



MANLY WARRINGAH TOUCH ASSOCIATION

Sponsorship Prospectus 2018/19



Introduction to Manly Touch

Manly Warringah Touch Association Inc. (MWTA / Manly Touch) is a not-for-profit organisation established in 1974.

Manly Touch provides touch football competitions for male and female participants of all ages including juniors and seniors ranging from 7 to 70 years of age.

Based on the Northern Beaches of Sydney, Manly Touch is one of the largest touch football clubs in Australia. Our Members compete in local junior and senior competitions and at various state, national and international representative tournaments.

During the winter months, this includes the Monday night and Sunday morning competitions and in the summer months this includes the Monday, Thursday and Friday nights and Sunday morning competitions.

MWTA currently has around 4,000 active playing members; with touch football now the second largest sport on Sydney's Northern Beaches.

Players, coaches, officials and volunteers from all parts of the local community participate and contribute to Manly Touch. However, there are many others from outside the Manly-Warringah area who often travel to be part of this great Club.

Manly Touch has continually grown to be one of Australia's strongest and most successful touch football associations. In recent times, Manly Touch have made significant improvements in the areas of grassroots participation, player development, technical development, community engagement and representative performance. This was recognised recently when Manly Touch was awarded the 'Affiliate of Year for 2016/17' at the 2017 NSW Touch Association (NSWTA) Blues Awards. This is the second year in a row Manly Touch have won this award.

Our Junior Summer competition is the largest local touch football competition held in Australia with 258 teams registered. The Friday night junior competition operates at full capacity.

Manly Touch is also one of Australia's most successful representative clubs, being the current Junior and Senior State Cup Club Champions.

In terms of corporate governance, Manly Touch are a very well run and financially stable organisation with little management turnover and no foreseeable change to this in the future. Manly Touch is classified as a Tier One Association.



Mission Statement

Manly Touch seek to ensure and continue to make touch football on the Northern Beaches a fun, enjoyable and affordable non-contact sport for all participants and families, in a safe and welcoming environment.

By encouraging, promoting, fostering and developing the sport of touch football we aim to make Manly Touch the largest and most successful touch football club not only in NSW but in Australia.

For Manly Touch and its members, it is all about being part of the “**Manly Family**”!



*From this...

...to this!

Core Values

Manly Touch seek to foster an atmosphere that will engage and retain players, coaches, managers, referees, officials, supporters and volunteers; and to create a passion and love for touch football that will help build and make Manly Touch even stronger in the future.

Manly Touch promotes a positive, family friendly, vibrant image and we strongly support the concept of teamwork both on and off the field. We encourage and welcome parent, supporter and volunteer involvement at both team, club and representative level.

Local competitions are competitive but with an overarching emphasis on the social and fun aspect, with a community engaged atmosphere

Manly Touch also encourages an atmosphere of learning and skill development for players, coaches, referees and officials. For those that seek a representative pathway we are looking for a highly competitive and committed group of players who are prepared to train hard and become long term Manly Touch players. By improving players skill level, we hope to set these players on the pathway so that in the future they can represent Manly at Junior State Cup, Senior State Cup and Vawdon Cup and beyond this to the National Touch League, Elite 8, NSW and Australian level.

Local Competitions

Manly Touch provides one of the largest touch football competitions in Australia catering for male and female participants of all ages and both junior and senior players ranging from 7 to 70 years of age.

During the winter months, competitions are held on a Monday night and Sunday morning competitions and in the summer months, competitions are held on a Monday, Thursday and Friday nights and Sunday morning competitions.

Currently all local competition games are held at Nolan Reserve, North Manly.

Seniors

In Summer, there are 66 teams (approx. 800 players) and in Winter 44 teams (approx. 530 players). Mens, Womens and Mixed Divisions include Womens A & B Grade (Monday nights); Mens A, B and C Grade (Monday nights); Mixed A and B Grade (Thursday nights – Summer Competition only); and Opens (Sunday mornings)

Juniors

In Summer, there are 259 teams (approx. 3,000 players). Boys and Girls Divisions include Under 7s, 9s, 11s, 13s, 15s and 17s - both A and B Grade (Friday afternoons/evenings).

