

# Manawatu Badminton Association



## Sponsorship Opportunities

2020



## Contents

About the MBA

Sponsorship Proposal 1: Thursday Night Badminton League

Sponsorship Proposal 2: MBA Tournaments

Sponsorship Proposal 3: MBA Rep Teams

Contact Us



## About the MBA

The Manawatu Badminton Association (MBA) has been incorporated since 1952 during which time it has promoted and developed the game across the wider region. The MBA has several affiliated clubs and takes a leading role in the organisation of Central Region Badminton activities. We also have an excellent working relationship with Badminton New Zealand, the national body of our sport.

Since 2012 the MBA has employed a full-time Development Coordinator to manage association activities and implement programmes to grow player participation and improve standards. Since 2015 the MBA has employed a part-time Events Coordinator to administer the running and delivery of quality events & competitions. Since 2017 the MBA has employed a Shuttle Time Coaching Coordinator in response to a dramatic increase in demand for badminton activities. This role implements the Shuttle Time Initiative, which is designed to increase participation of junior players of all ages through the MBA Junior Play Pathway.

## Awards

Over the past 10 years, the MBA and key volunteers have been recognised for their hard work and achievements in developing the sport of badminton, both in the Manawatu and nationally:

- 2009: Janice Cudby – Badminton New Zealand Administrator of the Year
- 2012: Janice Cudby – Badminton New Zealand Administrator of the Year
- 2013: Bruce Goodbehere – Badminton New Zealand Volunteer of the Year
- 2015: Janice Cudby – Badminton New Zealand Volunteer of the Year
- 2015: MBA – Sport Manawatu Sports Organisation of the Year
- 2015: MBA – Sport Manawatu Participation Initiative of the Year

The MBA also gives out annual Service Awards, recognising the dedication, enthusiasm and achievements of volunteers and players during the previous year.



## Governance

In late 2018 the MBA completed the transition to a board-structured organisation, including the positions of President, Treasurer and Secretary alongside the new Board. Alongside this governance shift, the Development Coordinator role became the current General Manager position. The MBA develops new strategic plans on a three year cycle. The Board are currently in the process of outlining a new strategic plan from 2019 thru 2022. The current Board members and meeting attendees are:

- David Reardon (Chairperson)
- Simon Allan (Board member)
- Callum Hill (Board member)
- Sujay Prabakar (Board member)
- Sue Mcdowell (President)
- Jessica Rich (Secretary)
- Janice Cudby (Treasurer)
- James Veitch (General Manager)

The Junior Development Committee is a sub-committee of the MBA, managing the junior rep programme and operating with a high degree of autonomy. The MBA General Manager sits on the committee, which is primarily made up of parents of current junior players, in addition to our fantastic volunteer coaches.

## Financial Status

Manawatu Badminton Association is financially sound and has hugely benefited from the expertise of volunteer financial advisors for a number of years. The MBA is reliant upon external funding in order to support the extensive range of junior activities and rep programme that are offered each year to 1000s of children in the Manawatu. In addition, income and funding also go towards maintaining the staff of the MBA: full-time General Manager; part-time Events Coordinator; and part-time Shuttle Time Coaching Coordinator; who in turn continue to maintain current MBA services and develop the sport in the Manawatu.

As identified in the current strategic plan, the goal of the MBA is to achieve financial sustainability without the need for external funding. A copy of our audited accounts and/or strategic plan can be made available upon request.

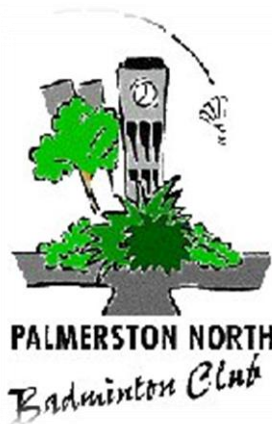


## Affiliated Clubs

Currently, there are 5 affiliated clubs to the MBA, who have voting rights at the AGM and a say in the running of our organisation:

- Masters Badminton Club
- Monrad Badminton Club
- Palmerston North Badminton Club
- Rainbow Family Badminton Club
- Untied Badminton Club

It is widely recognised that there are many other casual players within the Manawatu particularly in schools, at the International Pacific University and Massey University. The MBA maintains relationships with all these non-affiliated groups of players.



