



Australian Waterpolo League UWA Torpedoes Sponsorship Opportunity



WATER POLO AUSTRALIA



Water Polo Australia (WPA) is the national governing body for the sport of water polo in Australia.

It is charged with the development and education of water polo players, officials, coaches and volunteers throughout Australia and with the conduct of competitions and championships for all levels of participation.

Our mission is to facilitate and nurture the sport of water polo for the enjoyment of all involved, increasing participation at all levels and achieving sustainable success at elite level.

We work to ensure equity in access to water polo, taking into consideration gender, age, ability and geographical location, encouraging and recognising the achievement of excellence in water polo.

We adopt and apply the best practices in the management of water polo as a business and in elite sports development, fostering the involvement of stakeholders in the organisation and development of the future of water polo.



WATER POLO AUSTRALIA



<p>OVER 20,000 MEMBERS NATIONALLY</p>	<p>ACROSS</p> <p>300+ CLUBS</p>	<p>AUSTRALIA'S OLYMPIC RECORD</p> <p>AUSTRALIAN WOMEN'S TEAM</p> <p>1 GOLD 2 BRONZE</p>
<p>1,500 COACHES & OFFICIALS</p>	<p>COMPETITORS RANGE FROM 8 YEARS OLD THROUGH TO ADULTS</p>	

	12K
	6K
	7K

INTERNATIONAL TOURNAMENTS

<p>OLYMPIC GAMES ▶ HELD EVERY FOUR YEARS</p>	<p>FINA WORLD LEAGUE ▶ HELD YEARLY</p>
<p>FINA WORLD CHAMPIONSHIPS ▶ HELD EVERY TWO YEARS</p>	<p>FINA WORLD CUP ▶ HELD EVERY FOUR YEARS</p>

NATIONAL WATER POLO LEAGUE

<p>12 & 12 MENS WOMENS</p>	<p>CLUBS</p>	<p>FROM</p> <p>5 STATES</p>
<p>150+ MATCHES</p>	<p>PER SEASON</p>	<p>CULMINATES IN</p> <p>FINALS</p>

<p>U18 TOURNAMENT</p> <p>355 PLAYERS 28 CLUBS</p>	<p>U16 TOURNAMENT</p> <p>720 PLAYERS 60 CLUBS</p>	<p>U14 TOURNAMENT</p> <p>660 PLAYERS 55 CLUBS</p>
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New look national junior participation program - part of the ASC Sporting Schools Program



AUSTRALIAN WATERPOLO LEAGUE



What is the AWL?

The Australian Water polo League (AWL) is Australia's premier domestic water polo competition. The AWL has 11 representative clubs from across Australia, each club has one team for each gender.

The AWL began as the National Water Polo Men's League league began in 1990, with the women's league introduced in 2004. In 2015 WPA introduced a licensing structure to the league to formalise the teams' involvement, meaning all 11 clubs involved now hold a license to compete each year. In 2017, the name was changed from 'National Water Polo League' to 'Australian Water polo League'.

How the AWL works

The AWL season runs for four months, with matches most weekends from January through to April. Every team has a combination of both home and away games, with all teams requiring inter and intrastate travel multiple times during the four month season.

The AWL provides important competition opportunities for national squad members as well as the next generation of Australian water polo talent. It is truly a national competition, featuring teams from four states across Australia and international players often join teams competing in the League creating a high quality competition.

THE AUSTRALIAN WATERPOLO LEAGUE



AWL Teams



AUSTRALIAN WATERPOLO LEAGUE



What exposure does the AWL have?

On top of the already established water polo community and fan base, in 2017, WPA secured an official telecommunications and media partner in telco and digital broadcaster OVO Mobile.

The agreement between the two parties is for a four year period, and includes provisions for OVO Mobile to showcase the AWL Season through their channels starting with the 2017/18 season.

This is a very important step for the sport of water polo in Australia, and is a significant milestone for the AWL.

With this coverage, the exposure of water polo will reach further than those able to make it to the pool to watch the games, as the wider community will now be able to live stream the action directly to their mobile devices.



UWA WATER POLO CLUB



The UWA City Beach Water Polo Club

The UWA City Beach Water Polo Club has approximately 1,000 playing members and together with families and friends, the UWA Water Polo Club has a direct interest group of 3,000+.

In addition, UWA has up to 25,000 students and a very large alumni, providing a total exposed interest group approaching nearly 30,000 people.

About the UWA Torpedoes

The UWA Torpedoes is the AWL franchise of the very successful parent UWA City Beach Water Polo Club. The UWA Torpedoes Men's team took the title in the 2015/16 AWL season, with the men finishing fourth in the 2016/17 AWL season.

In 2010, the club enlisted a new coach, triple Olympian Andrei Kovalenko to our men's team resulting in a huge improvement in the teams national standing culminating in the 2015/16 Mens championship. Many of our male players have gained selection in national squads and have been awarded scholarships with the Western Australian Institute of Sport (WAIS).

The Women's team appointed a new coach in 2015 with the well-credentialed Scott Schweickle, who has coached at both state and national level with great success. Scott's focus is developing the current team with an expectation of making the medal playoffs this coming season.

UWA WATER POLO CLUB



Why we need sponsorship



The cost of maintaining a program for our athletes is always high. The sport is played worldwide and the best teams are based in Europe, so in addition to playing in the National league during the Southern hemisphere summer, many of our athletes have to travel to Europe every winter when representing an Australian team.

This is difficult as all players are full time students or working professionals, and unlike some sports, we cannot offer our players paid contracts.

What we can do as an alternative, with the generous support of our business community, is subsidise the cost of the coaching, competing and travel for our own national league competition, to make it available to all aspiring and talented athletes.

