



ENGLAND TOUCH SPONSORSHIP OPPORTUNITIES BECOME A PART OF IT

*We are England Touch. We are the players. We are the supporters, willing us on. We are the medals, waiting to be won. We are the Touchdowns, waiting to be scored. We are the men and the women of all ages. We are the talent of today. We are the potential of the future. We are one team.
We are England Touch.*

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% 31-35
18% 26-30
16% 36-40

61%
MALE
PLAYERS

65
AFFILIATED
CLUBS

29k
READERS

10k+
REACH
EACH WEEK

20% 26-30
14% 41-60
PLAYER
AGE RANGES

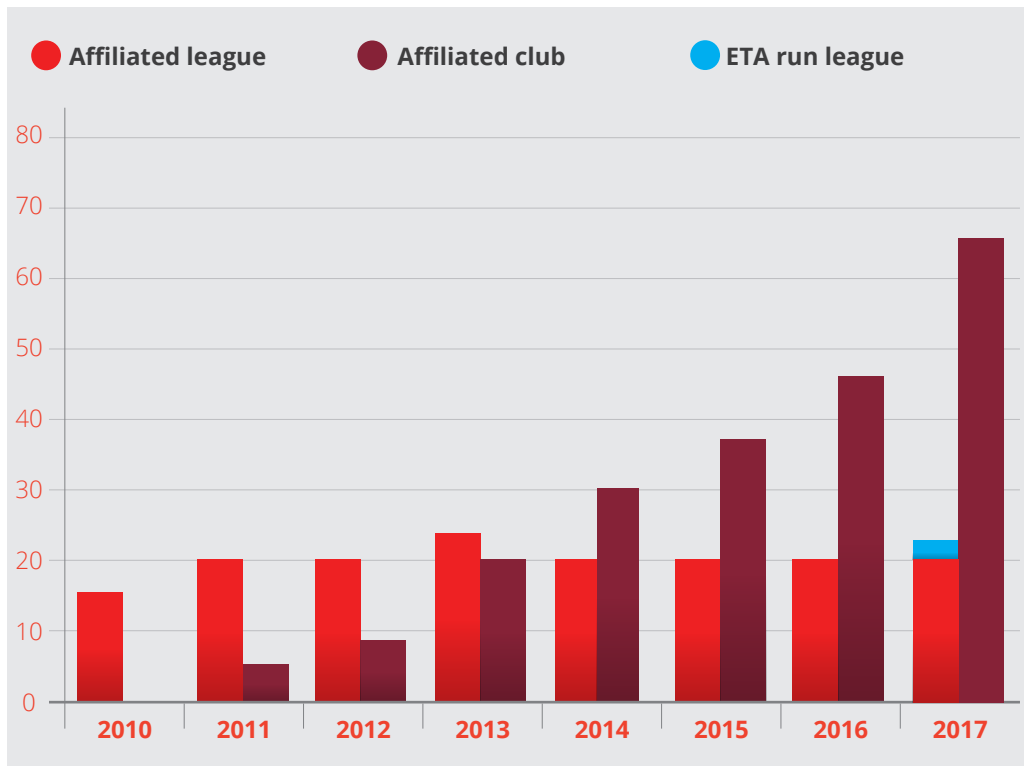
10k+
HITS PER
MONTH

PARTNERS
& LEAGUES



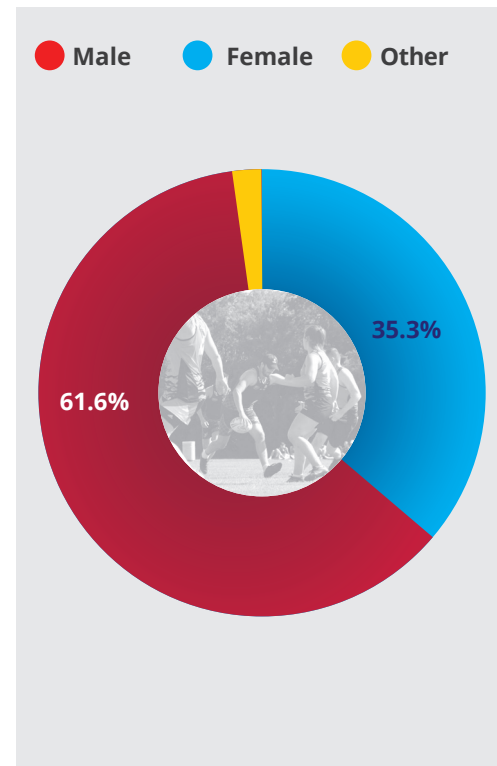


A GROWING SPORT



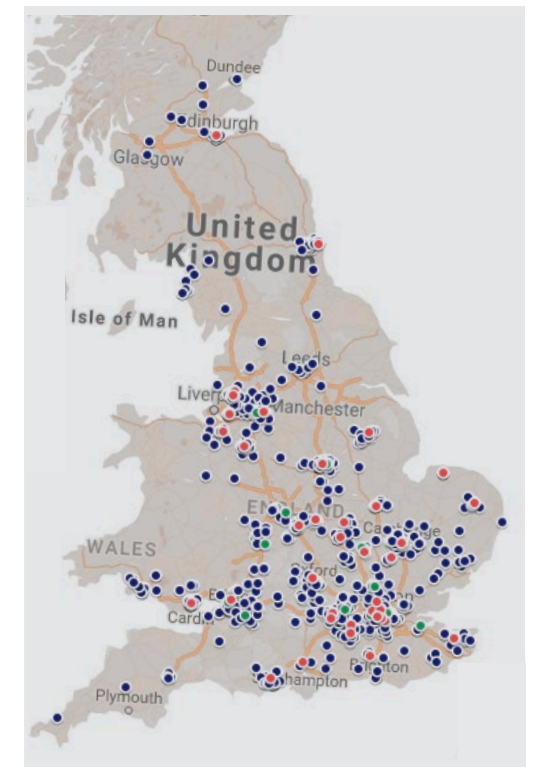
PLAYERS AND CLUBS

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.



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





OUR COMPETITIONS

NATIONAL TOUCH SERIES



The Elite National Touch Series has the best club players in the country compete in this top tiered mixed event



The Development National Touch Series is for those mixed teams looking to play in a fun and competitive tournament environment for the first time



The Men's and Women's National Touch Series is aimed at single-gender teams and giving players the opportunity to prepare for Men's and Women's Open international competition



The University Touch Series provides a competitive environment for mixed University teams to compete against one another



The 2017 National Touch Series finals day was live-streamed for the first time with commentary on YouTube and via a link up with UNILAD.

This has opened up our sport to a wider audience both in the UK and abroad, and the success of the broadcast has led England Touch to plan to live-stream some games from many of its competitions in 2018, including the European Touch Championships.

THE SEASON

A typical season's schedule runs between March and September, with several rounds at different locations across England



OUR COMPETITIONS TOUCH NATIONALS

The **Touch Nationals** are held over the three days of the August bank holiday weekend. Sanctioned regional franchises are invited to compete and the tournament is used to help national coaches select for England squads. In 2017 Junior and Masters regional teams had a dedicated **Touch Nationals** event, which will be repeated in 2018





EUROPEAN TOUCH CHAMPIONSHIPS 2018



Overview

The premier biennial tournament in Europe involves most of the European nations, competing for the coveted European trophy

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

Over 15 countries will be represented at the 2018 European Touch Championships, bringing 1,000 athletes to Nottingham

