

Sponsorship Proposal

For

Team Australia - Dingoes



To Whom it may Concern,

I would like to thank you for reviewing our sponsorship proposal.

Broomball Australia is committed to identifying and working with businesses that are looking to support our organisation and our aspirations. We are steadily working towards one of our key objectives – to establish broomball as our nation's premier ice sport.

We are excited about the opportunities for our sport to expand in the Australian marketplace in the coming years. A growing international presence ensures that we have a chance of entering as a demonstration sport in the 2010 Winter Olympics in Vancouver, which would provide a major boost to Broomball Australia, its sponsors, and the sport of broomball in general.

The attached sponsorship proposal outlines opportunities for your business to become involved with our progressive organisation. Please remember that everything is negotiable, and that we are keen to work with organisations who want to support us and an Australian national sporting team.

Again thank you for taking the time to review our proposal. If you have any questions whatsoever then please call me on the number below.

Regards,

Saxon Hooper
0412 181 702
Treasurer Broomball Australia



Broomball Australia

Overview

Broomball is a sport new on the world scene and with the potential for enormous expansion. It can be variously described as field hockey on ice, or a variant of ice hockey with one major difference – **we play in shoes!**

The basics of the sport are very similar to ice hockey – two teams of six players trying to score goals. Broomballers use sticks with a rubber triangular head to hit around a ball the size of a mini soccer ball, and wear special rubber-soled shoes to run on the ice.

Origins

A growing sport internationally, broomball is played across North America, Europe, Asia and Australia. The International Federation of Broomball Associations (IFBA) is the governing body for the sport and one of their great aims is to have broomball recognised in the Winter Olympic Games.

Market Reach

Broomball is played across Australia with approximately 500 active players. The most prominent centres are Sydney, Adelaide, Canberra, Townsville, and Coffs Harbour with other centres including Melbourne, Perth, and the Gold Coast.

The Australia National Broomball Championships are held annually on a rotational host basis, with Men's, Women's and Mixed competitions in Elite and Intermediate categories. The current champions in all divisions are New South Wales. Other representative teams include South Australia, Queensland, Australian Capital Territory, and Victoria.

Team Australia - Dingoes

Success

Australia is attending its fourth titles after sending teams in 1991, 2000 and 2004. Our teams have met with some success in the past, winning the silver medal in the International Cup in 2004 and taking out the bronze medal over Japan in the 2000 Championships..

Future Outlook

For the 2006 World Championships, the Australian national team will be entering its players into the Men's and Women's International divisions, participating against some of the best players in the world. The squad consists of up to 40 of our top broomballers selected from across the country.



Australian team at the 2004 Opening Ceremony

Opportunities

The Dingoes will be potentially holding a variety of fundraising and promotional activities over the months leading to the World Championships, and our potential sponsors will have the opportunity to be present at all of them. These may include:

- ◆ Barbecues at popular stores such as Bunnings, Harvey Norman and Joyce Mayne, frequented by thousands of shoppers on a busy day
- ◆ Social Tournament – a tournament inviting local businesses to enter teams into a strictly social broomball tournament in the name of fun
- ◆ Poker and Trivia fun nights
- ◆ Other regular events as organised by Broomball Australia and its member associations

Why Should You Sponsor Us?

Broomball Australia offers varying levels of sponsorship and inherent benefits to businesses looking to support us. All levels of sponsorship are for a negotiable period of time, however we are prepared to offer all for the period up to and including the 2006 World Championships and then throughout 2007, a period encompassing the 2007 National Championships in Canberra.

Our levels of sponsorship are as follows:

- ◆ **Naming Rights Sponsor** – one only, minimum \$5000 cash commitment
- ◆ **Gold Sponsors** – \$1000+ cash or in kind¹ commitment
- ◆ **Silver Sponsors** – \$500+ cash or in kind¹ commitment

All sponsorship levels offer the following benefits: **Branding, Exposure & Promotional Opportunities, and Sponsorship Recognition.**

Branding

- ◆ Naming rights for Australia's national team, the Dingoes
- ◆ Sponsor logo official playing jerseys
- ◆ Sponsor logo on official team clothing (polo shirts, jackets, etc)
- ◆ Sponsor logo on website of Broomball Australia and its member associations (more than 100,000 unique hits per month)

Exposure & Promotional Opportunities

- ◆ Access to member database to send promotional or informational materials to interested parties, via post or e-mail
- ◆ Signage displayed at local promotional, fundraising and playing activities, including National Championships²
- ◆ Signage displayed at World Championships²
- ◆ Promotional projects, organised by Broomball Australia and its member associations, to involve sponsor's employees and their families – local media outreach to highlight this participation
- ◆ Distribution of sponsor's promotional material, product samples, etc locally and at World Championships²
- ◆ Exhibition at annual National Championships²

Sponsorship Recognition

- ◆ Official team apparel, including playing jerseys and polo shirts
- ◆ Official team photos
- ◆ Licence to use official Broomball Australia logo on website, displays and promotional materials



