



**QUIDDITCH  
AUSTRALIA**

# SPONSORSHIP PROSPECTUS

Quidditch State Shield

5-6 October 2019 - Sandringham, VIC



Dear Prospective Sponsor,

Quidditch in Australia is a growing sport and expanding fast, with new players joining every day, and with clubs and leagues around Australia.

Ensuring that Quidditch as a sport continues to develop, and that Quidditch continues to provide opportunities for participation by all people, of all genders, in an active lifestyle, is a significant part of our focus of the Quidditch State Shield.

We are excited to announce that the 2019 event will be held in Sandringham, Victoria from October 5th – 6th, with more teams, and more matches, than ever before.

We expect the 2019 event will be even larger than previous years, and we hope you'll join us as we continue to take the Quidditch State Shield to the next level.

We anticipate over 350 attendees, and more than 1000 people tuning in online, and a massive 5 state teams will be competing. This is an invaluable opportunity to build awareness for your brand among a unique audience of athletes, sports fans, and indeed fans of pop culture, from around Australia, New Zealand and Asia Pacific.

We offer a wide range of sponsorship opportunities to suit your needs outlined in the prospectus. Highly sought after positions will sell out so we encourage you to get in quick.

Don't fit in a box? We're always excited to work with our sponsors to come up with tailored solutions to connect you with our audience. Contact us to discuss your needs!

On behalf of the entire Quidditch Australia team, I hope you'll choose to partner with us for what's shaping up to be our most exciting Quidditch State Shield yet!

Sincerely



**Ashley Bonnell**  
Sponsorship Officer  
Quidditch Australia

## About the Quidditch Australia

Quidditch Australia is the peak body for the emerging sport of quidditch in Australia.

We are a not for profit organisation formed in 2011 following the success of the inaugural QUAFL Cup.

We are committed to facilitating all quidditch related activities, be they recreational or competitive.

Quidditch Australia hosts two major events each year; The State Shield, an interstate representative competition where state teams; and the QUAFL Cup, the multi-day Australian National Quidditch Championships where

club teams come from across the country compete to be the national title.

We also support regular leagues in association with the State Sporting Organisations for Quidditch in New South Wales, Victorian, Queensland, and Western Australian

Quidditch Australia provides a whole host of services including referee and snitch mentorship and certification, event sanctioning, insurance cover for our members, grants for team improvement as well as appearances at various conventions to further the exposure of the sport of quidditch in Australia.



## About Quidditch State Shield

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Quidditch State Shield is an annual interstate tournament where each state has the opportunity to showcase their best players in a two-day tournament to compete for the Shield and prove their superiority.

The Quidditch State Shield represents the highest display of the athleticism, and skill, that the quidditch community of Australia has to offer.





## Fast Facts

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- ★5-6 October 2019
- ★Trevor Barker Oval
- ★Sandringham, VIC
- ★5 State Representative teams
- ★120+ players
- ★200+ Spectators
- ★1000+ Live Stream Viewers
- ★Visit the Quidditch Australia website:  
[www.quidditch.org.au](http://www.quidditch.org.au)

## Potential Exposure

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State Shield is the peak event of the 2019 representative Quidditch calendar in Australia. Quidditch Australia anticipates over 350 attendees at the 2019 Quidditch State Shield with a further 1000 fans from across Australia, and around the world expected to view the competition via our live stream.



## Sponsorship Opportunities

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| Category / Item       | Quantity | Investment | Page |
|-----------------------|----------|------------|------|
| Platinum Partner      | 1        | \$1,000    | 8    |
| Gold Partner          | 2        | \$750      | 9    |
| Silver Partner        | 4        | \$500      | 10   |
| Player's Social       | 1        | \$1,000    | 11   |
| Referee Sponsorship   | 1        | \$700      | 12   |
| Snitch Sponsorship    | 1        | \$700      | 13   |
| Volunteer Sponsorship | 1        | \$700      | 14   |

## Platinum Partner (1 Available) \$1,000

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### Before the State Shield

- Naming of Quidditch State Shield as the “Your Brand” Quidditch State Shield
- Platinum Partner acknowledgement and logo on the Quidditch Australia website
- Partner logo on all event marketing materials
- Organisation name, logo and 300-word company profile on the Quidditch Australia website
- Provided with the “*Proud sponsor of Quidditch State Shield 2019*” logo for use on marketing material

### During the State Shield

- Joint branding on Player's Spectator's Guide Book cover
- Joint branding on Spectator's Guide Book cover
- 30 second advertisement on the State Shield live stream
- Branding on Live Stream Facebook posts
- Inside Cover, Full page advertisement in the Quidditch State Shield Spectator's Guide Book
- Organisation name, logo and 300 word company profile in the Quidditch State Shield Spectator's Guide Book
- Inside Cover, Full page advertisement in the Player's Spectator's Guide Book
- Organisation name, logo and 300 word company profile in the Player's Spectator's Guide Book
- Organisation logo on all livestream broadcasts
- Opportunity to present the Australian National Quidditch Championship Trophy
- Complimentary 3x3m promotional stall at the Quidditch State Shield
- Six full weekend tickets to the Quidditch State Shield including Player's Social