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

England Touch has a variety of sponsorship packages available, either of **England Touch's teams and competitions**, or of the **European Championships 2018**, which are being held in July 2018 in Nottingham



England Touch Sponsorship

Gold Package
Silver Package
Bronze Package

European Championships 2018 Sponsorship

Principle Partner
Official Partner
Official Supplier
Local Supplier



England Touch Sponsorship

Gold Package: £15k per annum

- ★ **Principal Partner** to all England Teams between 2018 and 2020, including the 2018 European Championships and 2019 World Cup
- ★ **Principal Partner** of England Touch Awards
- ★ **Brand logo** on England kit
- ★ **Event branding and merchandising** at Touch Series
- ★ **Access** to participation events
- ★ **Extensive advertising** and editorial package across print, digital and social communications, including annual report
- ★ **Exclusive PR events** and opportunities (e.g. Opportunities for exclusive coaching sessions and photo shoots)
- ★ **Tickets and hospitality** at all England matches, including European Championship and World Cup events
- ★ **Commercial sales opportunities** online and at events
- ★ **Platforms to promote** surveys, competitions and exclusive discounts
- ★ **Four England player** appearances per year
- ★ **Access to England players** for social content (e.g. Twitter Q&A / Facebook Live)



SPONSORSHIP PACKAGES



England Touch Sponsorship

Silver Package: £5–8k p/a

- ★ **Official Partner** to England Touch
- ★ **Official Partner** of an England Touch Award Category
- ★ **Ownership and naming rights** of available Touch Series events, Leagues or participation programmes
- ★ **Advertising and editorial** package across print, digital and social communications, including annual report
- ★ **Event branding** and merchandising at 'owned' Touch Series event
- ★ **PR events** and opportunities
- ★ **Access to high-performing Touch players** at 'owned' events for social contribute (e.g. Twitter Q&A / Facebook Live)
- ★ **Commercial sales** opportunities online and at events
- ★ **Platforms to promote** surveys, competitions and exclusive discounts



England Touch Sponsorship

Bronze Package (Value In Kind / Hybrid)

- ★ **Official Supplier** to England Touch
- ★ **Brand logo** on website
- ★ **Promotion** via social communications
- ★ **PR events** and opportunities
- ★ **Commercial sales** opportunities online
- ★ **Opportunity** to access additional advertising space in annual report and Touch Awards



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!



ENGLAND TOUCH ONLINE



englandtouch.org.uk



EnglandTouch



EnglandTouch



@EnglandTouch