

The image is a promotional graphic for England Touch High Performance Sponsorship Opportunities in 2024. It features a dark background on the left with a stylized tiger logo and the text 'ENGLAND TOUCH HIGH PERFORMANCE SPONSORSHIP OPPORTUNITIES 2024' in white. Below this, the words 'ENGLAND TOUCH' are written in a large, bold, grey font. On the right, a photograph shows two female athletes smiling and holding trophies. The athlete in the foreground is wearing a red and white England Touch jersey with a red cross on the chest and is holding a large silver trophy. The background of the photo shows a building with a sign that reads 'University of Nottingham'.

**ENGLAND TOUCH
HIGH PERFORMANCE
SPONSORSHIP OPPORTUNITIES 2024**

ENGLAND TOUCH

EXECUTIVE SUMMARY

- **The game of Touch** – a minimal contact version of rugby, easy to play, inclusive, accessible, all genders and ages; growing rapidly across the world, no more so than in England.
- **Global reach** – played in over 50 nations, significant growth in the US and China, potential to be included in Brisbane 2032 Olympic Games.
- **The England Touch Association (ETA)** - National Governing Body (NGB) for the sport in England, recently recognised by Sport England.
- **Growing participation** – an established club and league network, increasing participation in education – delivering positive impact for physical, mental and social wellbeing.
- **The World Cup** - England is hosting the next World Cup in Nottingham, July 2024. An expected 130 teams, 3,000 participants and £5m economic impact – the largest World Cup ever.
- **Our High-Performance Programme** – an expected 20 teams taking part in adult, youth and junior international events.



THE GAME OF TOUCH - AN INTRODUCTION



- Touch (rugby) – a minimal contact version of rugby with no tackling.
- Evolved from rugby league in Australia in the 1960s. Now played in over 50 nations.
- Six-a-side with rolling substitutions and squads of 14-16 per team.
- Played across ages (5-75+), mixed and single gender and other characteristics.
- Easy to play with limited equipment and few barriers to entry.
- Internationally played from under 15s to over 55s in single and mixed gender format.
- Significant growth in education – primary, secondary, universities.
- Established world governing body with global events programme.



ENGLAND TOUCH ASSOCIATION

- National Governing Body of Touch in England, independent to RFL and RFU and recently recognised by Sport England.
- Founded in 1995 and affiliated to the international governing body – The Federation of International Touch.
- World ranking of 3, behind Australia and NZ – the only three 'Tier One' nations.
- 150 clubs/leagues affiliated = 10,000 players, officials, coaches.
- Established competition calendar – local, regional, national.
- Leaders in hosting international competition with European Champs (2018 & 2022), Youth Atlantic Cup (July 2023) and World Cup (180+ teams, July 2024).
- Achieved with no public funding and largely volunteer workforce, relying almost entirely on small incomes from membership, events, and courses. Imagine what we could achieve with more support...

THE GROWTH OF TOUCH IN ENGLAND

➤ IN EDUCATION

- Developing schools' programme delivered by volunteers alongside local partners, aimed at upskilling teachers directly in primary, secondary and colleges.
- Growing rapidly within universities, through BUCs competition and intramural social activity.

➤ IN CLUBS

- Increasing number of dedicated touch clubs linked to local parks and open spaces.
- Growth in rugby clubs adding an established non-contact version

➤ IN COMMUNITIES

- Already played in many workplaces, local communities, on the beach, at rugby and other sports clubs, in local leagues and more.

Easy to play, accessible, inclusive – a key part of people's health and wellbeing across the entire population.



THE 2024 TOUCH WORLD CUP IN NUMBERS

- Forecast 180-190 teams from 40 participating nations.
- Estimated 4,000 event attendees - 3,500 players, coaches and support staff, 250 referees and 250 event staff and volunteers.
- Estimated 5,000 visiting spectators from across the world.
- 70 hours of live broadcast across the globe.
- 7 days of competition from Monday 15th to Sunday 21st July.
- Some visitors arriving from Saturday 6th July and staying as long as three weeks.

