

SPONSORSHIP PROPOSAL

COMPETITIVE OBSTACLE COURSE RACING

began in Australia in 2013 and is a military style race over 5 - 20km in a challenging cross country setting with 20 to 40 obstacles including barbed wire crawls and cargo net climbs, steep rocky hills and creek runs. There are also technical obstacles such as balance beams and even a spear throw!

A UNIQUE OPPORTUNITY

to engage in a valuable and benefits driven sponsorship with an athlete who is committed to providing Sponsor with valuable re-turns on your investment. Sponsor will benefit from tailored promotional, brand enhancement activities and an increased network.

Athlete is competing at the National Titles which will be televised on ESPN...just one of the great opportunities for Sponsor brand promotion.....read on for more!

SAMPLE NAME

OBSTACLE COURSE RACER



BACKGROUND

After a life filled with sport and fitness, Athlete was sidelined with a football injury for 3 months, losing fitness and gaining weight!

A decision to join the local gym introduced Athlete to Obstacle Course Racing, and from there he has worked extremely hard to rise up the competition rankings. Athlete aims to compete interstate more frequently, and sponsorship will make this possible.

ACHIEVEMENTS - 2013

- Top 20 Finish in Age Division nationally
- Qualified for invitation to compete in Australian National Titles
- Selected as Director of Operations for Obstacle Course Racing Australia

FUTURE PLANS

ATHLETIC

Athlete has his sights firmly set on a Top 10 finish at the National Titles by 2015. 2-3 years away from his peak, Lucas's goal is to be in the top 10 within the next 2 years with some podium finishes soon thereafter

AMBASSADOR

Through his role with X Company and as a sponsored athlete, Athlete is focused on developing increased networks and opportunities for his sponsors through media and social media as well as industry and sports events.

This sport is intense, and though anyone can do it and have fun, to be competitive means an incredible amount of hard work and dedication to a training regime, something that Athlete is taking in his stride.

As a sponsored athlete, Athlete is all about giving back and creating effective partnerships and opportunities for his sponsors and being an ambassador Sponsor and his sport.

ATHLETE PROFILE





MEDIA & SOCIAL MEDIA

STRATEGIC AND EFFECTIVE

TARGETED MEDIA OUTLETS

Athlete obtains media coverage that is tailored to his sponsors needs, as well as for the development of his athlete profile. Athlete will be seeking media within the sport and non-sport media outlets, and has engaged a professional consultant to support this process.

STRATEGIC SOCIAL MEDIA ACTIVITIES

With clear goals set for 2014-2015 Athlete will prepare a social media plan to align with his sponsors marketing strategies and objectives, with a focus on driving traffic to Unleash's preferred social media platforms. through organic promotional activities.

RAPIDLY GROWING NETWORK

This is more than simply funding for his sport, it's a way for Athlete to become an ambassador for Obstacle Course Racing and connecting with and inspiring others to a healthier lifestyle. Athlete is well spoken, friendly and personable and able to represent Sponsor professionally at all times.

3,200+

Social media network through current partnerships

OPPORTUNITIES FOR CROSS PROMOTION THROUGH SPONSOR AND OBSTACLE COURSE RACING AUSTRALIA NETWORKS

450,000+

2014-2015 Target reach via commercial radio, newspapers, magazines, industry and sports events

3+ Magazine articles to coincide with Sponsor advertisements



I wear the compression tights and like how they perform.

WHY Athlete CHOOSES Sponsor

He is involved with a few sporting clubs and also sponsors sporting events

Australia has not yet seen the full potential for the exposure this awesome brand....

I will work to help build the Sponsor profile both online and at events.

Sponsor are very much about customer service. The owner is easily contactable and easy to speak to. This is a brand I would feel proud to represent.

I feel that I can be an entry into the growing sport of OCR for Sponsor



FOR YOUR CONSIDERATION

12 MONTH SPONSORSHIP ENGAGEMENT

PRODUCT INVESTMENT

In return for valuable and tailored benefits for Sponsor, Athlete seeks:

- 12 months supply of apparel

BRAND AMBASSADOR ROLE

Athlete believes in the Sponsor brand and products. He is keen to participate in activities to support Unleash's marketing objectives and represent the company as a Brand Ambassador.

FINANCIAL INVESTMENT

Athlete seeks \$xx in addition to the product investment. By engaging only a handful of sponsors to cover his athletic costs, Athlete is able to ensure each sponsor receives incredible value for their investment.

SPONSORSHIP REQUEST





SPONSOR BENEFITS

These benefits are suggestions only. Athlete is committed to providing the right outcome for INOV8 and as such will welcome any suggestions of how he can better fulfill a brand ambassador role with Sponsor.

EXCLUSIVE BENEFITS TO Sponsor

- **Presentation to staff** (or clients) on topic of choice eg. Motivation, goal setting, overcoming challenges and teamwork.
- **Attending and assisting at trade shows**, product launch etc
- **Engagement in Sponsor marketing and advertising activities**
- **Teambuilding opportunities** for employees and clients eg. Obstacle Course challenges
- **Prize money donated** to Sponsor nominated charity (1 x annually)
- **Temporary tattoos** on torso of Sponsor logo on event days
- **Alignment with Unleash's charity of choice**, to provide a powerful platform for awareness of charity cause and enhanced brand perception for Sponsor
- **Inclusion of Sponsor products in event and training photo's** natural product placement will introduce and develop the Sponsor brand to a wide audience through social and traditional media
- **Opportunities** for Sponsor to participate in promotional activities at key events
- **Exclusive content** for media release to announce sponsorship



SPONSOR BENEFITS CONTINUED

KEY BENEFITS TO Sponsor

- **Brand enhancement** through online and printed marketing material
- **Networking opportunities** at industry and sporting events
- **Regular newsletters** containing useful information such as recent and planned media coverage (with links and shareable content), opportunities for brand promotion and networking with other key partners and sponsors.
- **Inclusion in strategic media activities** with particular focus on Sponsor preferred media such as articles coinciding with advertisements
- **Opportunities for Sponsor** to provide product/service for media or promotional activities at competitions, industry and community events
- **Unique branding** on key project equipment with high visibility (3 or less logos on any item to ensure maximum brand exposure)
- **Athlete will identify additional marketing and promotional activities** to further enhance brand development and increase customers.
- **Promotions and competition opportunities** through Lucas's and associated networks social media platforms
- **Strategic and consistent media** with targeted media outlets to align with Sponsor marketing objectives



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