



Brisbane Table Tennis

Brisbane Open 2021

Sponsorship Opportunities

by Nicole Lander (Volunteer)

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1 INTRODUCTION

During 2021 the premiere Table Tennis event for Brisbane Table Tennis is the annual Brisbane Open.

In past years, more than 145 people from 20 different clubs across Australia have entered the tournament. With countless more who participate as officials, supporters and spectators.

BTTA has been working hard to expand the number of sponsors and commercial partners we work with. We have been creating innovative ways to provide incentives for sponsors and commercial partners, and to create win-win opportunities.

2 SPONSORSHIP OPPORTUNITIES

Businesses become a sponsor of the event. In return:

OPTION 1 – Basic Sponsorship

- Your company logo on the Open Tournament web page
- Link back to your web site from our Open Tournament Web page
- Facebook shout-out about your support for the club, and tag to your Facebook page (current fan numbers 1970)
- Acknowledgement with logo in the PING Newsletter (current subscribers 927)
- Announcement acknowledgment of the sponsor at the event over our PA System.
- Eligible to offer a prize for the Open raffle e.g., lunch for 2 valued at \$xx.
- Valued at \$250 +GST

OPTION 2 – Premier Sponsorship

- Naming Rights for one Award presented at the event
- Your company logo in the Open Tournament entry form
- Include coupon for discount (10% off or another offer) in our open tournament info
- Your company logo on the Open Tournament web page
- Link back to your web site from our Open Tournament Web page
- Facebook shout-out about your support for the club, and tag to your Facebook page (current fan numbers 1970)
- Post a flyer on our club noticeboard (sponsor to provide the flyer)

- Acknowledgement with logo in the PING Newsletter (current subscribers 927)
- Announcement acknowledgment of the sponsor at the event over our PA System. Plus recognition in the speeches as an event sponsor, such as at the Opening Ceremony.
- Eligible to offer a prize for the Open raffle e.g., lunch for 2 valued at \$xx.
- Valued at \$500 +GST

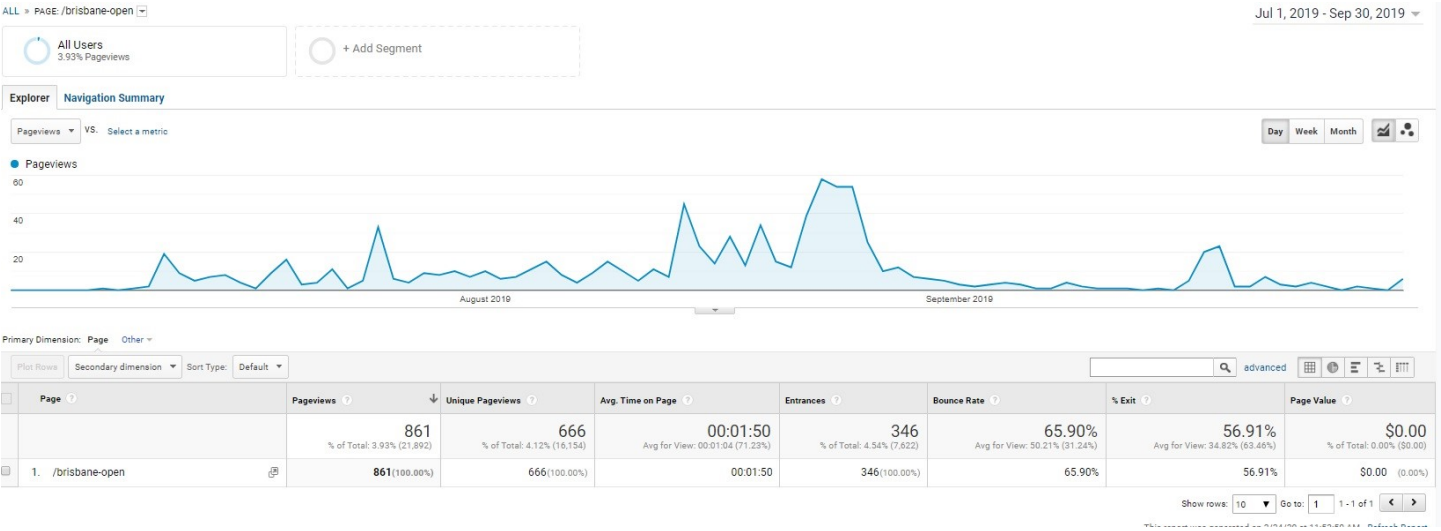
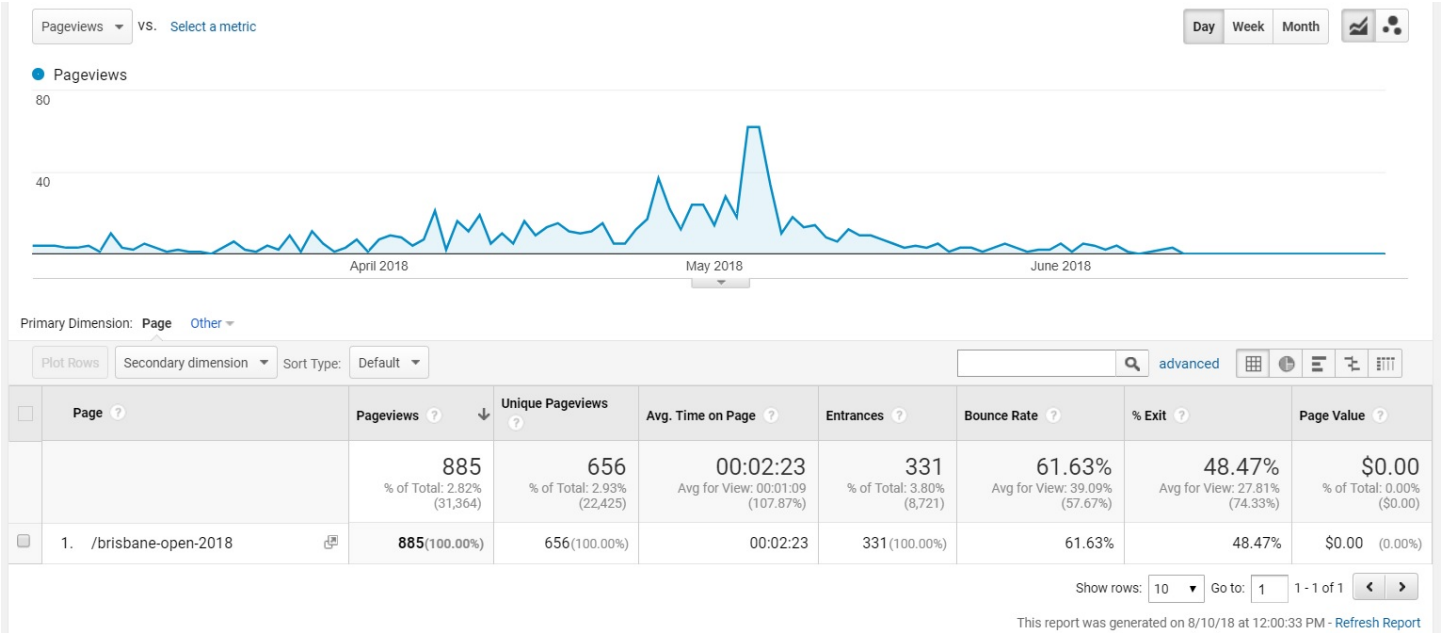
All sponsorship packages are flexible and open to negotiation as there could be alternative ways of promoting a sponsor's support of our Club or some goods & services could be provided in lieu of cash.