## Events & Competitions

The MBA organises and delivers a range of events and programmes throughout the year, including: schools competitions, beginner FUNminton coaching, Thursday Night Badminton League, official junior & senior Opens, and both junior & senior representative programmes. On the national stage, Manawatu is well represented in all age groups from under 13s through to 60+ teams and gains significant success in national competitions, especially at the junior level.

All MBA activities are governed by our recently reviewed and updated constitution. Please visit our website <[www.manawatubadminton.org.nz](http://www.manawatubadminton.org.nz)> to find out more information about any of our competitions, programmes or clubs.

## **Sponsorship Proposal 1: Thursday Night Badminton League**

In 2015 this event won the Participation Initiative of the Year Award at the Sport Manawatu Grassroots Sports Awards.

The Thursday Night Badminton League (TNBL) is a public local league with over 130 players involved on a weekly basis. TNBL runs in the Central Energy Trust Arena 4 and caters for all ages and abilities all year-round. There are two time slots each night, 6pm-7:30pm and 7:30pm-9pm, where teams of 4 players battle it out against each other on the court.

Since 2016, the league has run for around 45 weeks each year, offering year-round badminton to players of all abilities. TNBL is the MBA's largest competition and generates a huge volume of traffic through the website. Communication with players is weekly and directs all participants to the website to view the weekly draws and results.

### **FULL TNBL Sponsorship = \$2000**

#### **Benefits**

By sponsoring TNBL your company will be directly associated with the competition and will be given the publicity and advertising opportunities as part of all communications related to this event. The benefits your company will receive from sponsoring TNBL are:

- League naming rights for 12 months
- Company banners and signage to be displayed at the venue during running times
- Company name/logo on MBA website
- Company name/logo added to email signature of MBA staff
- Media publicity through MBA website, Facebook page, regular communications, and information brochure
- Opportunity to display company product/services at the venue during running times
- Display of company name/logo on all documentation related to the competition

#### **Payment Terms**

Payable by cash or suitable product (e.g. prizes, equipment, etc.).

Initial deposit of 20% of the total amount is payable upon signing of contract.

All amounts quoted are exclusive of GST.

Balance payable by 31 March of the same year.

## Sponsorship Proposal 2: MBA Tournaments

### Manawatu Senior Open (2020 TBC)

In 2019, this tournament will be held on Friday 15<sup>th</sup> & Saturday 16<sup>th</sup> March in conjunction with the Manawatu Under 13 Open at Arena Manawatu. This is a Badminton New Zealand sanctioned event that is advertised nationally and attracts players from around New Zealand. The tournament is open to all badminton players in New Zealand. About 60-70 players enter, plus families and supporters, predominantly from the central and lower North Island.

### Manawatu Under 13 Open (2020 TBC)

In 2019, this tournament will be held on Saturday 16<sup>th</sup> March in conjunction with the Manawatu Senior Open at Arena Manawatu. This is a Badminton New Zealand sanctioned event that is advertised nationally and attracts players from around New Zealand. The tournament is open to all badminton players under 13 years of age in New Zealand. Entry is usually ~30-40 players, plus families and supporters, predominantly from the Auckland, central and lower North Island.

### Manawatu Under 15 Open (2020 TBC)

In 2019, this tournament will be held on Friday 14<sup>th</sup> & Saturday 15<sup>th</sup> June in conjunction with the Manawatu Under 19 Open at Cornerstone School. This is a Badminton New Zealand sanctioned event that is advertised nationally and attracts players from around New Zealand. The tournament is open to all badminton players under 15 years of age in New Zealand. Entry is usually ~30-40 players, plus families and supporters, predominantly from Auckland, central and lower North Island.

