



# EUROPEAN TOUCH CHAMPIONSHIPS

## SPONSORSHIP OPPORTUNITIES

70 TEAMS | 19 COUNTRIES | 1 GOAL

# ABOUT THE EUROPEAN TOUCH CHAMPIONSHIPS



## Overview

The premier biennial tournament in Europe, with more countries and teams than any other rugby competition

England are the current champions, having won the 2016 European Touch Championships

Nineteen countries will be represented at the 2018 European Touch Championships, bringing 1,000 athletes to Nottingham for this four-day tournament

We look forward to welcome the rest of Europe to our country and enjoying this great event!

## Aims

England's successful bid for hosting the European Championships in 2018 will give a great platform for all of Europe preparing for the 2019 World Cup in Malaysia

### Aim 1

Deliver a fantastic event and experience for all selected players, referees and volunteers across Europe

### Aim 2

Provide the European Federation of Touch with a well managed, prepared and delivered tournament

### Aim 3

Grow the player base across all age groups in England, including referees

### Aim 4

Inspire players, referees and volunteers to commit to a lifetime of Touch participation



# SPONSORSHIP PACKAGES



## European Championships 2018 Sponsorship

Principle Partner: £20k

- ★ **Principal Partner** 'The 2018 European Touch Championships, in Association with YOUR COMPANY'
- ★ **Market category exclusivity**
- ★ **Branding** on official digital and hard-copy programmes
- ★ **Branding** on tickets
- ★ **Pitch logo** and perimeter branding
- ★ **Event branding** and merchandising at the Championships
- ★ **Exclusive PR events** and opportunities (e.g. exclusive coaching sessions and photo shoots)
- ★ **Tickets** and hospitality at all matches
- ★ **Advertising and editorial package** across print, digital and social media
- ★ **Commercial sales opportunities** online and at events
- ★ **Platforms to promote** surveys, competitions and exclusive discounts
- ★ **Eight** national team player appearances
- ★ **Access to national team players** for social media/digital content (e.g. Twitter Q&A / Facebook Live)



## European Championships 2018 Sponsorship

Official Partner: £10k

- ★ **Official Partner** to the 2018 European Touch Championships
- ★ **Market category exclusivity**
- ★ **Event branding** and merchandising at the Championships
- ★ **Commercial sales** opportunities online and at events
- ★ **Opportunity** to create social media/digital content (e.g. Twitter Q&A/Facebook Live)
- ★ **Tickets** and hospitality at all matches
- ★ **Advertising** and editorial package across print, digital and social communications
- ★ **PR events** and opportunities
- ★ **Four** national team player appearances
- ★ **Platforms to promote** surveys, competitions and exclusive discounts

# SPONSORSHIP PACKAGES



## European Championships 2018 Sponsorship

Official Supplier (Value In Kind / Hybrid)

- ★ **Official Supplier** to the 2018 European Touch Championships
- ★ **Opportunity** to create social media/digital content (e.g. Twitter Q&A/Facebook Live)
- ★ **Event branding** and merchandising at the Championships
- ★ **PR events** and opportunities
- ★ **Tickets** for all matches
- ★ **Commercial sales** opportunities online
- ★ **One** national team player appearance



## Local Supplier (VIK / Hybrid)

- ★ **Local Partner** to the 2018 European Touch Championships
- ★ **Opportunity** to create social media/digital content (e.g. Twitter Q&A / Facebook Live)
- ★ **PR events** and opportunities
- ★ **Event branding** and merchandising at the Championships
- ★ **Commercial sales** opportunities online



Other commercial opportunities are available to suit any budget

Get in touch to find out more!



# BRANDING OPPORTUNITIES

## APPAREL

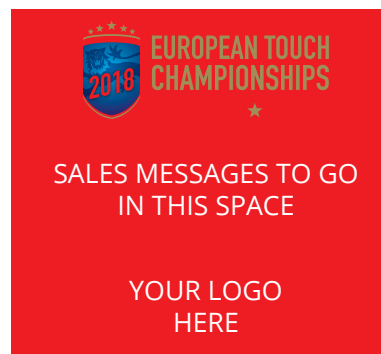


A variety of apparel is being produced for both the event crew and volunteers, as well as for sale to participating athletes and supporters

## DIGITAL ADVERTISING



England Touch will be promoting the Championships across digital media, with your brand receiving exposure on up to 1 million impressions



Actual advertising will be animated and professionally designed

## PITCHSIDE



Matches will be streamed online, with your brand viewed by tens of thousands of viewers



