



***SPONSORSHIP
OVERVIEW***

Touch Football Australia respectfully acknowledges the traditional custodians of the lands on which we live and work. Touch Football is played in communities across Australia, and we acknowledge the Aboriginal and Torres Strait Islander peoples as the traditional custodians of the lands on which we play, and recognise the significant contribution of Aboriginal and Torres Strait Islander peoples to our game.

We pay our respect to Elders past, present, and emerging; commit to working respectfully to honour their ongoing cultural and spiritual connections to this country; and recognise the role and value of culture in all our communities.



OUR PURPOSE

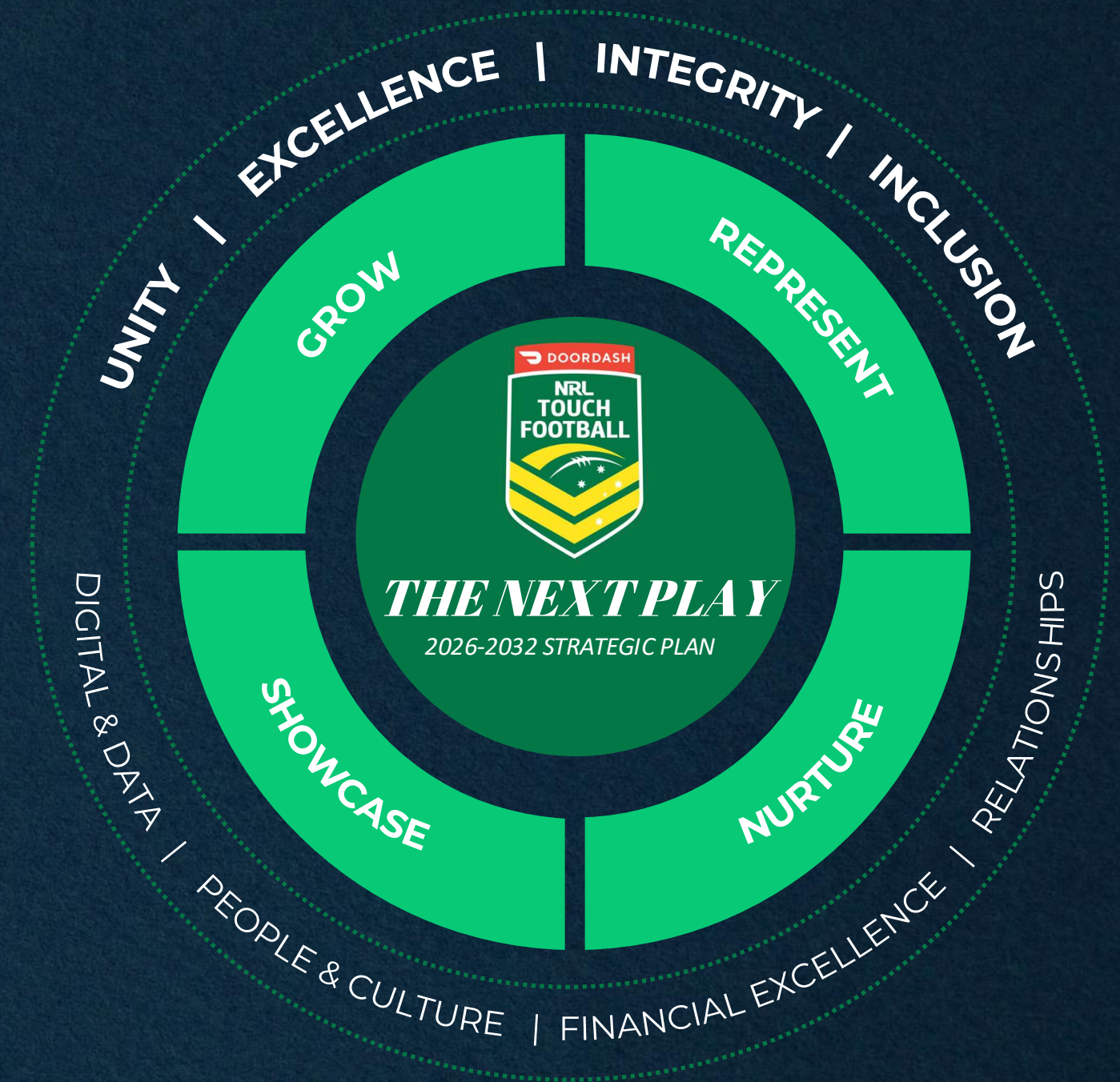
Unite communities through safe, social and meaningful Touch Football experiences



OUR VISION

To be a game that moves the nation – dynamic, inclusive and growing with every play

OUR STRATEGY



OUR VALUES

UNITY brings us together with our communities to create a sport where everyone can thrive. Guided by **INTEGRITY**, driven by the pursuit of **EXCELLENCE**, and championing **INCLUSION**, we ensure Touch Football is a place where every person belongs.

