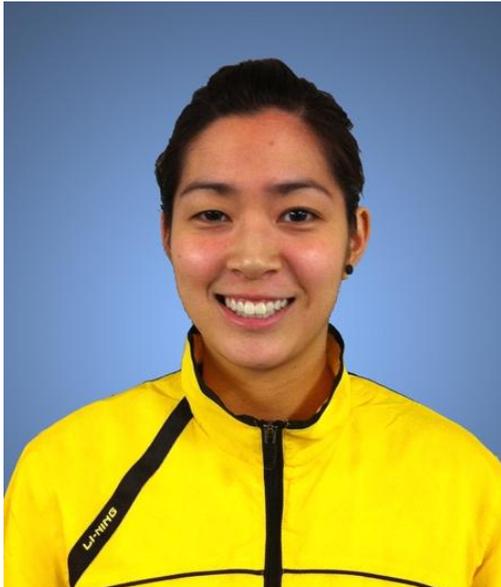


# LEANNE CHOO

# BADMINTON TROPHY

## Sponsorship Proposal

Become a sponsor! Help Leanne achieve her 2012 Olympic dream!



# Leanne Choo Profile

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Who would know that catching shuttlecocks at the age of eight could result in representing Australia at the 2012 London Olympic Games in badminton?

In the case of Leanne Choo, it is close to becoming a reality. Since her humble introduction to the game, Leanne has seen a meteoric rise to

become the highest ranking badminton player in Australia and hold a current world ranking of 29 in her specialty of Women's Doubles.

What makes Leanne's achievement even more inspirational is the ongoing dedication and hard work that she has given to realize her ultimate ambition of representing Australia at the 2012 Olympic Games. The journey towards the Olympics is one of sacrifice and difficulty. Qualification for the Olympics requires one to maintain a ranking of 40 or higher. To do this, regular participation in badminton tournaments is vital. These tournaments are spread all over the world, with only two tournaments held in Australia throughout the whole calendar year. As a result, Leanne is often apart from her family and friends for months on end. She has put her architecture degree at university on hold because there is simply no time.



Being an athlete and not being paid a wage, or even having trips subsidized makes it extremely hard for Leanne.

Leanne's love for the game of badminton has seen her push through these difficulties to improve her skills, and gain the experience that is necessary to have success in this sport.

## RECENT ACHIEVEMENTS

**2011-** *Altona International Series*, Dual Winner (WD, XD)

*Li Ning New Zealand International Challenge* (SF of WD)

*Austrian International Challenge*, (SF of WD)

**2010-** Represented Australia and reached QF at the *Delhi Commonwealth Games*

*Tahiti International Series* (Winner of WD)

*Oceania Championship* (Winner of WD)

**2009-** WD Quarter Finalist at *Australian Open Grand Prix*, *Li-Ning Singapore International*, *Dutch Junior*, *German Junior*

**2008-** WD Quarter Finalist at *Oceania Individual Championship*, *Ashaway North Shore City International*

*Australian National Championships*, Dual Winner (S, WD)

**2007-** *Australasian U/17 & U/19 Championships*, Dual Winner (S, WD)

*Australian National Championships*, Dual Winner (S, WD)

**2006-** *Australasian U/17 Championships*, Triple Winner (S, WD, XD)

*Australasian U/19 Doubles*, Champion (WD)



S- Singles	SF- Semi Finals
WD- Women's Doubles	QF- Quarter Finals
XD- Mixed Doubles	



# SPONSORSHIP LEVELS

## **BRONZE \$100 (or product equivalent)**

- Facebook promotion on Leanne Choo's official Facebook fan page<sup>1</sup>
- Logo on event entry forms/flyers etc
- Be awarded with a Certificate of Appreciation for your sponsorship

## **SILVER \$250 (or product equivalent)**

- Quarter A5 page promotion in the tournament program
- Facebook promotion on Leanne Choo's official Facebook fan page<sup>1</sup>
- Logo on event entry forms/flyers etc
- Be awarded with a Certificate of Appreciation for your sponsorship

## **GOLD \$500 (or product equivalent)**

- Facebook promotion on Leanne Choo's official Facebook fan page<sup>1</sup>
- Half A5 page promotion in the tournament program booklet
- Logo on event entry forms/flyers etc
- Be awarded with a Certificate of Appreciation for your sponsorship
- Official event Cap (hat) Logo space

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<sup>1</sup> <http://www.facebook.com/LeanneChooFanPage>

## **PLATINUM \$1000 (or product equivalent)**

- Opportunity to meet and have photographs/autographs with Leanne Choo for the purpose of promoting your company<sup>2</sup>
- Banners at the tournament location
- Facebook promotion on Leanne Choo's official Facebook fan page<sup>1</sup>
- Full A5 page promotion in the tournament program booklet
- Logo on event entry forms/flyers etc
- Be awarded with a Certificate of Appreciation for your sponsorship
- Official event Cap (hat) Logo space

## **PREMIUM \$5000 (or product equivalent)**

- Naming rights to a Grade and all corresponding events
- Opportunity to meet and have photographs/autographs with Leanne Choo for the purpose of promoting your company<sup>2</sup>
- Banners at the tournament location
- Promotional space for your products at the tournament location
- Facebook promotion on Leanne Choo's official Facebook fan page<sup>1</sup>
- Full A5 page promotion in the tournament program booklet
- Logo on event entry forms/flyers etc
- Be awarded with a Certificate of Appreciation for your sponsorship
- Official event Cap (hat) Logo space – Prominent secondary position
- Be involved in the presentation of trophies

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<sup>2</sup> Pending Leanne's busy schedule, she may not be able to attend the tournament. However, once her commitments have been fulfilled, she will be available for the agreed benefits.

## **PREMIER \$10,000 (or product equivalent)**

- Naming rights on all trophies awarded
- Naming rights to a Grade and all corresponding events
- Promotional space for your products at tournament location
- Opportunity to meet and have photographs/autographs with Leanne Choo for the purpose of promoting your company<sup>2</sup>
- Banners at the tournament location
- Facebook promotion on Leanne Choo's official Facebook fan page<sup>1</sup>
- 2 Full A5 page promotion in the tournament program booklet
- Logo on event entry forms/flyers etc
- Be awarded with a Certificate of Appreciation for your sponsorship
- Official event Cap (hat) Logo space – Prominent position
- Be involved in the presentation of trophies

Please contact Scott Hastings regarding Sponsorship information:

Mobile: 0400 323 329

Email: [scott.hastings@loanarranger.com.au](mailto:scott.hastings@loanarranger.com.au)