The Manly Touch Junior Summer competition is the largest local touch football competition held in Australia. This competition operates at full capacity and we turn away approximately 30 teams as there is physically not enough playing fields to hold additional games.

Friday afternoon and evenings at Nolan Reserve is a fun place to be, with an estimated 5,000 people coming through the ground (when you consider players, parents, coaches and officials). The atmosphere that is generated by so many kids playing touch football and spectators is simply awesome.



*Some of the 2017 Manly Touch Junior Grand Final

Representative Teams

Manly Touch compete in a number of representative tournaments through the year.

Junior State Cup

In February 2018, Manly Touch sent ten junior teams (136 players) ranging from U10s to U18s both boys and girls to the NSW Touch Association Junior State Cup which was held 16-18 February 2018 at Port Macquarie. This is the largest sporting competition held in the one location in Australia and attracted 358 teams, with approximately 6,500 players and officials attending. All up approximately 20,000 people converged on Port Macquarie for the weekend.

At the conclusion of the tournament Manly Touch were crowned the overall Junior State Cup Club Champions. This is an unprecedented 7th consecutive Club Championship. The U10 Boys, U12 Boys, U10 Girls and U18 Girls were champions in their respective divisions in 2018. Whilst the U12 Girls, U16 Boys and U18 Boys were Grand Finalists.

Manly Touch also sent seven development teams (94 players) to the Peter Wilson Memorial Championships held 3-4 February 2018 in Nelson Bay.



Senior State Cup

In December 2017, Manly Touch sent 16 senior teams (224 players) to the NSW Touch Association Senior State Cup which was held 1-3 December 2017 in Port Macquarie.

Senior State Cup attracts 245 teams, with approximately 4,000 players and officials in attendance. All up approximately 10,000 people converged on Port Macquarie for the weekend.

Manly Touch were well represented with mens, womens and mixed teams from U20s to Opens (Premier League) through to seniors sides 30s, 40s, 50s and 55s attending.

Manly Touch are the current overall Senior State Cup Club Champions and have now won this five out of the last six years. The Womens Premier League, U20s Girls, Womens 40s and Mens 55s were champions of their respective divisions in 2017.



*Manly Touch Womens Premier League 2017 State Cup Champions

Vawdon Cup

In 2018 Manly Touch also entered 8 teams (120 players) in the NSWTA Vawdon Cup in various divisions. Vawdon Cup is a weekly representative competition held during the Winter and Spring months with teams from all across Sydney and some regional teams competing.

In 2017 Manly Touch Womens Premier League team were crowned Champions along with our Girls Youth League Team and Inclusion Team (see below).

Inclusion League

Manly Touch entered a Mens Inclusion team in Vawdon Cup and were lucky enough to win the grand final in overtime to be crowned 2017 Champions.

The Inclusion League is for physically disabled players to play the game of touch football with modified rules.

Manly Touch prides itself on being a game for everyone.

NSW and State of Origin

In the last State of Origin, 13 current Manly Touch players represented New South Wales in the Mens, Womens and Mixed Open teams. An additional 21 players from Manly Touch represented NSW in other divisions ranging from U20s through to 55s. In fact, 20% of the players that represented NSW are Manly Touch players. Manly Touch also had three coaches involved with various teams.

Australia

At the 2018 Trans-Tasman Series, 10 current Manly Touch players represented Australia in the Mens, Womens and Mixed Open teams. There were an additional 11 players representing Australia at the Junior Trans-Tasman which includes U17s and U19s divisions.



