



Sponsorship booklet

2019-2020

TOUCH BELGIUM

Focus on sport, focus on young people,
focus on Touch !



@TouchBelgium



@TouchBelgium



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TOUCH RUGBY

quickly.

or 'Touch' is a sport that derives from rugby. It was first played in Australia in the 1960s, and became very popular, very

Touch is a fast-paced, non-contact sport that is defined by speed, agility, communication and teamwork. Touch is already very popular on the other side of the Channel and is developing rapidly across the continent.

1 million players worldwide

Touch is currently present in more than **50 countries** across **5 continents**. In Europe, there are almost **50 000 players**.

What is the secret to its success?

Touch is an inclusive, fun and social sport. It is open to both men and women of all ages - anyone can play this rapidly growing sport.

Touch embodies a number of core values:

- ▶ **Fair-play**
- ▶ **Team spirit**
- ▶ **Respect**
- ▶ **Inclusivity**
- ▶ **Personal growth**
- ▶ **A healthy and active lifestyle**
- ▶ **A sense of collaboration and community**

TOUCH IN BELGIUM

Established in 2005, Touch Belgium is the national body responsible for the development of Touch. We work passionately to grow the sport, and are delighted to see it developing so rapidly: from 4 clubs in 2017, there are now 7 clubs in Belgium, almost double the number of players and the number of members in 2 years!

Clubs in Belgium

BBRFC Celtic, Kituro Touch, BRC Touch, Gent Touch Rugby, Oudenaarde Rhinos Touch, Brussels Citizens and BUC Rugby Touch are the 7 official clubs in Belgium.

A youth section has also recently been created, with the aim of sending **two teams** (U15 and U18) to the Junior Touch Championships in 2020. The future of our sport starts here!

Belgian Touch in statistics

- ▶ **A community of more than 500 players, referees and volunteers**
- ▶ **4 legs of the Belgian national championships and 4 annual tournaments** (domestic and international)
- ▶ **Over 1150 likes on Facebook and 750 followers on Instagram** (@TouchBelgium)
- ▶ **A total of 4 000 likes from the Facebook pages of the Belgian Touch clubs**

Become a sponsor and :

- Support the development of a new sport
- Increase the sense of community and team your company through association values of Touch
- Improve your visibility and boost your sales
- Increase your network and benefit from recognition through word of mouth

Be part of our team !

OUR GOALS

1. Develop Touch in Belgium

The Belgian National Championship

Each year, Touch Belgium organises the Belgian national championship. The 2019-2020 tournament will be played over **4 legs** throughout the year: 12 October, 2 February, 26 April and 14 June.

Luxembourg has joined as the 8th team for the 2019-2020 championship, which will bring together around **130 players** and spectators participating in the competition to be crowned the Belgian Champion!

Tournaments in Belgium

In addition to the Belgian Championships Touch Belgium organises three social tournaments per year - open to both Belgian and international teams. Each tournament is simply focused on playing Touch and having fun - the best way to promote the sport.

Saint Nicolas tournament	30/11/2019	12 teams, with at least 6 international teams (from England, Ireland, the Netherlands)	+ 160 players, volunteers and spectators
Winter Thaw Tournament	March 2020	Individual sign-up, teams are put together on the day	+ 50 players, volunteers and spectators
Spring into touch	6 consecutive Wednesdays through May and June	12 teams. Each team to include a minimum of 4 new or non-affiliated players	+ 120 players, volunteers and spectators

The Belgium Men's & Women's International ★★ ★

The BMWI is the largest annual tournament in the Belgian Touch calendar. It brings together 16 national teams from all over Europe (Switzerland, France, Germany...), around 230 players and more than 70 volunteers and spectators. The next edition of the BMWI will take place on 23 May 2020.

This tournament presents a great opportunity to promote your organisation in front of a pan-European audience and to enhance your company's reputation through direct engagement with players from other European teams as well as the Belgian national teams.

Would you like to be involved? See page 5 for a list of partnership options.



2. Excel internationally

The European Touch Championships

The European Touch Championships take place every two years. It is Europe's highest quality Touch tournament. Throughout the four days of competition, our teams give it their all to perform at their best. These four days will also provide the perfect opportunity to showcase the teams' kit and equipment, putting our partners in the spotlight.

The European Touch Championships receive a lot of specialised media attention, including coverage by BBC SportOnline.

For the ETC2020, Belgium will be sending 3 teams with the aim of rising up the European ranks.

- ★ Women's Open - 5th place out of 9
- ★ Men's Open - 8th place out of 11
- ★ Men's Over 40 - 6th place out of 11

Euros 2018

63 teams

17 countries

1200 athletes

300 referees and coaches...



150 hours of matches were broadcast online, with 1,5 million minutes of footage watched on YouTube, and some 100 000 spectators watching on BBC Sport Online.

The Junior Touch Championships

The European Junior Touch Championships is an annual event. For the first time in Belgian Touch history, we are aiming to send players to participate in the Junior Touch Championships 2020, with one team in the U15 category and one team in the U18 category.

With this objective in mind, we have recently created a dedicated junior Touch section.

This sporting milestone will give pride of place to those representing the future of our sport and allow the core values of Touch to spread even further to a younger audience.

- 9 countries
- 3 days
- 400 players
- +-120 coaches and supporters

The 2023 World Cup



Organised every four years, the Touch World Cup brings together the best teams in the world, and offers significant global visibility.

In 2019, Belgium sent a Men's Over 40 team.

In 2023, we are hoping to send two teams to defend the Belgian colours.