WHO WE ARE



Touch Football Australia (TFA) is the national governing body for one of the country's most popular and inclusive team sports. Since 1978, we have led the development, promotion, and delivery of touch football across the country. In 2013, we proudly partnered with the National Rugby League to form NRL Touch Football, opening new pathways for elite and grassroots participation. As a non-contact sport Touch Football is geared for exciting growth providing a safe and exciting alternative for future generations of Australians.

BY THE NUMBERS

TOTAL UNIQUE PARTICIPANTS

» **160,717**
(+1.79%)

TOTAL PARTICIPATION

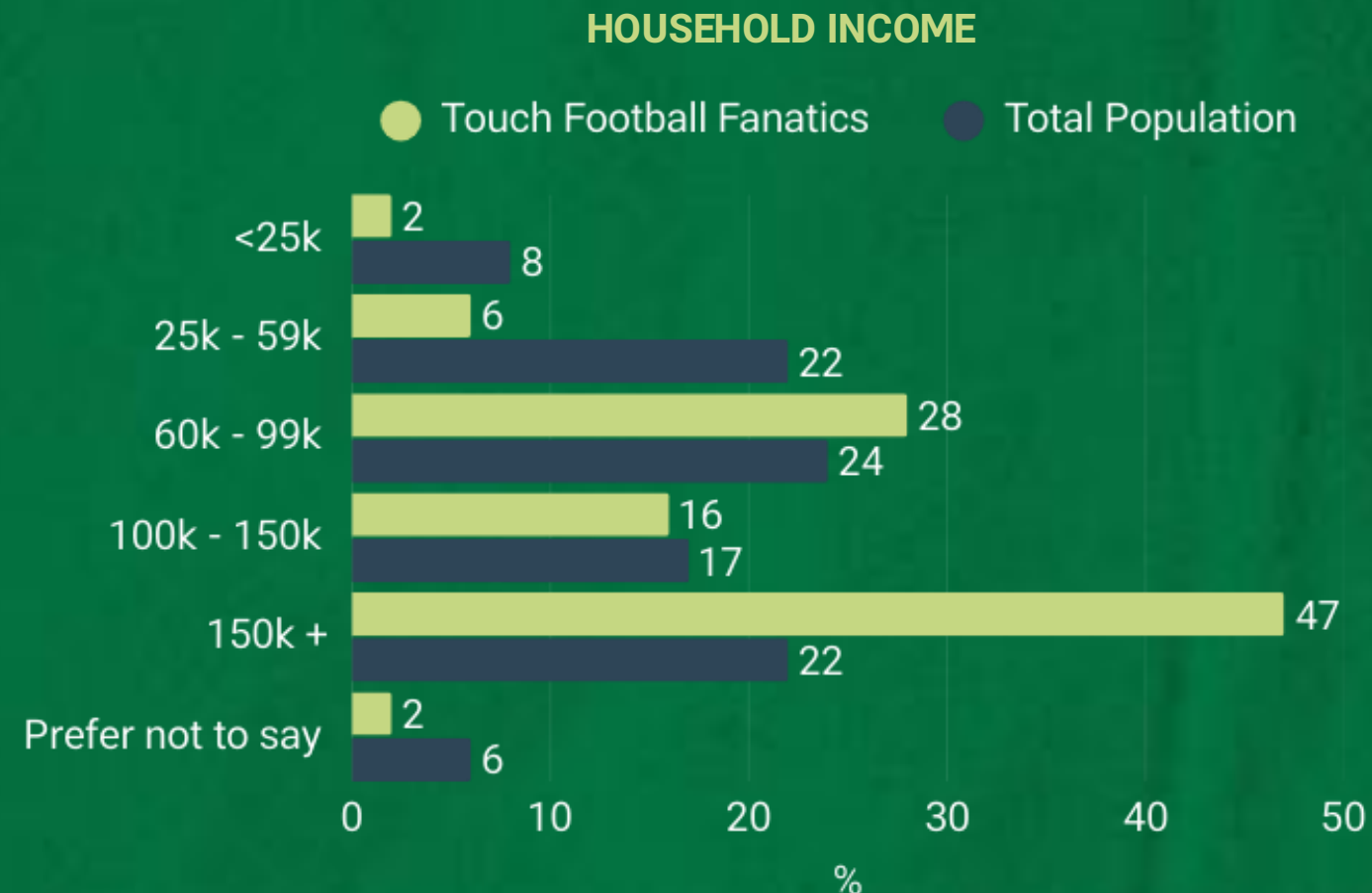
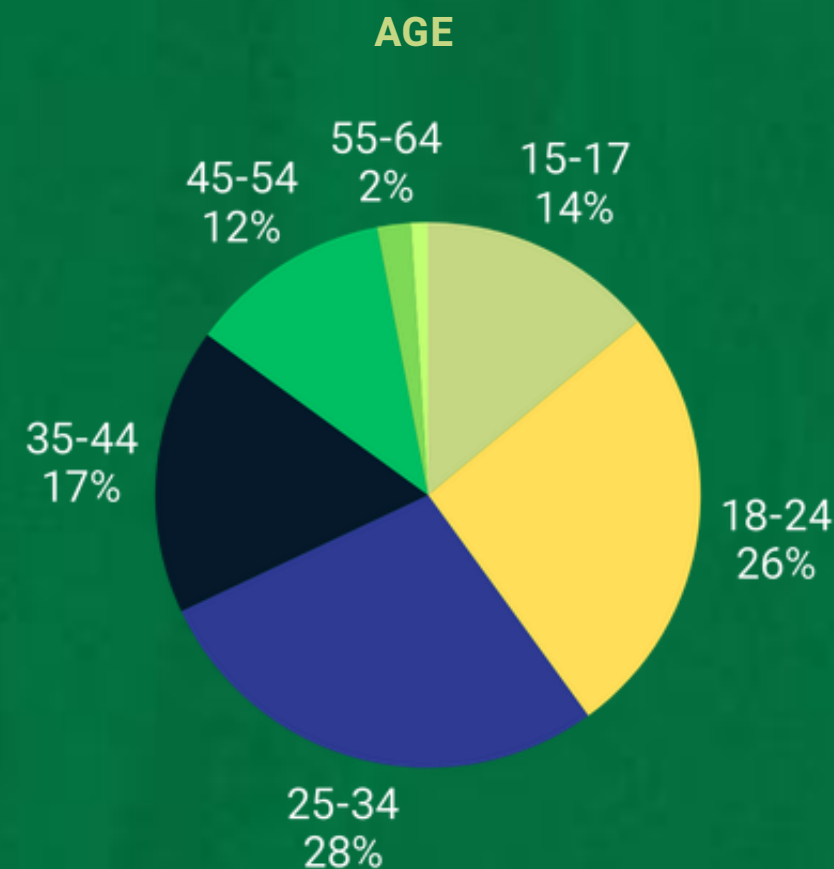
» **629,870**
(+4.16%)

