



## CPD Oztag Association Sponsorship Proposal

CPD Oztag Association  
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To whom it may concern,

The following is a proposal for a unique opportunity to advertise and promote your business amongst an expansive audience and diverse demographic that I respectfully ask you take the time to consider.

My name is Sean Majanggil, President of the (not-for-profit) Central Perth Districts (CPD) Oztag Association. Our Association operates 3 senior district Oztag competitions throughout the summer season in the metropolitan area of Perth - Morley, North Beach and Rockingham. In the 11 years we have been operating, we have developed a database of over 1500 players of which are regularly exposed to our Association and game via methods of social media – Facebook, Instagram and/or our direct website access.

Every year, the annual Oztag Australian Championships are held in Coffs Harbour (6 hours north of Sydney) in which the best players of every regional competition from around Australia and New Zealand compete to take out the title of the best teams in Men's, Women's and Mixed divisions in categories ranging from under 20's, to open's, all the way up unto master's (45+ years of age). This prestigious tournament is played over 3 days and is the pinnacle in rewarding the highest of competitive Oztag honours within Australia for over 160,000 Oztag participants Australia wide.

In our fifth year of competing at the championships CPD Oztag will pick the best players from all competitions to form an **Opens Mixed, Men's and Women's Division team** to represent Perth. CPD Oztag aim (with the aid of sponsors) to organise an affordable trip for the participants that will allow the team to be equipped with coaching staff, trainers and management to professionally support their journey.

Our major goals of the trip are to:

- Put Perth on the national Oztag map with solid performances;
- Reward those that excel in our local competitions through opportunities to compete at its highest level; and
- Promote the sport so it can be recognised in our state (as it is throughout Australia) for the great health, social and recreational initiative it provides to the local communities.

On behalf of CPD Oztag, I approach you to ask for financial aid in the form of a donation for team sponsorship to support our representative teams in their journey to the Oztag Australian Championships this November. The donation will go toward the subsidisation of the cost of the trip amongst its players so that our (not-for-profit) Oztag Association can provide the opportunity for its best players an affordable trip that many would regretfully neglect due to financial barriers. More specifically, your sponsorship donation would subsidise the costs of the following amongst its selected 16 representative players from Perth:

- Return flights from Perth to Coffs Harbour
- Bus transfers between accommodation and tournament venue
- Accommodation
- Coach, trainers and management staff
- Uniforms and support gear
- Competition registration fees

Our CPD Oztag representative teams are searching for candidates to fulfil the following sponsorship positions offered. In return for your sponsorship donation and support, CPD Oztag will provide the following:

**Major Sponsor- \$5000/team (Opens Mixed, Men's and/or Women's)**

- Your logo/brand displayed on representative uniforms (shorts/tights and playing top)
- Your logo/brand earning exposure amongst a scene that boasts the highest level of representative Oztag competition in Australia, endured by participants and spectators from all over Australia and New Zealand
- Your business details and logo/brand advertised as a MAJOR SPONSOR for Oztag's Perth representative team, via our social media pages/websites, that is:
  - Facebook: [www.facebook.com/cpdoztag](http://www.facebook.com/cpdoztag)
  - Instagram: cpdoztag  
(Updated/posted monthly for the year to remain current over social media feeds)
  - Local competition website page: [www.cpdoztag.com.au](http://www.cpdoztag.com.au)
- A certificate of appreciation and recognition for sponsorship donation to a not-for-profit organisation and the support of state sporting association.



Get tagged, you'll love it!  
[www.cpdoztag.com.au](http://www.cpdoztag.com.au)

If this unique opportunity to advertise and promote your business via numerous sources of media to an expansive audience and diverse demographic locally and nationally interests you, whilst supporting a great cause that promotes community, health and the progression of sport in Perth, please contact me on:

**Name:** Sean Majanggil

**Position:** President\_ Central Perth Districts (CPD) Ozttag Association

**Mobile:** 0481-502-938

**Email:** [Info@cpdoztag.com.au](mailto:Info@cpdoztag.com.au)

On behalf of the CPD Ozttag Association, I thank you for your time and consideration. If you have any questions and/or queries regarding any of the above information provided please do not hesitate to contact me anytime.