# THE ENGLAND TEAMS

16

ENGLAND  
REPRESENTATIVE  
TEAMS

*16 squad members  
plus support staff  
per England team*

No.1

EUROPEAN  
RANKING

*6 x Gold and 3 x  
Silver Medals at  
2016 European  
Championships*

No.3

WORLD RANKING

*3 x Bronze Medals  
at 2015 World  
Cup in Australia*

Junior  
Division

Boy's 18s

Girl's 18s

Mixed 15s

Mixed 18s

Youth (U21)  
Division

Men's Scholars

Women's Scholars

Open  
Division

Men's Open

Women's Open

Mixed Open

Senior  
Division

Men's 30s

Women's 27s

Mixed Senior

Master's  
Division

Men's 35s

Women's 35s

Men's 40s

Men's 45s





# THIS IS ENGLAND TOUCH

## ELITE SPORT FOR CLUB AND COUNTRY

- ★ Internationally recognised governing body
- ★ Talent pathway to Elite teams
- ★ England and regional teams for all ages
- ★ National competitions and tournaments



## A SPORT FOR ALL

- ★ A true mixed gender sport at all levels
- ★ Family focused
- ★ Low impact with plenty of social fitness
- ★ Health and wellbeing benefits



## A SPORT FOR THE FUTURE

- ★ Development programmes for schools and universities
- ★ Playing numbers growing exponentially every year





