

Sponsorship Proposal



31 August to 7 September 2019

The athletics clubs in the Mackay region in association with Athletics North Queensland and Oceania Athletics Association, are proud to be hosting this prestigious international athletics event, here in our city of Mackay.



2019 Oceania Masters Athletics Championships



The Oceania Masters Athletics Championships are held every 2 years and are rotated between a city in New Zealand, Australia and a smaller island affiliate.

The championships are expected to attract up to 400 athletes to the region to participate in a week-long event program, that includes general track and field events, combined events such as pentathlons and decathlons, road race walking, cross country and half marathon.

The Oceania region encompasses many of the South Pacific nations including Australia, New Zealand, Vanuatu, Cook Islands and Norfolk Island to name some of the 22 nations.

There are no minimum result standards required to compete at these Championships and athletes aged 30 years and over can compete. We will be encouraging many local athletes to participate and join Queensland Masters Athletics and represent Australia during the event.

Oceania Region Map

Oceania Masters Athletics represents one of the six World Masters Athletics regions and regulates, develops, communicates and administers masters athletics within the Oceania region, including the technical aspects of the sport. They foster the participation of master's athletes aged 30 years and over in athletic competitions between affiliates, associates and masters athletics groups in the Oceania region.



What you can do to help

The 8-day event will commence on Saturday 31 August and conclude on Saturday 7 September 2019 and we are asking local industries and businesses to join us by investing in one of our Sponsorship Packages.

Hosting an 8-day sporting event across 4 different venues comes with numerous event costs including, medical officers, officials' meals, out of stadia refreshments, officials and volunteer shirts and hats, medals, trophies, participation gifts, technical equipment purchase and hire and more. All appointed event officials are non-paid volunteers and travel and accommodation is generally not subsidised.

Our sponsorship packages allow for small and large businesses and industries to take part in an event that will see large economic benefits and opportunities for our region with many visitors from Australia, New Zealand and other nations taking part.

We are seeking sponsorships with packages of between \$250 and \$500 available. We also have an In-Kind Sponsor option.

The benefits to the event sponsors

As your marketing partner, the event organising committee takes our sponsorship agreement very seriously. You make a promise to help us put on a great event, and in return we promise to deliver the best sponsorship benefits out there.

CONNECT WITH OUR COMMUNITY AND INCREASE SALES OR BRAND KNOWLEDGE

Our community are getting more and more discerning about which companies they associate with. What better way to communicate your values than by sponsoring an event that matches theirs?

You'll have unparalleled access to thousands of people when you become an integral part of the Championship activities through sponsorship, with options to participate in various ceremonies, and have your brand and message displayed throughout the venue.

Sponsorship Options

The variety of our sponsorship packages will suit many local businesses and industries and we do hope your business would consider supporting us. We are open to other sponsorship suggestions no matter how small or large, so please contact us if you need to know more information.

Gold Sponsor Level Premium Event Sponsor	\$500
Silver Sponsor Level Standard Event Sponsor	\$250
Bronze Sponsor Level In-Kind Support	In Kind Support

	GOLD SPONSOR \$500.00	SILVER SPONSOR \$250.00	BRONZE In kind Services
Event sponsorship of a men's or women's event	✓ PREMIUM EVENT	✓ STANDARD EVENT	
Invitation to present sponsored event medals	✓	✓	
Invitation to VIP opening ceremony event	✓		
Logo in official program	✓	✓	✓
Copy of official program	✓	✓	✓
Opportunity to place business promotional items in Athlete and Officials Welcome Packs	✓	✓	✓
Logo and link on event website and promoted on Local Facebook and Oceania posts	✓	✓	✓
Opportunity to display sign/banners at the venue for the duration of competition	✓	✓	

Premium events include 100m, 1500m, Decathlon, Heptathlon, Pentathlon, Throw Pentathlon – Men's or Women's

Standard events include 60m, 200m, 400m, 800m, 5000m track, Steeple Chase, Hurdles, Relay, Shot Put, Discus, Hammer, Javelin, Heavy Weight, Long Jump, Triple Jump, High Jump, and Pole Vault – Men's or Women's

In-Kind and Promotions Material

Examples of in-kind services might include but are not limited to: Loan of marquees, promotional items (pens, lanyards, water bottles, caps/hats, postcards, magnets, keyrings etc), dining discounts/vouchers, shopping discounts/vouchers. Such goods are used in the athlete and officials/volunteers' welcome packs.

You're in!

If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items we can sort out together. We're committed to finding the best way to work together. If you'd like to speak to us by phone, don't hesitate to call.

Once you feel confident about everything and are ready to move forward, simply contact us by phone or email, and we can sort out the next steps and get the sponsorship rolling.

We're not after any false starts so we would like to have our marketing carefully planned and finalised and sponsorship agreements drawn up and ready during June so if we have not heard from you before then, we may call to follow up.

Contact us for more information and / or let us know if you can assist....

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Website: **<http://athleticsnorthqld.org.au/Oceania-Masters-Athletics-Championships-2019>**

Facebook: **<https://www.facebook.com/oceaniamastersathleticschampionships2019/>**

