



WPTAS Sponsorship

Sponsorship Value Proposition and Structure

April 2022

Sponsor Value Proposition

Water Polo Tasmania (WPTAS) delivers the following competitions each year:

- Flippa Ball, an entry level water polo competition for primary school children grades 3 to 6 – 6 week rosters in school terms 1, 2 and 4 at the Clarence Aquatic Centre on a Sunday night.
- Summer Senior Club Competition – 10 week roster from February to April at Doone Kennedy Hobart Aquatic Centre on a Tuesday night.
- School and College Competition – 10 week roster in Term 2 at Doone Kennedy Hobart Aquatic Centre on a Friday night.
- Club Competition – 12 week roster from September to December at Doone Kennedy Hobart Aquatic Centre on a Friday night.

The sport in Tasmania consists of approximately 1,000 active members and is growing each year. It is roughly broken into the following age groups:

- 60% male and female members aged 10 to 14 years
- 25% male and female members aged 15 to 18 years
- 15% male and female members aged over 18 years.



During the school and club competitions, it's common to have around 600 spectators pool side during game night.

Flippa Ball events typically attract around 250 spectators on a Sunday night.

In addition, we host at least one round of the Australian Water Polo League and a national junior competition on an annual basis which attracts additional local and interstate spectators.

Grand final games for senior teams in the school and club competitions are streamed live and reach more than 2,000 views.

Our Facebook page has more than 1,600* likes and an average daily reach of nearly 420* of people.

A partnership with WPTAS presents a great opportunity for business brand exposure.



WPTAS Board

The Board of WPTAS consists of eight members and is governed by mature policies and procedures developed in association with Water Polo Australia (WPA), our peak body.

The association is in good shape with a strong balance sheet, strong operational performance and a committed Board with significant professional skills. This approach to the game underpins a positive brand opportunity for like-minded businesses.



Volunteers

Along with our players, the sport would not exist without the generous help of our hard working volunteers. Our volunteers cover a wide range of areas from all Board members at the association and club level to coaches, team managers and officials, with many of them working tirelessly behind the scenes to ensure competitions run smoothly.

*Extracted from Meta Business Suite based on a 12 month period from 1 April 2021 to 1 April 2022.

Think.Act.Play

Our sport is governed by a set of our core values. We call them **Think, Act, Play.**

Think before you speak

What you say and do shapes the culture of our sport. Your words can influence the way people are seen and treated by others, and the way in which people feel about themselves. It can also impact the way the community perceives our sport.

Remember - what you say matters.

Act with respect

Showing respect and treating everyone fairly is just as important as the game. No matter who you are or where you come from, treating each other with respect and dignity ensures everyone can enjoy the game. Whether you're playing, coaching or cheering from the sidelines - respect the referee's decision.

Remember - to earn respect you must give it.

Play in the spirit of the game

The way you play, coach and support says a lot about your character. Playing in the spirit of the game is more than just the rules. Players that keep their cool under pressure, even when things are not going their way, have a better chance of winning the game.

Coaches that encourage sportsmanship get the best from their players. Parents that set a good example help their children enjoy the game.

Remember - take responsibility for your actions and play in the spirit of the game.



Sponsorship Structure

Water Polo Tasmania seeks expressions of interest from sponsors each year between December and April. Sponsorship is for a 12 month period.

Sponsors can choose from three different packages:

- Gold (1 per annum)
- Silver (2 per annum)
- Bronze (20 per annum)

For more information or to get in contact regarding a sponsorship package, please email waterpolotasmania@gmail.com



Sponsorship Packages

Package	Price per annum	Package benefits
Gold (1 per annum)	\$5,000	Brand exposure: <ul style="list-style-type: none">• Doone Kennedy Aquatic Centre:<ul style="list-style-type: none">◦ 1x large banner (provided by sponsor) and DKHAC electronic score board graphic to be displayed on game nights◦ 3 x core flute signs adjacent to score boards (provided by WPTAS and designed by sponsor)• Clarence Aquatic Centre:<ul style="list-style-type: none">◦ 1x large banner (provided by sponsor)◦ 3 x core flute signs in front of spectator seating (provided by WPTAS and designed by sponsor)• State team training banners/signs• Logo on website• 12 x sponsor Facebook posts per year• Club Competition sponsorship• Grand final live streaming advertising.





Package	Price per annum	Package benefits
Silver (3 per annum)	\$2,500	Brand exposure: <ul style="list-style-type: none"> Doone Kennedy Aquatic Centre: <ul style="list-style-type: none"> 3 x core flute signs adjacent to score boards (provided by WPTAS and designed by sponsor) Clarence Aquatic Centre: <ul style="list-style-type: none"> 3 x core flute signs in front of spectator seating (provided by WPTAS and design by sponsor) Logo on website 6 x sponsor Facebook posts per year Flippa Ball Competition sponsorship (Term 1, Term 2 or Term 4) Grand final live streaming advertising.



Package	Price per annum	Package benefits
Bronze (20 per annum)	\$500	Brand exposure: <ul style="list-style-type: none"> Naming rights of a particular age group in a competition. Options are: <ul style="list-style-type: none"> Club Competition: <ul style="list-style-type: none"> 12&U age group 14&U age group 16&U age group 18&U age group Senior Men age group Senior Women age group School and College Competition: <ul style="list-style-type: none"> Grade 5/6 age group Grade 7/8 age group Grade 9/10 age group College Boys age group College Girls age group Logo on website 4 x Facebook posts per year with other Bronze sponsors.





Water Polo
TASMANIA

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