FOOTPRINT (COMPETITIONS)

» **297**
(+1.36%)

PARTICIPATION FREQUENCY

» **52%**
(play fortnightly) or more often



FEMALES
69,634
(43.33%)



INDIGENOUS
14,331
(8.92%)



CALD
20,711
(12.89%)



ALL ABILITIES
1,634
(1.02%)

WHO WE ARE



ENGAGED DIGITAL FAN BASE

SOCIAL MEDIA FOLLOWING

» **410,459**

6.7% average engagement rate

SOCIAL MEDIA REACH

» **43M**

UNIQUE EDM SUBSCRIBERS

» **204,508**

44.26% Average Open Rate

3.22% Average CTR

BROADCAST VIEWERS

» **527,599**

ANNUAL WEBSITE VISITS

» **3,570,173**

SPONSORSHIP ATTITUDES

“I am more likely to become a customer of a brand if it sponsors a sports league or event I follow.”

TOUCH FOOTBALL PLAYERS/FANS

75%

v

NATIONAL AVERAGE

31%

“I am more likely to support or purchase from a brand if it supports grassroots in sport in Australia”

TOUCH FOOTBALL PLAYERS/FANS

79%

v

NATIONAL AVERAGE

40%

“I take notice of who sponsors the sporting events I watch.”

TOUCH FOOTBALL PLAYERS/FANS

66%

v

NATIONAL AVERAGE

31%



WHAT WE OFFER



The growing strength and inclusiveness of Touch Football provides a unique offering:

LARGE, LOYAL PARTICIPANT FAN BASE



Touch has a large engaged participant & fan base that partners can tap into and leverage.