# VISION

TO LEAD THE DEVELOPMENT OF TOUCH AND TO BECOME ENGLAND'S LEADING RECREATIONAL ACTIVITY

# MISSION

TO LEAD, INSPIRE AND ENABLE EVERY PARTICIPANT TO ENJOY TOUCH  
AND RECEIVE ITS BENEFITS TO ENRICH THEIR LIVES

# VALUES

DEFINING THE VALUES THAT ARE CORE TO OUR SPORT  
INCLUSIVE / TRANSPARENT / AMBITIOUS / UNITED / RESPECTFUL





# ENGLAND TOUCH IN NUMBERS

16  
NATIONAL  
TEAMS

20,000  
TOUCH PLAYERS

10+  
NATIONAL  
TOURNAMENTS

42k+  
IMPRESSIONS  
PER MONTH

36%  
FEMALE  
PLAYERS

13% U18  
18% 26-30  
18% 31-35  
16% 36-40  
20% 26-30  
14% 41-60  
PLAYER  
AGE RANGES

61%  
MALE  
PLAYERS

65  
AFFILIATED  
CLUBS

29k  
READERS

10k+  
REACH  
EACH WEEK

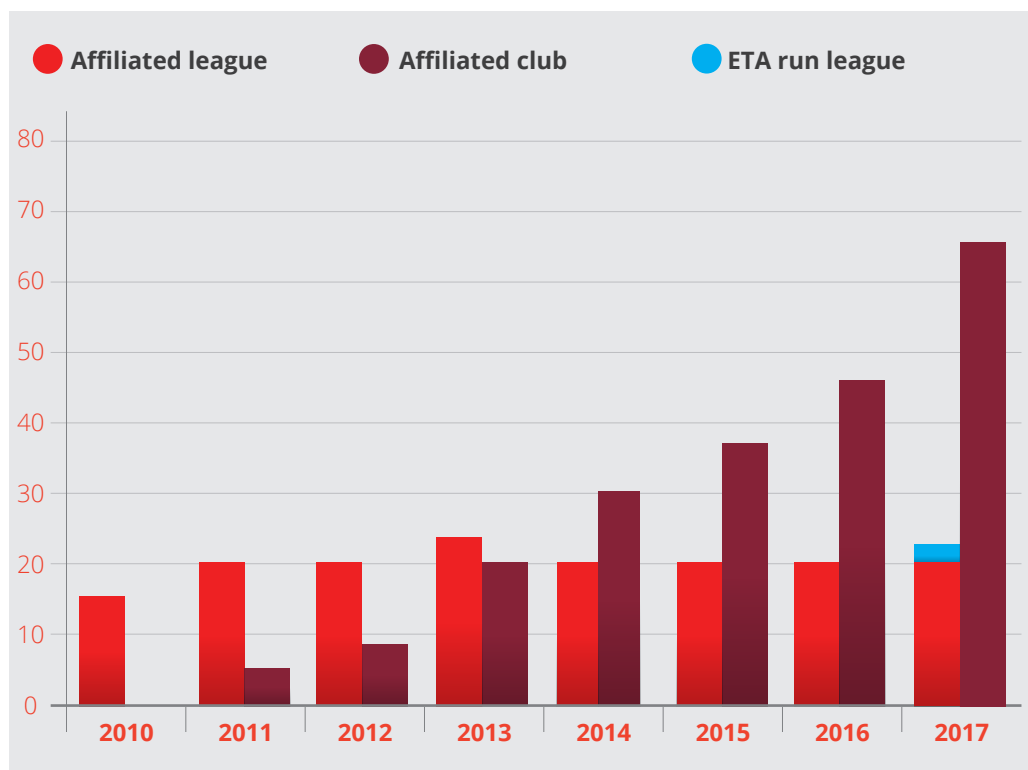
10k+  
HITS PER  
MONTH

PARTNERS  
& LEAGUES



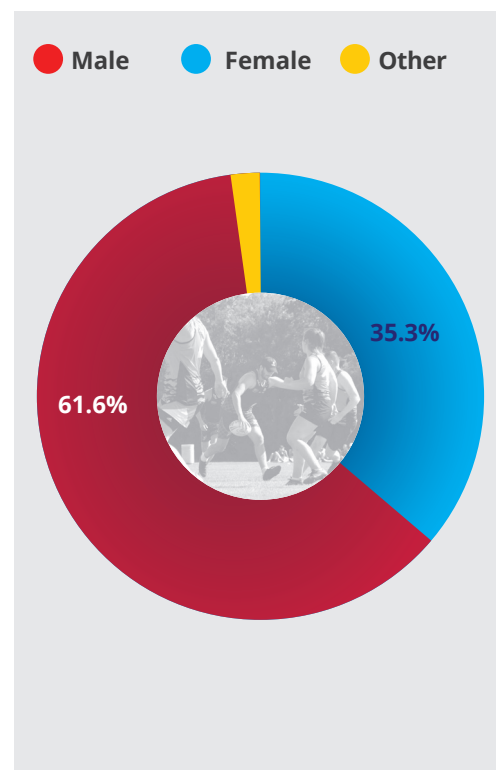


# A GROWING SPORT



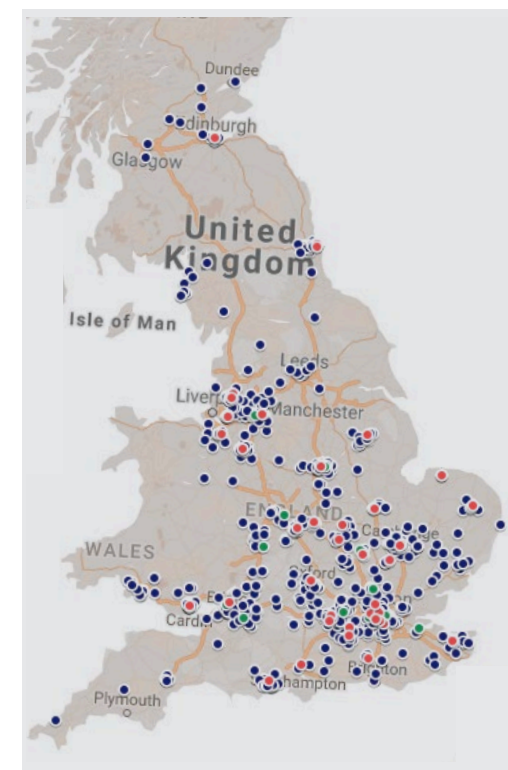
## PLAYERS AND CLUBS

Increasing the number of affiliated clubs and leagues. Our new England Touch Leagues product is aimed to promote further growth in the social league market



## A MIXED SPORT

National gender split, showing Touch is very much a mixed sport



## ACROSS THE UK

National spread of players



# EXISTING SPONSORS

By becoming an official sponsor or partner of England Touch you will be joining some of the world's leading companies within the sports sector



Belief Sports has been providing the England national teams with their on-field kit since 2014, and has become the world's leading manufacturer of apparel specifically designed to meet the athletic demands of elite and casual Touch players alike.

Belief Sports' team of designers works with each team to provide them with bespoke apparel, with all items manufactured to the highest quality across the range.



SPORTTAPE is used by leading physiotherapists and world championships across a number of sports, including athletics, professional cycling, netball and ski and snowboarding, with SPORTTAPE also an official supplier to Team GB at the 2012 Olympics.

Two of the SPORTTAPE team will be competing for Team Wales at the 2018 Commonwealth Games in Australia!



Steeden was established in Australia in 1958 and is one of the world's most forward thinking and innovative brands in the marketplace.

Steeden is the Official Ball of the National Rugby League, State of Origin, the 2013 Rugby League World Cup, England Rugby League, the Federation of International Touch and many more associations, clubs and teams throughout the world.



# ENGLAND TOUCH ONLINE



[englandtouch.org.uk](http://englandtouch.org.uk)



EnglandTouch



EnglandTouch



@EnglandTouch