3 PAST REACH

In the past we have successful engagement via the internet and Facebook. These statistics attest to the great exposure to our sponsors received throughout the campaign.

The 2019 & 2018 campaign paid dividends with results as follows:

- 22 Facebook Posts with a combined reach of 1,200 and 4,724
- Facebook Event total reach 1,000 and 5,600
- 2 pages (content + blog post) on the brisbanetabletennis.org.au web site – high number of unique page views
 - <https://brisbanetabletennis.org.au/brisbane-open-2018> (renamed to <https://brisbanetabletennis.org.au/brisbane-open>) - 861 page views during Jul 2019 – Sept 2019
 - <https://brisbanetabletennis.org.au/blog/making-the-brisbane-open-a-smashing-success>
 - <https://brisbanetabletennis.org.au/blog/three-to-see-brisbane-open-2019> -- 174- page views during Jul 2019 – Sept 2019
- Live streaming on YouTube and Facebook LIVE for show court 1



4 NEWSLETTER

The club also promoted the sponsors via the PING newsletter. The sports industry average open rate is 20.7% and click rate is 2.7%.

Here are some recent statistics:

- October 2020 edition: Open rate 32%. Click rate 11%.
- September 2020 edition: Open rate 34.7%. Click rate 11.5%
- August 2020 edition. Open rate 33.2%. Click rate 10%



RECENT OUTCOMES

Over the last two Brisbane Opens were very successful. The 2020 Open was not run due to COVID-19. We anticipate renewed interested for the 2021 event.

Recently a lot has happened.

- The **Centre Redevelopment** has continued. With additional LED lights on the courts, the installation of a lift, new entrance doors, and disabled toilets.
- During 2019 34 Brisbane Club members were named in **Queensland's Top 10**, more than any other club. In 2019 we had the best senior players in the State, Bruno Levis and Min Hyung Lee.
- **The Global Games** was held at the Brisbane Centre seeing some of the best special needs players from across the world compete.
- **Queensland Veteran Championships 2021** are scheduled to be held at Brisbane Table Tennis 22 - 25 July.

Showcased on Media Channels:

- **AS SEEN ON TV** Junior players DJ Li & Christian were on TV this week on Channel Nine now in the new season of SMASHDOWN on 9NOW (S9 EP91: June 2020)
- **As Seen on TV** BTTA club members Andy Nguyen-Huynh and Ben Lander appeared on the Totally Wild TV Show. (2019)
- Science By Stealth. Benjamin Gould & Ben Lander took a break from training to appear on a new **Channel 9 TV Show**, Brain Buzz! (2018)