STRONG COMMUNITY IDENTITY



Touch Football clubs provide a strong sense of belonging and connection to local communities.

INCLUSIVE, FAMILY-FRIENDLY SPORT



A sport that is inclusive to all members of the community through safe, social family-friendly environments.



CONNECTION TO RUGBY LEAGUE



Strategic partnership and connection to NRL IP boosts credibility and engages a wider rugby league fanbase.

HIGH-QUALITY EVENT FOOTPRINT



Touch Football hosts several annual large-scale events that have a high level of visibility and foot traffic.

ELITE INTERNATIONAL CREDIBILITY



The Emus' international success elevate credibility & inspire Touch Football participants globally.

HOW IT WORKS



TFA has a range of IP, Exposure, and Benefits available to build a package to achieve our partners key objectives.

NATIONAL & STATE EVENTS

ON SITE

- In Precinct Activation Site
- Broadcast Field Signage
- Big Screen TVC
- Ground Announcer Live Reads
- Event EDM Advertising Inclusion
- LED Signage

DIGITAL

- Broadcast Field Branding
- Event EDM
- Digital Event Program
- LED Signage
- Broadcast TVCs

NAMING RIGHTS

- National Championships
- State of Origin
- State Cups (Senior & Junior)
- National Indigenous Knockout
- Touch of Pride
- All Nations Touch Festival
- Country Champs (Regional NSW)



DIGITAL & SOCIAL

WEBSITE

- Logo on Website
- Website Banner Advertising
- Dedicated landing page

EMAIL MARKETING

- Solus EDMs
- Monthly Participant Newsletter Advertising
- Monthly Participant Newsletter Article
- Logo included as Partner on all EDMs

SOCIALS

- Social Media Imagery/Video on TFA channels
- Image and video bank for partner channels
- Bespoke Content Series
- Data collection campaigns

ADDITIONAL

- Naming Rights for Podcast

PARTICIPATION PROGRAM

NATIONAL ENTRY LEVEL PROGRAM

- Naming Rights for Program
- Logo Branding
- Digital Assets
- Data Collection

ELITE PROGRAM

EMUS

- Back of Jersey Branding
- Short Leg Branding
- Emus Camp Activation Rights
- Player Appearances

NATIONAL REFEREE SQUAD

- Front or Back of Jersey Branding

ADDITIONAL

STAFF AND/OR MEMBER BENEFITS & INCENTIVES

B2B CONNCTIONS VIA SPONSOR FORUM

PARTNERSHIP TIERS



Touch Football Australia has recently undertaken a Turnstile © Valuation with Gemba to determine the fair market value of all IP, exposure, and rights & benefits. The tiers outlined below are based on this valuation and are designed to support open, transparent, and mutually beneficial partnership discussions. Within each tier, partnerships can be tailored to align with partners' key objectives and budget.

PRINCIPAL PARTNER

VALUE
\$600,000 +

Includes; IP, Naming Rights, Exposure and Benefits

MAJOR PARTNER

VALUE
\$170,000 +

Includes; IP, Exposure and Benefits

OFFICIAL PARTNER

VALUE
\$40,000 +

Includes; IP, Exposure and Benefits

*Event or property specific partnerships can be discussed at a lower budget pending rights & benefits mix.





We welcome the opportunity to explore a partnership together,
with purpose, impact and long-term value.

PLEASE GET IN TOUCH

Valeska Hoath
General Manager Commercial
Valeska.Hoath@touchfootball.com.au
0415 621 991



