magic Returns  — the Norwegian Dance Federation’s strategic program to strengthen dance sport’s role in Norwegian and Nordic sports and culture through increased professionalism, stronger audience engagement, and long-term commercial sustainability.

Within this framework, we offer a comprehensive and flexible partnership and hospitality ecosystem, developed for companies that wish to combine relationship-building, visibility, and engagement in a professional and credible context.

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# Three complementary partnership levels:

## Corporate Hospitality



Experience & relationships

## Digital Media Partnership



Visibility, engagement
& content

## Print Media Partnership



Lasting presence &
credibility

Each level can be utilized separately or in combination, depending on objectives, budget, and desired impact.

# Corporate Hospitality

## Experience, Hosting & Relationships

Corporate Hospitality is the foundation of our partner concept and provides companies with access to the event as an exclusive arena for client hosting and partner relations in connection with an international sporting event.



## Packages are built around:

- VIP and premium seating
- Lounge access with curated food & beverage service
- Personal hosting throughout the experience
- Professional and experiential program elements, including:
- Inside the Mind of the Judge – professional session led by Trine Dehli Cleve (known from Dancing with the Stars Norway)
- Dance experiences with professional dancers known from Dancing with the Stars Norway

Hospitality is offered at Gold, Silver, and Bronze levels, with varying degrees of exclusivity, content, and customization.
This is for companies that want to actively use the event for dialogue, relationship-building, and shared experiences — not just passive presence.

## Gold – VIP Ringside Hospitality

### Experience

- VIP ringside table (6 or 12 guests depending on package), both competition days
- Best available seats directly by the dance floor
- Private VIP check-in and access to private facilities
- Dedicated VIP Lounge all weekend
- Curated food & beverage service

### Program & Content

- Inside the Mind of the Judge – working lunch and seminar
- Two exclusive dance experiences with professional dancers
- Champagne reception and three-course dinner Saturday
- Light lunch before finals Sunday

### Hosting

- Dedicated host throughout the event
- Fully facilitated VIP guest experience

## Silver – Premium Business Hospitality

### Experience

- Reserved premium seating both days
- Access to shared VIP Lounge
- Food & beverage service during defined hospitality periods

### Program & Content

- Inside the Ballroom – professional introduction to judging and competition
- One guided dance experience with professional dancers
- Champagne reception and three-course dinner Saturday

### Hosting

- Professional on-site hosting and follow-up

## Bronze – VIP Hospitality

### Experience

- Reserved premium seating (optional day/days)
- Lounge access during breaks
- Coffee and light refreshments

### Program & Content

- Inside the Ballroom – introduction

### Hosting

- Hosted hospitality area

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# PLATINUM – Strategic Partner

For companies seeking maximum impact, clear ownership, and long-term positioning, we offer a limited Platinum Strategic Partnership — a comprehensive solution combining all three Gold levels.

Only two Platinum partnerships are available.

## The Platinum partner includes:

- Gold Corporate Hospitality
- Gold Digital Media Partnership
- Gold Print Media Partnership
- Official sponsor of WDSF World Open (New Series) in Standard and/or Latin

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www.NorwayInternational.dance

**Creating shared value through experiences**

## WDSF World Open Norway International

The Magic Returns

Norges Danseforbund
Idrettens Hus (Ullevål stadion) | Sognsvn. 73 | 0854
Oslo Norway
Post Box 5000 | 0840 Oslo Norway
Phone: +47 21 02 90 00
Company Number: 971 48 3911