### Manawatu Under 19 Open (2020 TBC)

In 2019, this tournament will be held on Friday 14<sup>th</sup> & Saturday 15<sup>th</sup> June in conjunction with the Manawatu Under 15 Open at Cornerstone School. This is a Badminton New Zealand sanctioned event that is advertised nationally and attracts players from around New Zealand. The tournament is open to all badminton players under 19 years of age in New Zealand. Entry is usually ~25-35 players, plus families and supporters, predominantly from the central and lower North Island.



## Benefits

By sponsoring an event your company will be directly associated with the tournament and will be given publicity and advertising opportunities as part of all communications related to the tournament. The benefits your company will receive from sponsorship are:

- Tournament naming rights
- Company banners and signage to be displayed at the venue during the tournament
- Company name/logo on MBA website & email signature of MBA staff
- Media publicity through MBA website, Facebook page, regular communications, and information brochure
- Opportunity to display or sell company product/services during the tournament
- Display of company name/logo on all documentation related to the competition
- You will be invited to the prize-giving, to speak if desired, and present some prizes

## Payment Terms

Payable by cash or suitable product (e.g. prizes, equipment, etc.).

Initial deposit of 20% of the total amount is payable upon signing of contract.

All amounts quoted are exclusive of GST.

Balance payable by 31 March of the same year.





**Platinum Sponsor (20 events across 4 tournaments) = \$2000**

This option gives your company the opportunity to be directly associated with all 20 events in each of the 4 of the above tournaments. Your company would receive the benefits as outlined above.

**Gold Sponsor (10 events across 2 tournaments) = \$1400**

This option gives your company the opportunity to be directly associated with your choice of 10 events across the 4 tournaments. Your company would receive the benefits as outlined above.

**Silver Sponsor (5 events across 1 tournament) = \$800**

This option gives your company the opportunity to be directly associated with your choice of 5 events across the 4 tournaments. Your company would receive the benefits as outlined above.

**Bronze Sponsor (1 event within 1 tournament) = \$200**

This option gives your company the opportunity to be directly associated with your choice of 1 event from within the 4 tournaments. Your company would receive the benefits as outlined above.



## Sponsorship Proposal 3: MBA Rep Teams

The MBA currently has 7 junior and 7 senior representative teams. The juniors are made up of three Under 13 teams, two Under 15 teams, one Under 17 team, and one Under 19 team. Junior teams contain between 4 and 10 players. The seniors are made up of two Senior Division teams (any age), two Masters teams (35+), two Vets teams (50+), and one Super-Vet team (60+). Senior teams contain between 6 and 10 players.

### Junior Teams

All junior teams play in at least two Central Region Badminton weekend competitions each year, with at least half of these teams playing in all four weekend tournaments. Teams from all Central Region Associations attend these competitions (Taranaki, Wanganui, Hawke's Bay, Manawatu and Wellington) and contain a total of ~330 players, plus families, friends, managers, coaches and organisers.

All junior teams also play in the Badminton New Zealand Junior Teams Championships. This is the premier junior team competition in New Zealand and is held in Palmerston North every year. Players of all ages from all over the country attend these Championships, totalling ~500 players, plus families, friends, managers, coaches and organisers.

All junior rep players are expected to participate in individual Badminton New Zealand sanctioned Open tournaments, such as those mentioned in Proposal 2.

### Senior Teams

The majority of senior teams have 4 weekends of ties during the year, in which they will travel and play against teams from other associations. Each weekend will see about 60-80 players come together to compete, plus families, friends, managers, coaches and organisers.



## Benefits

By sponsoring a MBA rep team, your company will be directly associated with the team(s) you choose to sponsor. The range of benefits that your company could receive from this association are:

- Company signage displayed at 'home' ties (Feilding Civic Centre)
- Official naming rights for junior and senior teams
- Opportunity to have company name/logo on player shirts/sleeves
- Opportunity to have company name/logo on player tracksuits
- Company name/logo added to MBA website and email signature of staff
- Media publicity through MBA website, Facebook page, regular communications, and information brochure
- Opportunity to display or sell company product/services during home ties
- You will be invited to the end of season prize-giving, to speak if desired, and present some awards

## Payment Terms

Payable by cash or suitable product (e.g. playing gear, van hire, accommodation and food costs, etc.).

