Sponsorship Proposal for Canoe Polo World Championship 2016

April 2016

The Canoe Polo World Championships, which takes place biannually, is being held in Italy in September 2016. The South African Senior Men's team have taken part in ten of the world championship events and have achieved a best ranking of 7th out of approximately 25 teams.

Competing in an international event can be a financial burden on both players and the team as a whole and a bid is thus being made through this proposal for any assistance in this regard. South African Canoe Polo does, however, address sponsorship as a business venture and not as a handout, and as such commits itself to identifying with the sponsor and ensuring maximum media coverage and expo sure for the sponsor both locally, as well as internationally.

What is canoe Polo? For more information on canoe polo please go to - http://www.canoesa.org.za/canoeing/canoe-polo-2/ or http://www.canoeicf.com/discipline/canoe-polo



Figure 1: South Africa vs Poland, France 2014

Budget

The budget for each player for the World Championships tour is listed below (based on current prices):

• Transport costs (flights)	R 12 000
• Accommodation and food	R 4 500
• Entry / fees / administration	R 2 000
• Equipment	R 2 000
• Official clothing	R 1 500
• Sponsor's clothing, branding and stickers, etc	R 500
	R 22 500

Display areas

The largest restriction with the advertising of a sponsor's logo on the boats and clothing at the World Championship is that all team members and their equipment must look the same (i.e. individual team members may not display different sponsor's names). Regulations thus *allow advertising of a sponsor on the boats, paddles and clothing*, and a sponsor can therefore expect tangible exposure in the form of;

- boat stickers
- paddle blade stickers
- helmet stickers
- branding on team paddling kit, clothing and kitbags

A 30cm x 15cm sponsorship advertising area may be displayed twice on the deck of the boat, while the entire underside of the boat may be used for advertising purposes. This branding can be placed in a position on the deck for optimum coverage by television and camera.



Figure 2: Development initiative, Shongweni dam 2015, an example of advertising and exposure on the boat



Figure 3: An example of the large print advertising

Media coverage

The South African teams that travelled to the previous World Championships enjoyed significant support from the media, both electronic and print. Exposure was provided through regional and national daily and weekly newspapers, television and radio interviews with the key personalities, radio was generous in its preview and event coverage, and several niche magazines highlighted the achievements of the teams. In addition to the coverage at the event, the team can also make the use of various social media platforms to promote and talk about the sponsor, giving them more exposure.



Figure 4: South African U21 and Namibian U21 at world champs 2014, France

Development

Canoe polo is a fast paced sport that is quickly gaining momentum because of its attractiveness as a fun and exciting sport. Development initiatives are ongoing in Gauteng, Kwa Zulu Natal and Western

Province. An exciting aspect of this sponsorship initiative is that the national players would be actively involved in the development aspect of the sport which would in turn lead to further local exposure for the sponsor. An example of this is the ongoing schools initiatives and the underprivileged player's development.



Figure 5: School demonstration, November 2015

A World Championship event of this magnitude provides a sponsor like yourself and South African Canoe Polo with many new and exciting opportunities, both from an exposure and development perspective respectively. There is now far more input in the national teams from our junior ranks and work in some of our more under-privileged areas of this country have been particularly fruitful in drawing in prospective players. Further promotion of Canoe Polo as a sport is thus vital to continue this forward momentum.

We would like to thank you for taking the time to assess this proposal. As you are well aware the costs of a campaign of this magnitude are great, and will be far more difficult in the absence of assistance from a company like yourselves.

If you have any questions you are welcome to contact me directly as seen below.

Yours in Paddling,



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