*Manly Touch Premier League Players Sam Brisby and Samantha Rodgers at the 2017 World Cup

Awards

The continued success of the Manly Touch representative program was recognised at the 2017 NSWTA Blues Awards when they were presented with the following awards:

Affiliate of Year for 2016/17

NSWTA Coach of the Year

Junior Female Player of the Year

Female Open Player of the Year

NSWTA Team of the Year

Manly Warringah Touch Association

Barry Gibson - Winner

Pihuka Duff – Winner (Brittney Clifford – Finalist)

Dani Davis – Winner (Laura Peattie – Finalist)

Manly Sea Eagles Women's Premier League



Referees

Manly Warringah Touch Football Association has approximately 100 referees officiating in our local competition and at representative level.

Our success at representative level is not limited to the payer ranks, where we have seen our referees officiate at tournaments within NSW and at both National and World Cup level.

Community Outreach

Manly Touch is an active member in the community and where possible likes to assist those that are in a less fortunate position or just need some assistance.

Humpty Dumpty

Manly Touch has made a difference to the Humpty Dumpty Foundation with a fundraising donation of \$1,500.

In 2017, 11-year-old Manly Touch member Jemma Kalms came up with the idea of holding a crazy hair / silly socks day for the association's junior members and to also raise money for a children's charity. Tasked to find a suitable charity, Jemma discovered one of her team friends had benefitted from the work of the Humpty Dumpty Foundation when she was born so it seemed like a natural fit to support the charity which purchases much-needed and, often lifesaving medical equipment for children's hospitals and health services across Australia.

A huge success, the day was filled with colourful socks, crazy hair and outfits all in the name of raising money for the Humpty Dumpty Foundation, with a total of \$1,200 fundraised by the association's junior members. To show their support of the fundraising efforts by its junior members, Manly Touch contributed \$300, making a total of \$1,500 recently presented to the Humpty Dumpty Foundation.



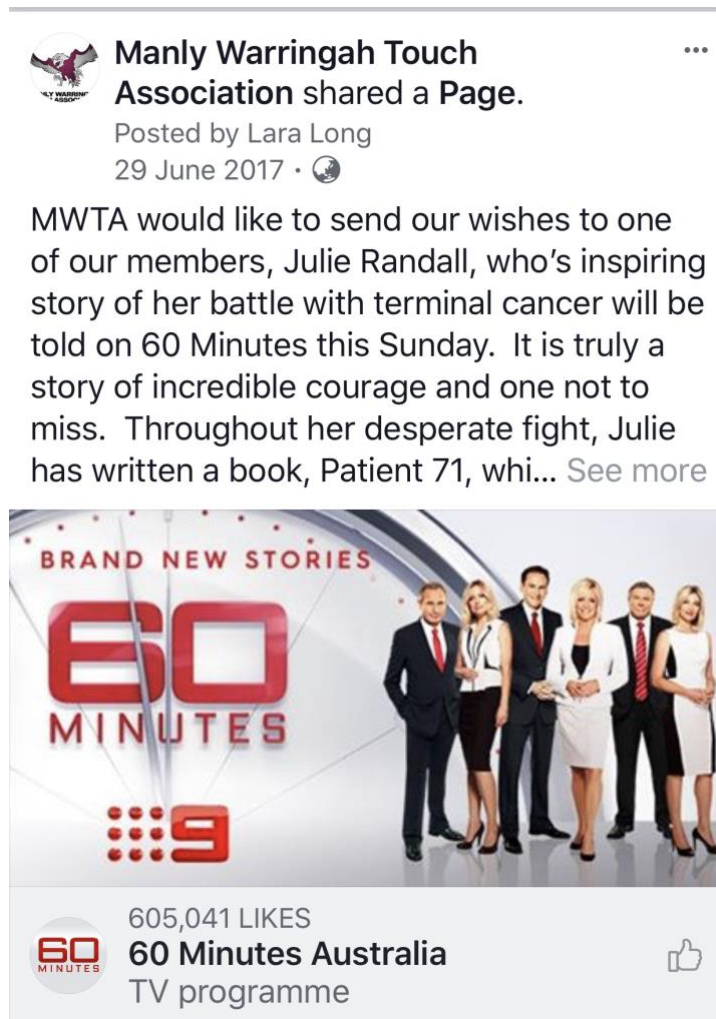
*Manly Touch presenting a cheque to Humpty Dumpty Foundation