### After the State Shield

- Sponsor acknowledgement in the Quidditch State Shield 2019 post event report.
- Photos of the event will be displayed on the Quidditch Australia website until the end of 2019
- Organisation details on the Quidditch Australia website until the end of 2019
- Spectator's Guide Book available as an e-book on the Quidditch Australia website
- First right of refusal for the Platinum sponsorship at Quidditch State Shield 2020



## Gold Partner (2 Available) \$750

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### Before the State Shield

- Gold Partner acknowledgement and logo on the Quidditch Australia website
- Partner logo on all event marketing
- Organisation name, logo and 300-word company profile on the Quidditch Australia website
- Provided with the “*Proud sponsor of Quidditch State Shield 2019*” logo for use on marketing material

### During the State Shield

- Full page advertisement in the Quidditch State Shield Spectator’s Guide Book (Exclusive)
- 15 second advertisement on the State Shield live stream
- Organisation name, logo and 300 word company profile in the Quidditch State Shield Spectator’s Guide Book
- Complimentary 3x3m promotional stall site at the Quidditch State Shield
- Four full weekend tickets to the Quidditch State Shield including Player’s Social

### After the State Shield

- Sponsor acknowledgement in the Quidditch State Shield 2019 post event report.
- Organisation details on the Quidditch Australia website until the end of 2019
- Spectator’s Guide Book available on the Quidditch Australia website
- First right of refusal for the Gold sponsorship at Quidditch State Shield 2020

## Silver Partner (4 Available) \$500

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### Before the State Shield

- Silver Sponsor acknowledgement and logo on the Quidditch Australia website
- Partner logo on all event marketing
- Organisation name, logo and 300-word company profile on the Quidditch Australia website
- Provided with the *“Proud sponsor of Quidditch State Shield 2019”* logo for use on marketing material

### During the State Shield

- Full page advertisement in the Quidditch State Shield Spectator’s Guide Book (Exclusive)
- Organisation name, logo and 300 word company profile in the Quidditch State Shield Spectator’s Guide Book
- 15 second advertisement on the State Shield live stream
- Complimentary 3x3m promotional stall site at the Quidditch State Shield
- Two full weekend tickets to the Quidditch State Shield including Player’s Social

### After the State Shield

- Sponsor acknowledgement in the Quidditch State Shield 2019 post event report.
- Photos of the event will be displayed on the Quidditch Australia website until the end of 2019
- Organisation details on the Quidditch Australia website until the end of 2019
- Spectator’s Guide Book available as an e-book on the Quidditch Australia website
- First right of refusal for the Silver sponsorship at Quidditch State Shield 2020

## Player's Social Sponsor (1 Available) \$1,000

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The player's social is an opportunity for players, their supporters, and the community to relax and celebrate the successes of the weekend. This highly attended event targets those most interested in quidditch as a sport.

### Before the State Shield

- Sponsor logo included on Player's Social promotional materials
- Sponsor banner on event page, linked to sponsor page, contact form or website.
- Organisation name, logo and 300-word company profile on the Quidditch Australia website
- Provided with the "Proud sponsor of Quidditch State Shield 2019" logo for marketing purposes

### During the State Shield

- Acknowledgement as Player's Social Sponsor for Quidditch State Shield 2019 at the Player's Social
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- Organisation name, logo and 150 word company profile on the Snitch information page in the Quidditch State Shield Spectator's Guide Book
- Your promotional banner displayed at the Player's Social
- Quarter page advertisement in the Player's Guide Book
- Six full weekend tickets to the Quidditch State Shield including Player's Social

### After the State Shield

- Sponsor acknowledgement in the Quidditch State Shield 2019 post event report.
- Photos of the event will be displayed on the Quidditch Australia website until the end of 2019
- Organisation details on the Quidditch Australia website until the end of 2019
- Spectator's Guide Book available as an e-book on the Quidditch Australia website
- First right of refusal for the team sponsorship of the Player's Social at Quidditch State Shield 2020

## Referee Team Sponsor (1 Available) \$700

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Referees are the backbone of any sport, and Quidditch has as many as four referees required on the pitch for each match. Referees are trained and accredited by the International Quidditch Association to ensure the integrity of the game, and a consistent standard across the sport at all levels around Australia, and the World.