Kind regards,

**Sean Majanggil**

Central Perth Districts (CPD) Ozttag Association\_ President



## Appendix

### 1. What is Oztag?

- Oztag is a non-contact modified version of Rugby League, revolutionised by the introduction of the 'tagging system' replacing the 'tackle'. This has transformed the game to make it far more inclusive and enjoyable regardless of age, gender and/or ability. This innovative game utilises and harnesses passing, catching, kicking and evasive running skills on a gross motor level making these easily transferable into other mainstream sports, providing off-season players from all codes an outlet to play a game that is social, recreational and competitive.
- Oztag is the fastest growing recreational sport in Australia with a player data-base of 160,000 participants. (MASSOUD. J; The Daily Telegraph, February 26, 2014)
- It is not only played throughout all of Australia but worldwide.
- For more info visit [www.oztag.com.au](http://www.oztag.com.au).

### 2. Oztag's audience and demographic

- Senior Oztag competitions accommodate players between the ages of 16 years all the way up unto that of 50 years, however with the large bulk of its players aged between 18-35 years old. As Oztag Association's operate Men's, Women's and Mixed gender competitions divided into division's based on ability, they cater too and attract a huge demographic as the sport emphasises recreation, health and social, friendly, competitive enjoyment.
- It's attracted audience do not only come from Rugby associated codes but most other mainstream sports such as Soccer, AFL, Hockey, Netball, Basketball, and Athletics as it is played during their off-season and utilises motor skills they have acquired through their regular season sports, comfortably making the transition.
- Oztag's system of operating their competitions in Men's, Women's and Mixed categories in levels of divisions based on ability cater to the wider demographic of the public where even the less 'able', competitive type are catered too and accommodated. This system emphasises and encourages social recreation and generates a diverse audience.

### 3. Australian Oztag Titles Tournament

- The Australian Oztag Titles Tournament is played annually from which competitions from all regions of Australia and New Zealand register the best of the players in Men's, Women's and Mixed divisions offering the following categories:  
Under 20's, Open's, Under 30's, under 35's, under 40's, under 45's, Master's (45+).
- It is Oztag's highest level of competition in Australia and captures the attention of sport enthusiasts from all around Australia and New Zealand.
- Tournament is televised on Fox sports.
- High profiled personalities with the likes of Bill Harrigan (former chief of referees in NRL) assisting in the operations of tournament as well as numerous current and ex NRL players competing.
- For more info visit [www.oztag.com.au](http://www.oztag.com.au).

#### 4. Oztag Uniform

- It is a requirement of all CPD Oztag representative players to wear and use their uniform and support gear when travelling from Perth to Coffs Harbour (via Sydney) and whilst competing in the National Tournament.
- Oztag shorts/tights are considered one of the most valuable commodities amongst those that play the sport. At National level, each region designs their limited edition uniform shorts/tights. Players often purchase more than one pair as they use their second pair of shorts/tights to trade other players (from regions around Australia and New Zealand) at the conclusion of the tournament. These are worn at their local competitions as a sign of pride, achievement and recognition.

#### 5. Exposure at National Level, WA State Level and via Social Media

- National Level:
  - Tournament attended by participants from all over Australia and New Zealand.
  - Spectators travel from all around Australia and New Zealand to support their regions as well as general sport enthusiasts.
  - Finals games are televised on Fox Sports.
  - Professional photographers are hired throughout the Tournament to take photos of all teams during game play. These photos are posted up on a professional website for viewing and purchase.
- WA State Level:
  - The CPD Oztag website, facebook and Instagram pages are the most utilised sites by its player participants and general public for any information regarding Oztag in this state. They serve as the strongest link to communicate oztag related news in WA and are managed by my Association.
  - CPD Oztag District competitions coordinate with and operate out of established sporting clubs during their off-season. Their clubs support our competitions and promote our Association to their player data-base. Such promotion includes directing interests to our websites.
  - CPD Oztag representative gear is worn amongst its players long after the tournament is finished as a symbol of pride and recognition of achievement. Shorts are always worn by representatives at their local competitions and support gear utilised in various aspects of everyday recreation activities eg local Oztag competitions, gyms, and training for other sporting codes.