



2019 Sponsorship Proposal



Who Is South West Academy of Sport (SWAS)

SWAS is one of the six Victorian Regional Academies of Sport (VRAS) that provide vital support services to aspiring athletes throughout Victoria with direct program links with the Australian Institute of Sport and the Victorian Institute of Sport.

The South West Academy of Sport is a non-profit organisation that works with, complements and supports athletes, coaches, clubs and sporting associations to improve the levels of sporting excellence across South West Victoria.

SWAS has agreements with the Victorian Government, the Australian Sports Commission, Victorian Institute of Sport, Australian Paralympic Committee, Tennis Victoria, Golf Victoria, Victorian Golf Foundation, Cycling Victoria, Victorian Clay Target Association, Surfing Victoria and Netball Victoria. These organisations assist greatly in the delivery of the SWAS services and programs.

Mission

The South West Academy of Sport works with, complement and support relevant organisations to improve the levels of sporting excellence in South West Victoria.

Vision

To provide elite sports services and genuine pathways for emerging talented South West athletes to compete successfully as part of a supportive program at state, national and international competitions.

Purpose

To develop the skills and experiences of talented athletes in the South West region of Victoria by:

- Providing a pathway to high-performance sport through educational and personal development opportunities
- Enhancing the quality of coaching and support services
- Providing a nurturing and team environment to support sporting excellence
- Developing networks for promotion and leadership
- Any other action to support these purposes

Our Philosophy

- Support and develop athletes and coaches through education and training.
- Provide a higher level of regional coaching/services than available at club/local level.
- Provide competition and complement or add value to existing club activities.
- Be driven by the sport advisory committees and evaluated by all stakeholders.
- Capitalise on inter academy or joint academy opportunities.
- Encourage attendance of family and support networks.

The South West Academy of Sport covers the local government areas of:

- Corangamite Shire population 16,212
- Glenelg Shire population 19,777
- Moyne Shire population 16,794
- Shire of Southern Grampians population 15,944
- Warrnambool City population 35,377

Total marketing reach 104,104

Population numbers based on the 2016 Australian Census and growth estimates



What Your Sponsorship Will Provide

The Academy is synonymous with quality. We are not concerned with becoming the biggest Sporting Academy in Victoria; rather, we are strictly dedicated to producing athletes and more importantly individuals of the highest calibre. In order to provide the best coaching, mentoring and development opportunities we can, the Academy will only utilise the services of coaches and trainers who exhibit the same philosophy and passion for athlete development that we do.

On average athletes receive \$7,000-8,000 worth of commercial value in services, education and support provided. The provision of these services costs the Academy \$1,500 per athlete each year to run the program; this is without any significant funding from state or national sporting or government bodies. The SWAS board and management are committed to providing every athlete with the opportunity to progress through their sports elite pathways and to be the best they can, but that comes at a cost. Training, education, skill development, community leadership and preventative & rehabilitation services are all provided by SWAS to EVERY athlete within the program and your support can help make that possible.

Your sponsorship will allow the Academy to continue to provide the highest level of coaching, mentoring, self-development and training available by helping us recruit, train and retain well-qualified coaching staff. In addition, your sponsorship will help send Academy players to tournaments, attend training sessions on not only their sport but also focused on their mental development. Our athletes will have the opportunity to be exposed to different coaching styles and we will be able to draw on external professionals in the areas of motivation, resilience, self-management and brand awareness.

Sponsorship also allows us to present to the community a professional, supported and high performing athlete in the industry and puts your brand in front of not only the south west community, but for many athletes national and international competitions and marketplaces.

Simply put, being a sponsor of SWAS allows you to be involved at the ground level in the development of the next generation of not only sports stars, but community leaders and role models.

Our History

Since our establishment in 2004, we have assisted over 1,000 athletes and coaches to progress their sporting careers and personal journey.

Year	Number of Athletes	Regional Reps	State Reps	National reps	VIS scholarships	No. of Sport Programs
2018	85	67	35	11	1	7
2017	65	50	26	6	1	6
2016	97	63	35	3	1	6
2015	68	52	28	2	1	7
2014	62	48	18	3	1	6
2013	73	32	28	1	0	5



Sponsorship Packages

Premium Partner - \$ 12,000 p.a.

One Sponsorship Opportunity Only

Being the Premium partner of SWAS provides you with the Naming Rights to the Academy for a minimum of 3 years. This sought after and privileged position brings with it a direct access to a market place stretching from Camperdown to the SA Border and the coastline to the foothills of the Grampians, which is over 100,000 people!