Fight on the Beaches and Patient 71

Manly Touch also recently presented a cheque for \$1500 to Fight on the Beaches. Thanks to the generosity of the MWTA players at 2017 Senior State Cup in Port Macquarie, this \$1500 will fund a cancer researcher, in their lab working to find a cancer cure, for a week!

Julie Randall - Patient 71, a long time Manly Touch member who was the subject of a Channel 9 Sixty Minutes episode spoke of her fight to survive Stage 4 Melanoma at our recent State Cup dinner, and of her role as Ambassador with Fight on the Beaches. Julie has been a member of Manly Touch for over 20 years.

Fight on the Beaches is now Manly Touch's 'Community Partner' and 'Primary Charity of Choice' for the next three years.



The image is a screenshot of a Facebook post. At the top left is the profile picture of Manly Warringah Touch Association, featuring a seagull logo. To its right, the text reads "Manly Warringah Touch Association shared a Page." Below this, it says "Posted by Lara Long" and "29 June 2017 · 🌐". The main text of the post says: "MWTA would like to send our wishes to one of our members, Julie Randall, who's inspiring story of her battle with terminal cancer will be told on 60 Minutes this Sunday. It is truly a story of incredible courage and one not to miss. Throughout her desperate fight, Julie has written a book, Patient 71, whi... See more". Below the text is a promotional image for the 60 Minutes TV program, showing the host and several guests in professional attire. At the bottom of the screenshot, it shows "605,041 LIKES" and "60 Minutes Australia TV programme" with a thumbs-up icon.



*Manly Touch presenting a cheque to Julie and Fight on the Beaches

Community Awards and Recognition

In 2017 the President of Manly Touch, Mr Graham Knights was presented with the prestigious 'Touch Football Australia (TFA) Volunteer of the Year Award'. This award acknowledges Graham's work as a volunteer and his tireless efforts and contribution to the sport he loves. TFA acknowledged that Graham provides exceptional service and has made a notable and measurable difference in to the sport; while demonstrating and epitomising the TFA organisational values.

Members from Manly Touch were also recently recognised for their contributions to the sport of Touch Football at the 2017 NSWTA Blues Awards:

- *Volunteer of the Year (Rod Wise Medal)* Graham Knights – Winner
- *President of the Year* Graham Knights – Winner
- *Volunteer Blues Award Recipient* Ian Kalms and Stuart Geros
- *Referee Director of the Year* Caren Friend – Finalist



Fiji Donation

Each year in February all members are asked to donate any old playing shirts and boots. These are then collected by Manly Touch sponsor Estilo Sports Travel and are taken and delivered to various small remote communities in Fiji who are very much in need of sports clothing and equipment. This delivery always brings a huge smile to the faces especially amongst the kids who are not as fortunate.



Sponsorships and Manly Touch

Manly Touch is a not-for-profit organisation and sponsorships are the lifeblood of any NFP.

Manly Touch are very proud to have a thriving group of existing corporate supporters that have shown great commitment and love for our Club. However, we are always looking for new sponsors for various competitions and representative teams.

Sponsorships provide Manly Touch with the opportunity to undertake several programs, initiatives and capital expenditures that will benefit all members.

Sponsorship also help subsidise player levies which includes the cost of uniforms, entry into gala day competitions, ground and lighting hire, payment of referees and playing equipment etc.

Whilst Manly Touch believe player levies for representative players is very reasonable and provide far more than what other clubs do, still a family with three representative payers @ \$300 per player = \$900 for a family, which is expensive. This levy doesn't include travel, accommodation or food for the weekend. Sponsorships help keep this levy down and make it more manageable for families.

