



2019 QLD Opens Lead Titles: Sponsorship Proposal



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Sports Climbing Queensland

Brisbane, Australia

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1. 2019 Queensland Open Lead Titles

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 inclusions in the Tokyo 2020 and 2024 Paris 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).

Xtreme Climb at Urban Xtreme, Hendra is the newest climbing gym to hit Brisbane with over 320sqm of walls ranging in height from 10.5m down to 8m and over 14m of vertical climbing including overhangs allowing plenty of space for creative and exciting route setting. Xtreme Climb is designed to provide both kids and adults a unique, one of a kind experience, with coaches on hand to help reach your climbing goals. Urban Xtreme has 21 ropes, 8 lead points, QLD's only IFSC 10m Speed Walls, and 4 auto belays, perfect for solo climbers and 100's of rock climbing routes.

One of the very exciting aspects of our state events in the past, and what many athletes look forward to, is our sponsors. SCQ, Urban Xtreme Adventure Sports, and the climbing community would love to have you on board for our 2019 QLD Lead Titles! 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 and Urban Xtreme Adventure Sports

2. Event details

The 2019 Queensland Open Lead Titles will crown our Queensland lead climbing state champion and there's a category for everyone. To our elite level Open A Olympic hopefuls, our para climbers, the Masters competitors (40yo+), and the social bunnies.

Competitors will climb specially prepared climbing routes, athletes who climb the furthest in qualifying rounds will progress to finals within the competition. Each category will culminate in a thrilling final around, where the athlete who climbs to the top of the wall - or closest to it - will take the victory.

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.

[VIDEO HIGHLIGHTS FROM PREVIOUS EVENTS](#)

Date: 19th October 2019

Venue: Xtreme Climbing at Urban Xtreme, Hendra

Expected competitors 100+

Expected spectators 100+

3. Sponsorship levels

Level	Sponsorship Value	Benefits
Minor Unlimited Sponsors	Up to \$499	<ul style="list-style-type: none"> • Certificate of appreciate for Sponsor to display • Name on promotional artwork (media flyers/registration portal/scoring portal) • Name on promotional printed material (T-shirts, flyers, banners)
Supporting 1 Sponsor Only	\$1,000 (cash preferred)	<p>All the benefits of minor sponsorship plus -</p> <ul style="list-style-type: none"> • Active promotion of Sponsor over the PA on the 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 preferred)	<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 the event day • Inclusion of logo and website link on SCQ Facebook page • Inclusion of logo and website link on SCQ website • 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 • Invited to present a prize on event (prize give away, podiums)

4. Promotional plan

Sponsorship of the 2019 Queensland Open Lead Titles 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.

The 2019 Queensland Open Lead Titles will be promoted through a number of marketing channels.

4.1 Targeted demographic

18-34 year old, male & female, paraclimbers, active/fitness-focused

4.2 Affiliate partners

Sport Climbing Queensland has 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, **Urban Xtreme Adventure Sports**, located in Hendra. 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 and Urban Xtreme Adventure Sports will share all event related material through their Facebook page and Instagram accounts.

Print media

Urban Xtreme Adventure Sports will produce event posters and flyers, too which SCQ will distributed throughout commercial climbing wall facilities, providing exposure to 1,000s in weekly foot traffic.

Merchandise

Sport Climbing Queensland will produce 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 related to event attendees.

5. Your contribution

Your sponsorship goes directly toward subsidising 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
- Venue hire

6. How to get involved

Contacts

If you have any questions about the above or would like to get involved, please get in touch with the contacts below.

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