- 26 countries
- 117 teams
- 2 400 players and 500 referees and coaches

SPONSOR ADVANTAGES

Positive values

Thanks to the positive values that Touch embodies (respect, team spirit, healthy lifestyle...), being a sponsor can provide valuable association benefits for your company. We can offer you the opportunity to showcase your organisation and align with the core values of community spirit and teamwork to a growing player base and network across Belgium.

A modern image

The Touch community represents a unique audience for your organisation: students, young professionals, new parents and expats. An ideal public with a wide social network for you to increase visibility for your organisation in front of athletes of all ages.

Social media influence

Young people are amongst the most active demographic on social media. They can provide powerful amplification for your organisation, through the sharing and posting of photos in national kit, with your logo emblazoned across the front. This is a great opportunity to boost your organisation's online social community via the hundreds of friends and followers of each national player, club and the Touch Belgium Association. The benefits of **Social Selling** are well recognised. Many consumers identify more with this type of communication than with a classic campaign, and

will associate your logo with the benefits of the sport.

Media coverage

Touch is increasing in popularity, and every year benefits from a higher amount of press coverage on **Sportkipik**, the online magazine dedicated to the sport of rugby. The European Touch Championships are broadcast live on **BBC Sport Online** and watched by more than 100 000 spectators across Europe. Picture the Belgian teams travelling around the tournament waving banners or flags with your logo on.....

**FOCUS ON SPORT, FOCUS ON YOUTH,
FOCUS ON TOUCH !**

Networking

A multitude of different actors are involved in Touch in Belgium: the Association, clubs, coaches, journalists, supporters....having the opportunity to contact all of these people as part of your network can provide valuable reach for your company. After all, a significant part of business development takes place through **word of mouth**.

100% tax deductible

As an ASBL, Touch Belgium benefits from a tax deduction status for all sponsorship donations. The donation could be considered for marketing or communication purposes, such as on our website, communication tools, or the teams' kits, for example. It can be counted as business costs and therefore is eligible for tax deduction.



PARTNERSHIP OPTIONS



12 000 €

Official partner

- **Your company's logo** on the front of the Belgian playing shirt for all five teams - U15, U18, Women's Open, Men's Open and Men's Over 40 (position 1)*
- **Promotion of your company on our Facebook page, Instagram account, website and on all communication materials** related to Touch Belgium tournaments
- **Publication of two promotional posts** for your company on our Facebook page or website
- **Visibility at all Touch Belgium tournaments**, with the possibility to set-up a promotional stand for your company, or a banner at the side of the pitch
- The opportunity to have the **three Belgian teams support a company activity of your choice** (team building, advertising, video, open day..)

* See the Annexes for logo positioning options

9 000 €

Tournament partner

- **Your company's logo** on the Belgian playing shirt for all five teams (position 3 or 4)
- Your logo in all Touch Belgium tournament communication (posters, flyers, e-mails, etc.) regarding the four Touch Belgium tournaments
- Your logo on the dedicated tournament page of our website
- The possibility to install a promotional stand or flags at the side of the pitch promoting your company and / or products
- A high level of visibility in front of the 8 teams of the Belgian national championship and the 250 participants to the BMWI

7 000 €

Online partner

- **Your company's logo** on the Belgian playing shirt for all five teams (position 5)
- Your logo in all Touch Belgium online communication (Facebook, Instagram and website) with a link to your company's website
- Publication of two promotional posts via our Facebook or Instagram account

The Touch Belgium community gives you access to an active and diverse public, and to more than 4000 followers on Facebook across the accounts of the different Belgian clubs.



SPONSORSHIP OPTIONS

Any contribution - no matter the type or amount - is gratefully received, and will help Touch Belgium to develop and reach our international goals across all five teams - U15 and U18 youth, Men's Open, Women's Open and Men's Over 40.

ARTICLE	CONTRIBUTION
Playing shirts embossed with your company logo at positions 2 & 5* for the 5 national teams (5x16)	5 x 1000 €
Playing shorts with embossed logo at position 6* (5x16)	5 x 500 €
Off-field shirt with embossed logo on the back for the 4 national teams (5x16)	5 x 1000 €
Contribution to the match kit , with embossed logo at positions 3, 4, 7 or 8*	5 x 250 €
Equipment bags with embossed logo (5x16)	5 x 300 €
Playing socks with embossed logo (5x16)	5 x 200 €
Coach transport to the European Championships (in Nottingham) and / Junior Touch Championships (in Cardiff)	2 x 500 €
Publicity stand at Touch Belgium tournaments	1000 €
Advertising sign or banner at Touch Belgium tournaments	500 €
Donations	On a discretionary basis

* See Annexes for available shirt and short logo positioning options

SPORTS EQUIPMENT

To ensure our teams are fully equipped, we need a variety of different material: water bottles, drinks, bags, shoes, etc. Any help with the supply of sports equipment is gratefully received.





Merci !

Danke !

Bedankt !

Thank you!

We are counting on your generosity !



CONTACT INFORMATION



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Thanks !



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ANNEXES

Annex 1

Possible logo positions
(embossed)



Annex 2

Tournaments organised by Touch Belgium

Name of the tournament	Date	Teams	Number of participants and volunteers
Belgian National Championship (4 legs)	12/10, 2/02; 26/04, 14/06	8 teams (including Luxembourg)	+ 160
Saint-Nicolas tournament	30/11	12 teams, with the participation of 6 international teams	+ 160
Winter Thaw tournament	March 2020	3 teams	+ 50
BMW I	23/05/20	16 European teams	+ 250
Spring into Touch	6 consecutive Wednesdays in May and June	12 teams, open to non-affiliated players	+ 120