By joining Manly Touch, you will share with a commitment in providing a pathway for local juniors all the way from the U7s through to Premier League and beyond to higher representative honours.



*Current Playing Uniform



*Current Off Field Shirt with Sponsor

Sponsorship Opportunities

Success on and off the field is intrinsically linked. As such, Manly Touch are looking for organisations and businesses that would like to be associated with a successful, forward thinking, community-based organisation for 2018 and beyond.

Manly Touch are looking for organisations who want to establish a partnership for a period longer than just one year and ideally it would be a **three-year commitment working together in partnership**.

Partnering with Manly Touch is not only a great way to contribute to the local Northern Beaches community, it is also a good business decision.

There are many avenues in which to invest your sponsorship dollars. Following is a list of the many opportunities for your organisation, business or product:

- Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- Company logo on any Manly Touch direct emails to Members
- Branding and direct links from the Manly Touch Website to your website
- Company logo on Manly Touch representative playing gear for Junior State Cup, Vawdon Cup and Senior State Cup
- Company logo on Manly Touch training singlet for Junior State Cup and Senior State Cup
- Company logo on the Manly Touch off field t-shirt for Junior State Cup and Senior State Cup
- Branding on merchandise including water bottles, touch footballs, shorts, jackets, jumpers, etc.
- Company logo on the local Junior Competition playing shirts
- Company logo on uniforms for referees, coaches, managers, committee etc.
- Company logo on clubhouse banners, marquees, field flags, goal post pads for the winter competition, etc.
- Product placement (signage/banners at registration time, weekly competition nights, gala days, representative days etc.)
- Sponsored player awards for social or representative teams
- Naming rights for teams and/or competitions
- Sponsorship of coach's gear pack (cones, balls, poles, gear bag, bibs etc.)
- Sponsoring BBQs for social competitions, representative teams, gala days, development days
- Presentations to individual teams on the benefits of your organization and/or product



*Good times with Manly Touch

Sponsorship Packages

PLATINUM PARTNER - \$20,000

- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 15 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 15 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Company logo on any Manly Touch direct emails to Members
- Company logo on Manly Touch Ground Banner at Nolan Reserve
- Branding and direct links from the Manly Touch Website to your website
- Company logo on Manly Touch representative playing gear for Junior State Cup, Vawdon Cup and Senior State Cup (Exclusive Front of Shirt position)
- Company logo on Manly Touch training singlet for Junior State Cup (Exclusive Front of Singlet position)
- Company logo on Manly Touch off field t-shirt for Junior State Cup and Senior State Cup (Front of Shirt)
- Company logo on the Juniors Summer Local Competition playing shirts (Front of Shirt) approx. 3000 t-shirts
- Product placement at local competitions, rep gala days, etc (to be provided by Sponsor)

GOLD PARTNER - \$15,000

- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 10 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 10 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Company logo on any Manly Touch direct emails to Members
- Company logo on Manly Touch Ground Banner at Nolan Reserve
- Branding and direct links from the Manly Touch Website to your website
- Company logo on Manly Touch representative playing gear for Junior State Cup, Vawdon Cup and Senior State Cup (Back of Shirt or Sleeve)
- Company logo on Manly Touch training singlet for Junior State Cup (Back of Singlet)
- Company logo on Manly Touch off field t-shirt for Junior State Cup and Senior State Cup (Back of Shirt)
- Company logo on the Juniors Summer Local Competition playing shirts (Back of Shirt) approx. 3000 t-shirts
- Product placement at local competitions, rep gala days, etc (to be provided by Sponsor)

SILVER LOCAL COMPETITION PACKAGE - \$10,000

- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 5 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 5 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Branding and direct links from the Manly Touch Website to your website
- Company logo on the Juniors Summer Local Competition playing shirts (Back of Shirt), over 3000 t-shirts