More participants than the 2021 Rugby League World Cup.



ON THE GROUND PLANS

- Main playing venues at University of Nottingham Highfields Sports Park and Riverside Sports Complex with 20-22 fields, Players Village, Fans Village and more.
- Accommodation at the University of Nottingham, NTU, Loughborough University, Derby University, local hotels and B&B's.
- Fans Village, Players Village, ancillary activities and events for schools and clubs at Nottingham Hockey Centre.
- Sunday 14th / Monday 15th July: accreditation, opening ceremony, presentations and dinners.
- Monday 15th to Friday 19th July: pool games across thirteen divisions of competition.
- Friday 19th to Sunday 21st July: finals in every division.
- Activity from 8am to 8pm every day for at least a week.

Almost as much competition as the entire 2022 Commonwealth Games.



OUR HIGH PERFORMANCE PROGRAMME

- We seek partners for our overall High-Performance programme and for each of our squads competing in the 2024 Junior European Championships in Vichy, France and 2024 World Cup in Nottingham.
- Help us to reduce the cost to players (estimated £1000+) and continue to offer world-leading programmes for juniors, youth, opens, seniors and masters athletes.
- Support the development and launch of our new bursary programme to help all athletes to be able to fulfil their potential regardless of their financial status.
- Help fund our workforce to support the increasing breadth and depth of the work required across the programmes.
- Benefits to include exclusive rights across digital (social, web, e-comms) and physical (branding, banners, print) assets and logo placement on HP kit.

SUPPORTING OUR REFEREES AND COACHES

- Sponsor our England referees or coaches to help reduce their cost of participation at international events – estimated £750+.
- Inclusion in social media, website and e-communications (*xx sponsored by*).
- Logo inclusion on referee profiles pre-event.
- Opportunities to meet TeamRef and our Coaching Team.
- Bursary to referees/coaches by way of % of sponsorship (dependent upon cost of fulfilment).
- Packages from £250 per referee/coach.



PACKAGES AVAILABLE FROM £250.



SQUAD SPONSORSHIP

- Sponsor a team/squad to help reduce their cost of participation – estimated £22,000 per squad through training and competition.
- Inclusion in social media, website and e-communications (*xx sponsored by*).
- Logo inclusion on all player profiles and squad photos pre-event.
- Opportunities to meet squad, attend final training and team photo.
- Logo on shorts, vest or shirts subject to investment level.
- Bursary to all players by way of % of sponsorship (dependent upon cost of fulfilment) and in-kind kit.
- Packages from £2,500 per team.



OVERALL YOUTH PROGRAMME SPONSOR

- Sponsor our England Youth High Performance Programme, estimated £100,000 through the year for training and competition (location and event tbc).
- Logo inclusion on all Youth player profiles and squad photos pre-event and all playing vests/shirts for an expected 7 squads.
- Inclusion in all social media, website and e-communications (*xx sponsored by*).
- Opportunities to meet squads, attend final training and team photos.
- Bursary to all players by way of % of sponsorship (dependent upon cost of fulfilment) and in-kind kit.
- Packages from £15,000 (expected 7 teams).



**FEDERATION
OF INTERNATIONAL
TOUCH**

OVERALL WORLD CUP PROGRAMME SPONSOR

- Sponsor our England Touch World Cup High Performance Programme, estimated £250,000 through the year for training and competition.
- Logo inclusion on all World Cup player profiles and squad photos pre-event and all playing vests/shirts for 12-13 squads.
- Inclusion in all social media, website and e-communications (*xx sponsored by*).
- Opportunities to meet squads, attend final training and team photos.
- Bursary to all players by way of % of sponsorship (dependent upon marketing requirements) and in-kind kit.
- Packages from £25,000 (expected 12-13 teams).



**THANKS FOR YOUR TIME
FOR FURTHER INFORMATION
PLEASE CONTACT:**

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