Your Logo & Branding will be seen in social media, print advertising and online marketing throughout the year as we promote our athletes and their success stories. With intakes for various sports at different times of the year, your logo and branding will be continual promoted as we induct more athletes and families into the academy.

As an added benefit of being the naming sponsor you, or one of your selected employees, can present our two most prestigious awards at the end of year presentation night. Our Outstanding Athlete and Personal Excellence perpetual Awards which are the highest recognition of SWAS athletes.

What you will receive:

Sponsorship

- Standalone major academy sponsor status
- Naming rights to the **[YOUR NAME] South West Academy of Sport**

Uniform

- Exclusive sponsor logo rights on caps, polo's & tracksuits
- The inclusion of your logo on competition uniforms

Website

- Permanent homepage advertisement or site rebrand
- Dedicated promotional page/pop up
- Hyperlink to sponsors website (all logos linked)
- Permanent logo display in the sponsors section

Stationery

- Inclusion of logo and or message on all stationery, invoices, statements & template headers
- Inclusion of logo and or message on electronic signatures
- Inclusion of logo and or message on academy media release headers

Signage

- Logo placed on fully sign written academy promotional vehicle (provided by the academy)
- Signage rights at all academy events (roller blind provided by the academy, additional signage provided by sponsor)

Promotional Materials

- Inclusion of logo on all promotional posters and brochures
- Full page advertisement in the annual report
- Inclusion on any future promotional material i.e. folders, drink bottles

Public Relations

- Promotion at all annual council/sporting body presentations
- Promotion at all secondary school info sessions
- Promotion at all State Government & VIS meetings and ministerial presentations
- Promotion at all other regional info sessions
- Annual award sponsorship for junior male & female categories
- Formal sponsorship announcement

Media Profile

- Inclusion in Annual sponsors promotion via ACE Radio
- Inclusion in all academy advertising Digital, Press & electronic
- Inclusion in all media releases (incorporated logo and name)



Terms of Contract

- 3 years with first right of refusal

On-Site

- Verbal recognition at all academy events
- Opportunity to speak at any academy events attended
- Presentation opportunities

Hospitality and Networking

- Invitation for 4 guests to all official academy functions

Reporting

- Quarterly sponsorship report
- Quarterly leverage planning meeting
- Annual exec or council presentation

Publications

- Quarterly newsletters
- Annual report

Database/Relationship Marketing

- Opportunity to include promotional material in academy mail outs

In return for your investment in SWAS and our athletes, we will ensure that we represent your brand like it is our own. Our athletes will ensure they mention your support at every opportunity and as an organisation, we will encourage the SWAS family to support your business in kind.

We also have links into numerous local, state and national other sporting and business organisations where we can advocate for you and your brand in regards to using your products and services.

This Premium Sponsorship role is a pivotal part of our ongoing success and we warmly welcome any and all expressions of interest and if needed, we are also more than happy to work with you and develop a sponsorship package that the not only provides you with the best 'bang for your buck' but also aligns with our Brand, philosophy and values.



Sport Program Sponsor - \$2,000 up to 6,000 p.a.

Sponsorship opportunities are available for the following sports

Cycling, Golf, Netball, Clay target shooting, Surfing, Tennis, Individuals Athletes

As a Sport program sponsor, you are helping to provide our athletes with information, education and guidance in their specific Sport. We recognise that these are key areas in the development of an athlete and your sponsorship goes towards creating that grounding in knowledge and application for them all to succeed for the future. Along with providing support to each sport across the South West region and within Victoria as a whole.

What you will receive:

Sponsorship

- Standalone sport program sponsor
- Naming rights to the **[YOUR NAME] Sport Program**

Uniform

- Opportunity for athletes to wear Your branded uniform

Website

- Dedicated promotional page/pop up
- Hyperlink to sponsors website (all logos linked)
- Permanent logo display in the sponsors section

Signage

- Signage at all sport events (signage provided by sponsor)

Promotional Materials

- The inclusion of your logo on all promotional posters
- The inclusion of your logo on all promotional brochures
- Half page advertisement in the annual report
- The inclusion on any future promotional material i.e. folders, drink bottles

Advertising Package

- Advertising airtime at ACE Radio 3 YB & Coast FM promoting the program sponsorship* conditions apply

Stationery

- The inclusion of [NAME] logo on Sport related media releases & correspondence

Public Relations

- Promotion at all annual council/sporting body presentations

Public Relations

- Promotion at all annual council/sporting body presentations
- Promotion at all State Government & VIS meetings and ministerial presentations
- Promotion at all other school and regional info sessions

Media Profile

- Inclusion in all academy program advertising (name only)

Terms of Contract

- 2 year with first right of refusal

On-Site

- Verbal recognition at all nominated sport program events

Hospitality and Networking

- Hospitality for 2 guests at 1 nominated event per year
- Invitation for 2 guests to all official academy functions

Publications

- Quarterly newsletters
- Annual report

Database/Relationship Marketing

- Opportunity to include promotional material in academy mail outs (one per annum)



Silver Sponsor - \$ 1,500 p.a.