SILVER REPRESENTATIVE TEAMS PACKAGE - \$5,000

- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 5 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 5 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Branding and direct links from the Manly Touch Website to your website
- Company logo on Manly Touch representative playing gear for Junior State Cup, Vawdon Cup and Senior State Cup (Back of Shirt or Sleeve)
- Company logo on Manly Touch training singlet for Junior State Cup (Back of Singlet)
- Company logo on Manly Touch off field t-shirt for Junior State Cup and Senior State Cup (Back of Shirt)

OUR MANLY FAMILY LOCAL COMPETITION PACKAGES - \$2,500

- Naming rights (for one season) to one of our Local Competitions, for example the 'Manly Touch Mens A Grade IJK Cup' or 'Manly Touch Under 11s Girls XYZ Cup'
- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 2 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 2 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Branding and direct links from the Manly Touch Website to your website
- Product placement at local competition Grand Final Day (to be provided by Sponsor)

MAROON PACKAGE - \$2,000

- Company logo on Manly Touch off field t-shirt for Junior State Cup and Senior State Cup (Back of Shirt)
- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 2 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 2 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Branding and direct links from the Manly Touch Website to your website

WHITE PACKAGE - \$1,000

- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 2 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 2 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Branding and direct links from the Manly Touch Website to your website

WATER BOTTLE SPONSORSHIP - \$3,500 – available 2019

- Sponsor Logo on approximately 600 water bottles for Junior State Cup (264), Vawdon Cup (112) and Senior State Cup (210)
- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 3 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 3 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Branding and direct links from the Manly Touch Website to your website

FOOTBALL SPONSORSHIP - \$5,000

- Branding on specially designed touch footballs for Senior and Junior local competition
- Introductory email, social media post and news story on our website with your branding and direct link from the Manly Touch Website and Facebook Page to your website and/or social media pages
- 3 Direct emails that can be sent to the Manly Touch database which is greater than 4000 members
- 3 Social media posts on Facebook and Instagram, Manly Touch has approximately 2000 followers
- Branding and direct links from the Manly Touch Website to your website

Note: 12-week lead time required for design, manufacture and delivery of touch footballs

Please not all Sponsorship Packages are for a 12-month commitment, however we require a three-year commitment for Platinum and Gold Sponsors.

There are many other opportunities that you may like to undertake, and Manly Touch would be only too happy to discuss this with you.

Why Sponsor Manly Touch

Our various Sponsorship Packages provide excellent opportunities to gain exposure for your business and/or product.

Sponsorship of our local competitions is a perfect way to gain exposure to our members and their families in our community and across the Northern Beaches. Sponsorship of our representative teams provides an even greater reach across a Sydney, state-wide and national audience.

What we can offer you:

- Manly Touch has over 4,000 members and this does not include parents, as a vast majority of members are children, so we reach a much wider audience. An interesting fact is some very well-known local Junior Rugby League clubs only have 200-300 members
- Access to past Manly Touch membership data bases
- Manly Touch has over 2,000 followers on Social media including Facebook and Instagram
- Manly Touch receives on average 30,000 website impressions per month
- Manly Touch members range from 7 years old to 70 years old
- Manly Touch members are both male and female, with a high proportion of these female members
- Manly Touch is also very much a family club with many players having one or more family members as part of the club as well
- Members have a high disposable income being from the Northern Beaches of Sydney

In a time where sporting participation is on a decline in many of the major Sports in Australia. Touch Football continues to rise. Touch football is now the second largest sport on Sydney's Northern Beaches.

Touch football is also unique in that unlike AFL, NRL and Netball, Touch Football has even participation rates from male and female players making it the perfect vehicle to gain exposure of your business and/or product.

Manly Touch will work with you in partnership and do anything to help support and promote your organization, business or product.

Contact Details

For more information regarding Manly Touch and / or sponsorship opportunities please contact:

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#WeAreManlyTouch



**MANLY WARRINGAH
TOUCH ASSOCIATION**

Current NSW Senior and Junior Club Champions

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