Initial deposit of 20% of the total amount is payable upon signing of contract.

All amounts quoted are exclusive of GST.

Balance payable by 31 March of the same year.

### **Platinum Name Sponsor (All Junior & Senior Teams) = \$3000**

Your company would be the official name sponsor for all 14 junior and senior teams (e.g. '*Company Name Manawatu 1*'). This gives your company the opportunity to be direct associated with all teams and every event Manawatu attends. Your company would receive the benefits from this association as outlined above.

### **Gold Name Sponsor (All Junior OR Senior Teams) = \$1800**

Your company would be the official name sponsor for all 7 junior OR all 7 senior teams (e.g. '*Company Name Manawatu 1*'). This gives your company the opportunity to be direct associated with these teams and every event they attend. Your company would receive the benefits from this association as outlined above.

**Silver Name Sponsor (One Junior OR Senior Team) = \$500**

Your company would be the official name sponsor for all 1 junior or senior team (e.g. 'Company Name Manawatu 1'). This gives your company the opportunity to be directly associated with this team and every event they attend. Your company would receive the benefits from this association as outlined above.

**Platinum Shirt Sponsor (All Teams Shirts) = \$5000**

Your company name/logo would be included on the back of all new shirts ordered for all teams. This gives your company the opportunity to be directly associated with every team and publicised every time a player wears a shirt, which is mandatory at every rep event. This would continue for a minimum of 3 years, and until new shirts are ordered.

**Gold Shirt Sponsor (All Junior OR Senior Shirts) = \$3000**

Your company name/logo would be included on the back of all new shirts ordered for all junior or senior teams. This gives your company the opportunity to be directly associated with those teams and publicised every time a player wears a shirt, which is mandatory at every rep event. This would continue for a minimum of 3 years, and until new shirts are ordered.

**Silver Shirt Sponsor (All Teams Sleeves) = \$1500**

Your company name/logo would be included on the sleeve of all new shirts ordered for all teams. This gives your company the opportunity to be directly associated with every team and publicised every time a player wears a shirt, which is mandatory at every rep event. This would continue for a minimum of 3 years, and until new shirts are ordered.

**Bronze Shirt Sponsor (All Junior OR Senior Sleeves) = \$1000**

Your company name/logo would be included on the sleeve of all new shirts ordered for all junior or senior teams. This gives your company the opportunity to be directly associated with those teams and publicised every time a player wears a shirt, which is mandatory at every rep event. This would continue for a minimum of 3 years, and until new shirts are ordered.





## Contact Us

### Physical Address

Level 1, Sport Manawatu  
47 Queen Street  
Palmerston North 4410

### Postal Address

Manawatu Badminton Association  
C/O Sport Manawatu  
PO Box 797  
Palmerston North 4440

### Staff

Name: **Sandra Lynch**  
Role: General Manager (*on maternity leave*)  
Email: [sandra@manawatubadminton.org.nz](mailto:sandra@manawatubadminton.org.nz)  
Phone: 0220979499

Name: **James Veitch**  
Role: Events Coordinator (*acting General Manager*)  
Email: [events@manawatubadminton.org.nz](mailto:events@manawatubadminton.org.nz)  
Phone: 02040970530

Name: **Joshua Curry**  
Role: Shuttle Time Coaching Coordinator  
Email: [shuttletime@manawatubadminton.org.nz](mailto:shuttletime@manawatubadminton.org.nz)  
Phone: 02102435085



### Online

Website: [www.manawatubadminton.org.nz](http://www.manawatubadminton.org.nz)  
Facebook: [www.facebook.com/MBAShuttle](http://www.facebook.com/MBAShuttle)

Lastly, if you have any further questions, or would like to know more about any of these exciting opportunities, we would love to meet you. Please feel free to contact us to discuss these proposals and what we can do for your business in more detail.

