

LEANNE CHOO

BADMINTON TROPHY

Sponsorship Proposal

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



Leanne Choo Profile



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

WD- Women's Doubles

XD- Mixed Doubles

SF- Semi Finals

QF- Quarter Finals

Event Details

Overview: The announcement of successful qualifiers for the 2012 London Olympic event of badminton occurs on the 3rd May 2012. The 'Leanne Choo Badminton Tournament' will serve as a way in which to create awareness about South Australia's own Olympic hopeful Leanne in the lead up to the announcements, and inspire people to the fact that great things can be achieved with hard work and dedication. Your sponsorship will go a long way to making this event successful, whether it is in the form of funds to help cover operating expenses, or products to be allocated as prizes. It is an initiative of friends, family and badminton enthusiasts, and your support will be greatly appreciated.

Dates & Times: Saturday, 28th April (times to be confirmed)
Sunday, 29th April (times to be confirmed)

Location: WA Satterley Hall, 42 Rutland Ave, Lockleys

Attendees: We are targeting 150 competitors over the two days. The competitors will be made up of high-school and university students.

Target Demographics: Our primary demographic target is international students in both university and high school. The purpose of the event is not only to support Leanne in her Olympic dream, but to also inspire international students in a friendly and participative environment.

Cost: 1 event - \$15
2 events - \$20
3 events - \$25

Tournament Details:

The following Grades will be offered:

University

High School

Each Grade is made up of 5 events

Men's Singles

Women's Singles

Men's Doubles

Women's Doubles

Mixed Doubles

SPONSORSHIP LEVELS

BRONZE \$100 (or product equivalent)

- Facebook promotion on Leanne Choo's official Facebook fan page¹
- 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 page¹
- 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 page¹
- 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

¹ <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 company²
- Banners at the tournament location
- Facebook promotion on Leanne Choo's official Facebook fan page¹
- 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 company²
- Banners at the tournament location
- Promotional space for your products at the tournament location
- Facebook promotion on Leanne Choo's official Facebook fan page¹
- 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

² 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 company²
- Banners at the tournament location
- Facebook promotion on Leanne Choo's official Facebook fan page¹
- 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