

A black and white photograph of a rowing team in a boat, with spectators in the background.

Sponsorship Proposal

NITOWA

TUG OF WAR

World Indoor Championships 2023

Wednesday 8th - Saturday 11th March

Jim Baker Stadium,
Templepatrick

Contact

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Contents

Topics of the Proposal



03. Introduction

04. About Tug Of War

05. Our Commitee

06. About the event

07. Sponsorship Benefit

08 - 10. Sponsorship Packages



Introduction

The Northern Ireland Tug Of War Association is the governing body for Tug Of War in Northern Ireland. Our purpose is to encourage tug of war, and its values, to ensure the sport flourishes across the country.

The Association is very pleased to announce we are hosting the The World Indoor Tug Of War Championships 2023. The Championships are to be held in the Jim Baker Stadium, Templepatrick, from Wednesday the 8th of March until Saturday the 11th of March 2023.

By partnering with the World Indoor Championships 2023 you will also enter into the history of the sport and all that is associated with it: the teamwork, the dedication, the joy and love of the sport.

This proposal outlines a rare opportunity to partner with one of the biggest and most prestigious sporting events in the Tug Of War Calendar.

Proudly supporting the:





About Tug Of War

“Team, are you ready? Pick up the rope. Take the strain. Pull!” These magical words start every tug of war match. But what is the magic behind the match?

Two teams (having equal maximum team weight), are opposite each other along a 36 metre rope, now on the ground. In the middle of the rope is a ribbon placed exactly on the middle line of the tug of war pitch. 4 metres (from the middle line) is a ribbon determining how far the teams must pull. So, when the 4 metres ribbon is pulled over the middle line then that team wins.

When the referee shouts “pick up the rope”, both teams grab the rope. The referee may let the rope be moved from left to right letting the ribbon be positioned exactly on the middle line.

Then the “stretching part” starts and both teams tighten the rope. A middle line check takes place and “pull” starts and both teams use all their force to pull. Leaning on the ground with arms or sitting on the ground is not allowed. The team may get a warning if they do so. Three warnings results in a win for the opposite team.

Once the game starts, power and stamina are important. Also tactics and willpower. How do we see to that the other team slackens? How do we keep up our own strength? And, of course how do we pull the line? A mental and physical game!

Tug of war is team spirit, tactics, technics, power, endurance and willpower. This combination of physical and mental exertion make tug of war magical!

Meet Our Committee



Noel Hara
Chairman



Roy Glenny
Vice Chairman



Nelson Hanna
Treasurer



David Telford
Secretary

We believe in the power of sport to deliver positive impact for individuals and for society.

We believe sporting success makes people happy. It creates a powerful platform to inspire and effect lasting positive change for individuals and society.

We believe sport changes how individuals see their future, how communities connect with each other and how our country is seen by the world. Tug Of War has the power to make us all prouder, happier and more connected to each other.

We believe the way to achieve sustained sporting success and positive impact is through working together as one high-performance sporting community.

About The Event

The World Indoor Championship brings the magic of tug of war to Northern Ireland! Wednesday the 8th to Saturday the 11th of March is when the World Championship takes place. It promises to be a great battle, showcasing some of the best talent in the world.

Tug of war teams from all over the world will be taking part in the event, which will see teams competing for the gold, silver and bronze medals in men's and ladies weight categories.

We will have teams that have won World and European Championship medals taking part at the event, which should make for a very exciting Championship.

Proudly supporting the:



Event Highlights

Over 15 countries & 35 teams from all around the world

The event will be live streamed to 1000's of viewers

Northern Ireland will be centre stage at a World Event

One of the most prestigious sporting events in the Tug Of War Calendar.

Benefits Of Sponsorship



Sports event sponsorship is recognised as an effective marketing mechanism that can promote positive brand affinity, build brand awareness, drive overall traffic, promote new products and service lines, and reach target consumers on a more unique and meaningful level. We have a range of packages available to suit all budgets.

Drive Your Brand Awareness

Sponsorships can increase brand recognition before, during and after the actual event by giving your company exposure to new audiences through mentions in the press or social media and event advertising.

Positive PR & Community Engagement

Perhaps one of the biggest benefits of event sponsorship is that it can strengthen your company's image. People typically enjoy supporting brands that invest in their community and spread positive messages.

Multi Level Exposure

One of the greatest parts about sponsorship is that it provides numerous different channels. From physical and in-person assets such as signage, logos on jerseys, and in-venue advertising to on-site activation and sampling to integrated digital and social media campaign.

Sponsorship Packages



Diamond Package

Main Event Sponsors
Large Logo on T-Shirts

Large Banners In The Stadium

Company Name Announces &
advertising on the big screen

Website advertising

1 Full Page Programme
Advert

Welcome Bag Insert

£3000



Platinum Package

Sponsorship of a Weight
Class Event

Logos on t-shirts &
Banners In The Stadium

Name announce at 1 event
and ads on the big screen

Website Advertising

Half Page Programme Advert

Welcome Bag Insert

£2000

*Companies must provide their own
banners and advertising material.

Sponsorship Packages



Gold Package

Transport Sponsors

Logos on t-shirts &
Banners In The Stadium

Company Name Announces &
ads on the big screen

Website advertising

Half Page Programme Advert

Welcome Bag Insert

£1500



Silver Package

Medals and Trophies
Sponsors

Logos on t-shirts &
Banners In The Stadium

Name announce at 1 event &
ads on the big screen

Website Advertising

Quarter Page Programme
Advert

Welcome Bag Insert

£1000

*Companies must provide their own
banners and advertising material.

Sponsorship Packages



Bronze Package

Bronze sponsorship will help towards all the essentials we need to run the event.

Logo on t-shirts

Website advertising & ads on the big screen

Quarter Page Programme Advert

Welcome Bag Insert

£500



Water Sponsor

Water sponsorship provides a unique opportunity for a local drinks company, bar, restaurant or shop to provide water for the event.

The company can have a stand at the event giving bottles of water, or provide water for us to distribute.

Logo on t-shirts, ads on the big screen & Website Advertising

Quarter Page Programme Advert

Welcome Bag Insert

Sponsorship Order Form



| | |
|--------------------------------|--|
| BUSINESS NAME | |
| CONTACT PERSON | |
| EMAIL | |
| PHONE | |
| SPONSORSHIP AMOUNT/ PACKAGE | |
| COMPANY WEBSITE | |

If you would like to avail of one of our fantastic sponsorship opportunities, please fill out the Sponsorship Order Form and email it back to us. Payment must be received in full within 7 days of order. Email: nitowa@outlook.com

Bank Details:

Northern Ireland Tug Of War Association

Branch: Ulster Bank Armagh

Account Number: 46976182

Sort Code: 980190



Thank you!

We hope you are
interested and look forward
to partnering with you!

Contact

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