APPENDIX



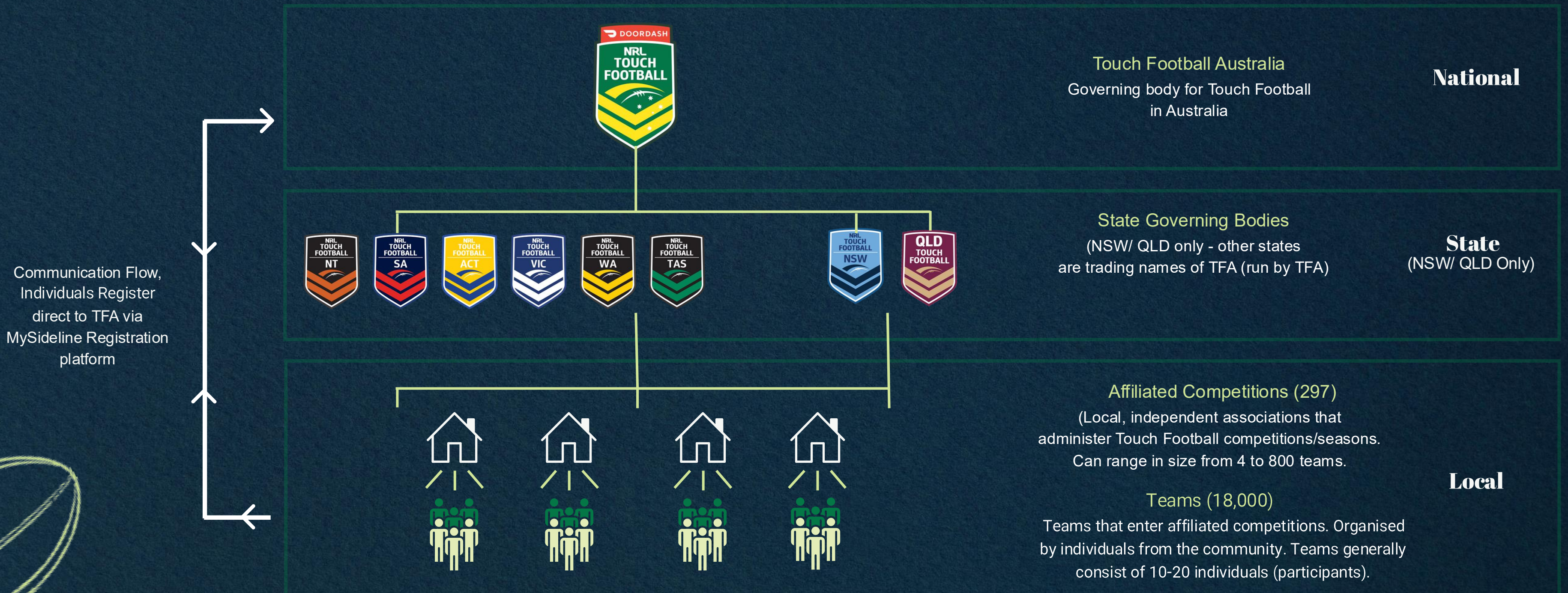
TOUCH FOOTY STRUCTURE



Touch Football operates a hybrid unitary model of governance which has removed the federated state model (with the exception of QLD / NSW). This structure creates a flat, efficient mode of governance and enables Touch Football Australia (TFA) to have direct conversations and influence with participants throughout Australia.

At the local level, Touch Football competitions are administrated by affiliates which are independent associations that are members of TFA. As members, all participants register through TFA's competition management system, MySideline enabling direct communication and access to resources, pathways and events.

Teams enter affiliated competitions from all sections of the local community and participate generally once a week.



TOUCH FOOTY FAQS



WHEN IS THE TOUCH FOOTBALL SEASON?

Touch Football at grassroots level is played all year round, however there are two main seasons:

- Summer Season (peak season) runs from October – March.
- Winter seasons operate from April – September.

Most competitions operate a 12-14 week season with one round played weekly. Summer competitions incorporate a 3-4 week break over Xmas / NY.

WHAT DAYS DO COMPETITIONS OPERATE?

It's up to the individual competition, however 99% of grassroots competitions operate on weeknights between 6.00pm-10.00pm. There are no training requirements for grassroots clubs, just games.

ARE ALL COMPETITIONS EQUAL?

No, subject to team numbers affiliates can offer a variety of divisions. For example, affiliates can offer mixed gender divisions or single gender (i.e. Men's / Women's) divisions across multiple grades based on ability (i.e. A Grade, B Grade etc.). Affiliates may also offer junior age based divisions.

WHEN IS THE REPRESENTATIVE SEASON?

The representative season (i.e. major events) runs concurrently with the peak summer season from November-March.

HOW IS TOUCH FOOTBALL DELIVERED AT GRASSROOTS LEVEL?

Touch Football is administered at ground level by affiliated associations. Affiliates are associations that deliver / facilitate competitions that range in size from four team competitions to 400 teams depending on their location.

There are over 290 affiliated associations in Australia catering for over 18,000 teams.

TOUCH FOOTBALL AUSTRALIA PARTNERS



PRINCIPAL
PARTNER



DOORDASH

MAJOR
PARTNERS



OFFICIAL
PARTNERS



GOVERNMENT
PARTNERS



BROADCAST PARTNER