We are always hopeful of reducing the cost to make the sport more available to a wider playing group.

SPONSORSHIP OVERVIEW



2017/18 SEASON SPONSORSHIP

The UWA Torpedoes water polo club are offering the following sponsorship categories for the 2017/18 season. The investment value presented is per season.

CLUB SPONSORSHIP

MAJOR SPONSOR

\$20,000 + GST

LEADING SPONSOR

\$10,000 + GST

PARTICIPATING SPONSOR

\$5,000 + GST

PLAYER SPONSORSHIP

CAP SPONSOR (INTERNATIONAL OR AUSTRALIAN PLAYER)

\$3,000 + GST

CAP SPONSOR (STATE PLAYER)

\$1,000 + GST



2017/18 SEASON SPONSORSHIP

MAJOR SPONSOR

INVESTMENT AMOUNT \$20,000 PER SEASON

The Major Sponsor of the UWA Torpedoes Water Polo Club for season 2017/18 will receive promotion of their business as follows;

- The Major Sponsor's logo will be prominently displayed on the club's uniform (polo shirt & Track Top).
- Signage (1000mm x 2500mm) will be erected in a prominent location on the pool enclosure fence facing the main entry to the water polo pool and northern end of the pool.
- Recognition of support via live streaming of games throughout the AWL season.
- Free entry, reserved seating and food & beverage to all home games for 8 guests.
- The Major Sponsor will be offered "Sponsorship Membership" of the club for 8 persons which also provides a free uniform (polo shirt) for each member.
- The Major Sponsor's logo will be prominently displayed on the club's web site for visual recognition of their support with a linkage to the Major Sponsor's web site.
- 'E' Letters distributed to members on a regular basis will provide specific mention of the Major Sponsor's service available to members.
- Access to senior players for any promotional activity that the Major Sponsor may require.
- Networking opportunities with other sponsors of the club.



2017/18 SEASON SPONSORSHIP

LEADING SPONSOR

INVESTMENT AMOUNT \$10,000 PER SEASON

A Leading Sponsor of the UWA Torpedoes Water Polo Club for season 2017/18 will receive promotion of their business as follows;

- Signage (1000mm x 1500mm) erected on the pool enclosure fence facing the main entry to the Water Polo Pool.
- The Leading Sponsor's logo will be prominently displayed on the club's web site home page for visual recognition with a linkage to the Leading Sponsor's own web site.
- Hospitality food and drink at any home game for 4 people.
- The Leading Sponsor will be offered "Sponsorship Membership" of the club for 6 persons which also provides a free uniform (polo shirt) for each member.
- Recognition of support via live streaming of games throughout the AWL season.
- 'E' Letters distributed to members on a regular basis will provide specific mention of the Leading Sponsor's service available to members.
- Access to senior players for any promotional activity that the Leading Sponsor may require.
- Networking opportunities with other sponsors of the club.
- Free entry, reserved seating and food & beverage to all home games for 6 guests.



2017/18 SEASON SPONSORSHIP

PARTNERSHIP SPONSOR

INVESTMENT AMOUNT \$5,000 PER SEASON

A Partnership Sponsor of the UWA Torpedoes Water Polo Club for season 2017/ 2018 will receive promotion of their business from the following;

- The Leading Sponsor's logo will be prominently displayed on the club's web site for visual recognition with a linkage to the Leading Sponsor's own web site.
- Hospitality food and drink at any home game for 2 people.
- The Leading Sponsor will be offered "Sponsorship Membership" of the club for 4 persons which also provides a free uniform (polo shirt) for each member.
- Free entry, reserved seating and food & beverage to all home games for 2 guests.
- 'E' Letters distributed to members on a regular basis will provide specific mention of the Partnership Sponsor's service available to members.
- Access to senior players for any promotional activity that the Participating Sponsor may require.
- Networking opportunities with other sponsors of the club.



2017/18 SEASON SPONSORSHIP

**CAP SPONSOR – INTERNATIONAL OR AUSTRALIAN
SQUAD PLAYER**

INVESTMENT MINIMUM \$3,000 PER SEASON

A Cap Sponsor of an International or Australian squad player from the UWA Torpedoes Water Polo Club for season 2017/18 will receive promotion of their business from the following;

- A Cap Sponsor's name will be associated with either an International or Australian squad player and will assist with that player's development and travel expenses.
- A Cap Sponsor will be offered "Sponsorship Membership" of the club for 2 persons which also provides a free uniform (polo shirt) for each member.
- A Cap Sponsor's logo will be prominently displayed on the Sponsors Page of the club's web site.
- 'E' Letters distributed to members on a regular basis will provide specific mention of the Cap Sponsor's service available to members.
- Networking opportunities with other sponsors of the club.



2017/18 SEASON SPONSORSHIP

CAP SPONSOR - STATE PLAYER

INVESTMENT MINIMUM \$1,000 PER SEASON

A Cap Sponsor of a state player from the UWA Torpedoes Water Polo Club for season 2017/18 will receive promotion of their business from the following;

- A Cap Sponsor's name will be associated with a state league player and their investment will assist with that player's development and travel expenses.
- A Cap Sponsor will be offered "Sponsorship Membership" of the club for 2 persons which also provides a free uniform (polo shirt) for each member.
- A Cap Sponsor's logo will be prominently displayed on the Sponsors Page of the club's web site.
- 'E' Letters distributed to members on a regular basis will provide specific mention of the Cap Sponsor's service available to members.
- Networking opportunities with other sponsors of the club.

APPLICATION



To apply for any of our sponsorship opportunities, please contact Peter Hughes, President UWA Torpedoes:

Peter Hughes
President
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