Being a Silver sponsor means that you are directly supporting our individual athletes in their pursuit of excellence. These athletes take part in the entire program but do not have the added benefit of a supported and structured state or national sporting body behind them.

Individual athletes in 2018 participated in 11 different sports including Cricket, AFL, BMX, Hockey, Karting, Swimming, Athletics and Archery.

Your support of these athletes provides the opportunity to participate in all of the SWAS programs and ensure they do not miss out on the grounding and educational sessions that they richly deserve.

What you will receive:

Website

- Hyperlink to sponsors website (all logos linked)
- Permanent logo display in the sponsors section

Signage

- Signage at all sport events (signage provided by sponsor)

Promotional Materials

- Quarter page advertisement in the annual report

Advertising Package

- Advertising airtime at ACE Radio 3 YB & Coast FM promoting the program sponsorship* conditions apply

Stationery

- The inclusion of [NAME] logo on Sport related media releases & correspondence

Public Relations

- Promotion at all annual council/sporting body presentations

Public Relations

- Promotion at all annual council/sporting body presentations
- Promotion at all State Government & VIS meetings and ministerial presentations
- Promotion at all other school and regional info sessions

Media Profile

- Inclusion in all academy program advertising (name only)

Terms of Contract

- 1 year with first right of refusal

On-Site

- Verbal recognition at all nominated sport program events

Hospitality and Networking

- Invitation for 2 guests to end of year academy function

Publications

- Quarterly newsletters
- Annual report

Database/Relationship Marketing

- Opportunity to include promotional material in academy mail outs (one per annum)



Corporate Sponsor - \$ 1,000 p.a.

We understand that not all business are able to provide the same level of sponsorship but are still keen to help out. Being a corporate sponsor allows you to claim a Tax Deduction through the [Australian Sports Foundation](#) while providing the kind of support SWAS athletes need.

What you will receive:

Website

- Hyperlink to sponsors website (all logos linked)
- Permanent logo display in the sponsors section

Public Relations

- Promotion at all annual council/sporting body presentations
- Promotion at all State Government & VIS meetings and ministerial presentations

Media Profile

- Inclusion in all academy program advertising (name only)

Terms of Contract

- 1 year with first right of refusal

On-Site

- Verbal recognition at all nominated sport program events

Hospitality and Networking

- Invitation for 2 guests to end of year academy function

Publications

- Quarterly newsletters
- Annual report

Database/Relationship Marketing

- Opportunity to include promotional material in academy mail outs (one per annum)

1. Friend of SWAS – Individuals - \$ 500

As a friend of SWAS, you are recognising that it not only takes dedication and commitment from our athletes and coaching staff. Support of all kinds is gratefully accepted by the Academy and you will be recognised on our sponsor's page and in our annual report.

You will receive a certificate of appreciation and thanks from our athletes and recognition on our website.



2019 SPONSORSHIP PACKAGE ACCEPTANCE

Should you wish to accept any one of our package options, please complete the following details and email it to the SWAS Executive Officer, Nic Kaiser at Nic.Kaiser@swtafe.edu.au.

Business Name	
ABN	
Address	
Contact Name	
Email	
Phone	

Package Option (Tick Box)

- Premium Sponsor - \$12,000 p.a. 3 year term (1 only, first in basis)
- Sports Program Sponsor - \$6,000 p.a, 2 year term
- Silver Sponsor - \$1,500 p.a, 1 year term
- Corporate Sponsor - \$1,000
- Individual Supporter - \$500

Terms and Conditions:

- All sponsorship includes details as set out in the 2019 Sponsorship Opportunity Pack
- Payment is required in full, as detailed on the invoice that will be sent, prior event and commencement of any marketing activities
- All costs associated with your finished artwork for banners, advertising, provision of logo, shipment to and from event are for the cost of the sponsor. Finished artwork must be provided by 28-02-2019 close of business day. Non-provision of artwork or advertising materials does not reduce your overall sponsorship investment
- SWAS is not compelled to accept all sponsorship offers and can refuse without cause

I, _____ agree to the terms and conditions and accept the sponsorship package as detailed.

Signed: _____ Date: _____

**HELP
ATHLETES
ACHIEVE
SUCCESS.**



**SOUTH WEST
ACADEMY OF SPORT**