### Before the State Shield

- Branding of the Snitch Team as the “Your Brand” Snitches
- Provided with the “*Proud sponsor of Quidditch State Shield 2019*” logo for use on marketing material
- Organisation name, logo and 150-word company profile on the Snitch information page on the Quidditch Australia website

### During the State Shield

- Quarter page advertisement in the Quidditch State Shield Spectator’s Guide Book
- Acknowledgment as Referee Sponsor by commentators on live stream
- Organisation name, logo and 150 word company profile on the Snitch information page in the Quidditch State Shield Spectator’s Guide Book
- Quarter page advertisement in the Player’s Guide Book
- Organisation name, logo and 150 word company profile on the Snitch page in the Quidditch State Shield Player’s Guide Book
- Complimentary 3x3m promotional stall at the Quidditch State Shield
- Two full weekend tickets to the Quidditch State Shield including Player’s Social

### After the State Shield

- Sponsor acknowledgement in the Quidditch State Shield 2019 post event report.
- Photos of the event will be displayed on the Quidditch Australia website until the end of 2019
- Organisation details on the Quidditch Australia website until the end of 2019
- Spectator’s Guide Book available as an e-book on the Quidditch Australia website
- First right of refusal for the team sponsorship of the Snitch Team at Quidditch State Shield 2020

## Snitch Team Sponsor (1 Available) \$700

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A unique feature of Quidditch is the presence of the Snitch in the game. The Snitch is an impartial match official whose goal is to prevent the capture of the Snitch Ball, a flag football style Velcro tag with a weighted ball on the end, by either team. Snitches are known for their extreme displays of athleticism, with many coming from gymnastic, dancing, and martial arts backgrounds. The Snitch is always a crowd pleaser, and interactions between Seekers and Snitches are featured heavily in live streamed footage, and on social media.

### Before the State Shield

- Branding of the Snitch Team as the “Your Brand” Snitches
- Provided with the “*Proud sponsor of Quidditch State Shield 2019*” logo for use on marketing material
- Organisation name, logo and 150-word company profile on the Snitch information page on the Quidditch Australia website

### During the State Shield

- Quarter page advertisement in the Quidditch State Shield Spectator’s Guide Book
- Acknowledgment as Snitch Sponsor by commentators on live stream
- Organisation name, logo and 150 word company profile on the Snitch information page in the Quidditch State Shield Spectator’s Guide Book
- Quarter page advertisement in the Player’s Guide Book
- Organisation name, logo and 150 word company profile on the Snitch page in the Quidditch State Shield Player’s Guide Book
- Complimentary 3x3m promotional stall at the Quidditch State Shield
- Two full weekend tickets to the Quidditch State Shield including Player’s Social

### After the State Shield

- Sponsor acknowledgement in the Quidditch State Shield 2019 post event report.
- Photos of the event will be displayed on the Quidditch Australia website until the end of 2019
- Organisation details on the Quidditch Australia website until the end of 2019
- Spectator’s Guide Book available as an e-book on the Quidditch Australia website
- First right of refusal for the team sponsorship of the Snitch Team at Quidditch State Shield 2020

## Volunteer Team Sponsor (1 Available) \$700

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All across Australia every week thousands of volunteers make all kinds of sports run for the enjoyment of the millions of Australians who enjoy them. The Quidditch Australia State Shield will rely on a dedicated team of between 20 and 30 volunteers, ensuring everything from the keeping of scores, to the commentating of game, and even the production of the live stream, run smoothly and efficiently, so that players, and spectators enjoy a seamless and professional weekend of high quality Quidditch.

### Before the State Shield

- Branding of the Volunteer Team as the “Your Brand” Volunteers
- Provided with the “*Proud sponsor of Quidditch State Shield 2019*” logo for use on marketing material
- Organisation name, logo and 150-word company profile on the Snitch information page on the Quidditch Australia website

### During the State Shield

- Quarter page advertisement in the Quidditch State Shield Spectator’s Guide Book
- Acknowledgment as Volunteer Sponsor by commentators on live stream
- Organisation name, logo and 150 word company profile on the Volunteer information page in the Quidditch State Shield Spectator’s Guide Book
- Quarter page advertisement in the Player’s Guide Book
- Organisation name, logo and 150 word company profile on the Volunteer page in the Quidditch State Shield Player’s Guide Book
- Complimentary 3x3m promotional stall at the Quidditch State Shield
- Two full weekend tickets to the Quidditch State Shield including Player’s Social

### After the State Shield

- Sponsor acknowledgement in the Quidditch State Shield 2019 post event report.
- Photos of the event will be displayed on the Quidditch Australia website until the end of 2019
- Organisation details on the Quidditch Australia website until the end of 2019
- Spectator’s Guide Book available as an e-book on the Quidditch Australia website
- First right of refusal for the team sponsorship of the Volunteer Team at Quidditch State Shield 2020

For more information  
on partnership  
opportunities please  
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