Sponsorship Benefits by Level

| | Naming Rights | Gold | Silver |
|--|---------------------|--------------------|---------------|
| Branding | | | |
| Naming rights for Australia's national team, the Dingoes | ✓ | | |
| Sponsor logo on front and/or back of official playing jerseys | ✓ | | |
| Sponsor logo on sleeves of official playing jerseys | ✓ | ✓ | |
| Sponsor logo on official team clothing (polo shirts, jackets, etc) | ✓ | | |
| Sponsor logo (linked to sponsor's website) on website of Broomball Australia and its member associations (more than 100,000 unique hits per month) | ✓ | ✓ | ✓ |
| Exposure & Promotional Opportunities | | | |
| Access to member database to send promotional or informational materials to interested parties, via post or e-mail | ✓ Twice per year | ✓ Once per year | ✓ One time |
| Signage displayed at local promotional, fundraising and playing activities, including National Championships ² | ✓ | ✓ | ✓ |
| Signage displayed at World Championships ² | ✓ | ✓ | |
| Promotional projects, organised by Broomball Australia and its member associations, to involve sponsor's employees and their families – local media outreach to highlight this participation | ✓ | ✓ | |
| Distribution of sponsor's promotional material, product samples, etc locally and at World Championships ² | ✓ | ✓ | ✓ |
| Exhibition at annual National Championships ² | ✓ | ✓ | |
| Sponsorship Recognition | | | |
| One official personalised team playing jersey | ✓ | ✓ | |
| One official team photo | ✓ | ✓ | ✓ |
| One official team polo shirt | | | ✓ |
| Licence to use official Broomball Australia logo on website, displays and promotional materials | ✓ | ✓ | ✓ |

Please Note:

¹ - "In kind" commitment must be products/services directly related and necessary for sending the Australian national team to the World Championships. Broomball Australia may consider unrelated products/services where they can be used for other benefits, e.g. donations for fundraising, signage for events.

² - All signage, promotional materials and exhibitions must be provided and paid for by the Sponsor.

Where Are We Heading? - Our Goal



<http://www.2006worldbroomball.com/>

Overview

Held every two years, the World Championships is one of the most prestigious tournaments in the world. It is certainly the best attended, with teams from many countries attending the event. The 2006 event will be held in Blaine, Minnesota – a state with more than 40,000 registered broomball players!

This year the Championships will be held over a week and will feature 56 teams and over 1000 athletes and officials from across the globe. A wide range of social events are planned for participants, from the Olympic-style opening ceremony to a spooky night in the Halloween capital of the world, Anoka.

Location

Schwan Super Rink in Blaine, Minnesota will host the 2006 event. Situated on the grounds of the National Sports Centre, Schwan Super Rink is currently home to four full sheets of ice, soon expanding to eight sheets of ice in time for the tournament. This means that in a town with a population of roughly 45,000, there will be more sheets of ice than there are in all of Australia!

When

The Championships will be contested from October 30 to November 4, 2006. The World Championships is the longest broomball tournament on the world stage, as it offers the only opportunity for participants from across the globe to socialise and compete on such a level.

Participation

More than 1000 athletes and officials from 56 teams are expected to turn out from countries across the world. While many of the athletes will be from Canada and the United States – the traditional powerbase of the sport – there will also be representative teams from Italy, Japan, Australia, Sweden, Switzerland, Germany, Finland, and more. It is this multicultural mix that makes the World Championships the fantastic tournament that it is.

Demographics

Around 1000 active men and women between the ages of 20 and 50 will be attending the World Championships on a playing level from across the globe.

Additionally there will be hundreds of spectators, officials, and volunteers from all ages and all walks of life.



Australian and Japanese national teams meet in 2004

Locally, broomball is played by people of all ages and sporting backgrounds. Our membership includes junior players as young as eight years through to players in their sixties. Approximately 500 people play broomball across Australia in centres such as Sydney, Canberra, Adelaide, Townsville, Melbourne, Perth, Coffs Harbour, and the Gold Coast.

Dingoes In The Media

Broomball is fast growing a media presence across Australia – public interest in our national teams is high.

Leading up to the 2006 World Championships Dingoes squad members will be featured in print, radio, television and Internet media. Broomball Australia will be working to ensure that we maintain a good media profile, citing the support of our valued sponsors where possible.

SPORT



BRING IT ON: The Australian broomball team will take on all comers in Canada.

Out to sweep field

A TEAM of talented broomball players will travel to Newfoundland, Canada to represent Australia at the Broomball World Championships.

Most of the Australian team play in the competition held at Penrith Ice Palace on Monday nights.

The "Aussie Green" team will face some formidable opponents including Cabano (Canada), gold medallists at the last World Championships in 2002 and Minnesota (US), who were silver medallists in 2000 and were placed fourth in 2002.

Team captain Saxon Hooper is also looking forward to taking on Japan who they defeated 4-2 in the bronze medal match in 2000.

Along with their bronze medal, Australia was also awarded Most Sportsmanlike Team for that year and Hooper was named in the World Mixed Elite All Star team.

Along with Hooper, only three other players were part of the 2000 team: Tracy Ivin, Tim Brown and Kerry Baxter.

All other players are making their international debut.

"We have a good mix of experience and youth, plenty of speed and good skills," Hooper said.

"Our enthusiasm should take us a fair way."

Jo Mitchell, of Penrith, is one player who is geared up to play against the best in the world for the first time. "I'm nervous but ready to play," Mitchell said.

"I can't wait to meet the players from all the other teams"

"It'll be really awesome if we can come back with a medal but I think we'll be proud of ourselves if we can just get into the finals."

"Overall I think we're capable of playing well enough to score some good goals and be competitive against some really talented teams."

The Dingoes featured in a prominent Sydney newspaper prior to 2004 World Championships