



2018 State Boulder Championships: Sponsorship Proposal

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*Sports Climbing Queensland
Brisbane, Australia*



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1. 2018 Queensland Lead Climbing Championships

The sport of indoor rock climbing is booming. Popularity is growing due to the spectacle of climbing competition, the sport's positive social impacts, and its recent inclusion in the Tokyo 2020 Olympics. Sport Climbing Queensland (SCQ) is the peak sporting body of indoor climbing in Queensland and our primary goal is to organise and run state championship events in the disciplines of lead climbing (roped climbing) and bouldering (unroped climbing above mats).

For the first time ever in Queensland, SCQ will host the 2018 State Boulder Championships at the Sunshine Coast on the 15th – 16th September. One of the very exciting aspects of our state events in the past, and what many athletes look forward to, is our sponsors and bringing our community together.

This proposal outlines the various levels of sponsorship available and how we intend to work with you for a mutual benefit.

We would love to have you onboard and hope to work with you to grow your brand and our sport.

Warm regards,

The SCQ Event Team



2. Event details

At a new and exciting bouldering facility on the Sunshine coast, the boulder state championships will crown our next Queensland boulder athletes. The event will cater for everyone - to our elite level Open A, the extremely talented youth, along with our youngest and eldest competitors in Youth D (below 10yo), and Masters (40yo+).

Competitors will climb specially prepared problems, athletes who top the most problems during the qualifying rounds will progress to the finals within the competition. Each category will culminate in a thrilling finals round, where the athlete who tops the most climbs out of 5 will take home the state title.

Sport Climbing competitions are like no other - with constantly varied, custom designed climbing routes and a fantastic atmosphere, these events have the ability to reach far beyond climbing fanatics, and into the mainstream sporting and popular culture.

Adult / Opens

15th September 2018

Expected competitors 150+

Expected spectators 50+

Youth

16th September 2018

Expected competitors 200+

Expected spectators 100+



3. Sponsorship levels

All sponsor levels cover both days.

| Level | Sponsorship value | Benefits |
|---------------------------------------|-------------------------------|---|
| Minor Unlimited Sponsors | Up to \$499 | <ul style="list-style-type: none"> ● Certificate of appreciation for Sponsor to display ● Name on promotional artwork (media flyers/registration portal/scoring portal) ● Name on promotional printed material (T-shirts, banners, flyers) |
| Supporting 1 sponsor only | \$1,000 (cash only) | <p>All the benefits of minor sponsorship plus -</p> <ul style="list-style-type: none"> ● Active promotion of Sponsor over the PA on event day ● Sponsor tent available for distribution of material on the day ● Sponsor's promotional material allowed to be distributed on event day ● Sponsorship name published on SCQ Facebook Page |
| Naming 1 sponsor only | \$3,000 (cash only) | <p>All the benefits of minor and supporting sponsorship plus -</p> <ul style="list-style-type: none"> ● Active promotion of Sponsor prepared material over the PA on event day ● Inclusion of logo and website link on SCQ Facebook Page ● Inclusion of logo and website link |



| | | |
|--|--|---|
| | | <p>on SCQ website</p> <ul style="list-style-type: none">● Inclusion of approved promotional material on SCQ Facebook Page and website (material to be supplied by Sponsor)● Entitled to display approved signage on event day away from allocated tent area● Invited to present a prize on event day (prize give away, podiums) |
|--|--|---|



4. Promotional plan

Sponsorship of the 2018 Queensland Boulder Championships is a great way to promote your business. We offer a variety of levels of sponsor packages so that you may choose the package that best suits your company's needs. Please don't hesitate to contact us if you'd like to discuss these packages and if there's anything we can include to make each of these packages more suitable to you.

The 2018 Queensland Boulder Championship will be promoted through a number of marketing channels.

4.1 Targeted demographic

Open & Masters event: 18-34yo, male & female, active/fitness-focused,

Youth & Juniors Event: 5-18yo competitors & parents, male & female, active/fitness-focused

4.2 Affiliate partners

Sport Climbing Queensland has an ongoing relationship with commercial climbing wall operators in Queensland. These facilities are an important component of our ongoing event promotions. This includes our event hosting partner, **RockIt Indoor Climbing Gym**, located in Warana. We also have an ongoing relationship with our National Sporting body, Sport Climbing Australia (SCA).

Social media

Facebook pages with 15,000+ likes

Our affiliate partners will be sharing event related posts, promotional material, and SCQ website links, to their substantial audience.

4.3 SCQ channels

Website (SCQ & SCA)

SCQ: ~300 unique monthly page views (off-peak) / 1,000+ in event lead up

The Sport Climbing Queensland is a regular source of competition climbing information for Queenslanders, and in the lead up to events, we expect substantial online traffic. All event related material will occur through the SCQ website and registration through the SCA website. This will provide



substantial opportunity for brands seeking exposure to a targeted demographic. Our national partner Sport Climbing Australia will also feature event information and links to promotional material.

Social media (SCQ)

SCQ will share all event related material through its Facebook page and instagram account.

Print media

Sport Climbing Queensland will also produce event posters and flyers, which will be distributed throughout the commercial climbing wall facilities, providing exposure to 1,000s in weekly foot traffic.

Merchandise

Sport Climbing Queensland will produce singlets and shirts to distribute on competition day to provide exposure to sponsorship partners.

Event day

Relevant sponsor levels will have the opportunity to present their brand - through a stall, mic time, banner space, and other promotional activities directly to event attendees.



5. Your contribution

Your sponsorship goes directly toward subsidizing event related costs.

- Paying for accredited route setters
- Paying for event officials (Head Judge, Jury President, volunteer provisions).
- Facilitating the selection of the Queensland Climbing Team
- Holds/volumes
- 45 degree woody

6. Timelines

All applications are due by
27th June 2018

and will be reviewed, with sponsors being contacted, by
29th June 2018

7. How to get involved

Application form

Available [here](#)

Or

Navigate to www.SportClimbingQueensland.com and follow the links.

Contacts

If you have any questions about the above, please get in touch with the contacts below.

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