



Dear XXXX,

Thank you for expressing your interest in sponsoring the Queensland Powerchair Football Association Inc (QPFA). For you to further consider, this letter sets out what sponsorship options are available to you.

Sponsorship options:

We currently have three sponsor packages available: Partner (Bronze) at \$2,500; Major Partner (Silver) at \$6,000 and Naming Rights Sponsor (Platinum) at \$12,000. All packages, at a minimum, include inclusion of your logo as part of livestreamed and/or uploaded replays of matches, social media posts about your business and access, your logos on social league update posts, and access to our players for content.

Sponsorship of QPFA will benefit your business or organisation in the following ways:

- regular brand promotion at a Queensland level through regular match days in Brisbane, including livestreaming and/or post-match upload of matches;
- brand promotion at the major national and international powerchair football tournaments, including livestreaming and/or post-match upload of matches;
- regular brand promotion during QPFA league ladder, highlights or other updates on our social media;
- ability to use player images and testimonials from our players in the promotion of your business or organisation.
- brand promotion at other events, including: awards nights; fundraisers; showcase matches, social events etc.
- community and industry recognition for support of all ability sports.

We plan to bring on board a partner in the following categories: Accommodation and housing; Aids and equipment; Allied health; Consumables; Education and employment; Health and medical; Modified vehicles / home; Plan management; Support services; Transport; Other

Pricing is negotiable depending on your budget and what you would like included. Further, as the QPFA is a registered deductible-gift recipient (DGR), any donations to us above \$2.00 are tax deductible. If you would prefer to donate, although we cannot promise to provide a service or promote your brand in exchange for your donation, it is our practice to thank our significant

QUEENSLAND POWERCHAIR FOOTBALL ASSOCIATION INC.
ORG NO IA41299 / ABN 80736291961
qldpfa@gmail.com | 0438 948 802 | 31 Brittainy Street Petrie Q 4502
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donors where possible, including on our website, and invite them to our awards night and other major events free of charge.

Package 1 – Naming Rights Sponsor (Platinum)

Introduction

QPFA would like to partner with a business or organisation who would like to be our Primary Sponsor of our league (“**Queensland League**”), taking on naming rights of our league and becoming our main partner for the league, as well as a supporter of our other activities.

We are negotiable regarding the inclusions within this package to suit your business's or organisation's unique requirements or goals from sponsorship, and would like to develop a positive ongoing relationship with your business or organisation.

Additionally, we are flexible regarding how many years you would commit to sponsorship of us. We are happy with a single year commitment, or we can have discussions on what a multi-year commitment would look like, including pricing reductions in exchange for your certainty.

Pricing

\$12,000 per year

Inclusions

Queensland League Recordings	<ul style="list-style-type: none">• League naming rights (e.g. the “[YOUR NAME HERE] Queensland Powerchair Football League”).• 2-minute advertisement time before matches and during the half time of matches (advertisement(s) to be provided by you).• Opening, half-time and other transitions, where used, featuring your logo as the main logo during transitions.
Queensland League Match Days	<ul style="list-style-type: none">• 2 x 1500 mm W x 1500mm H PVC banner or similar pitch side branding (where possible, within broadcasting camera view)• Option for additional company branding to be displayed in addition to the above if provided by you as agreed by us <p>Note: Designs for these are either to be developed by us with your reasonable approval or provided by you.</p>
National and International	Display of, to the maximum extent possible permitted by tournament organisers in light of spacing and other requirements, pitch-side branding during matches featuring Queensland League teams. We will give





events	precedence to promoting our sponsors in order of value where we are unable to promote all sponsors.
Other QPFA Activities and Events	<p>We will promote your brand at our organized awards nights, fundraisers, showcase matches and social events using:</p> <ul style="list-style-type: none"> • the pitch-side branding materials; and • any branding materials you provide us; and • logos on presentation slides. <p>Additionally, you are invited to attend these events (up to 2 people per event at no cost to yourself) and bring along your own branding materials.</p>
Other activities and events (non-QPFA)	Regularly, we are asked to promote powerchair football at state, local government, Football Queensland and other community events. Where we are permitted to, we will try to promote your brand using the pitch-side branding materials. We will give precedence to promoting our sponsors in order of value where we are unable to promote all sponsors.
Social Media and Website	<p><u>Facebook and Instagram</u></p> <ul style="list-style-type: none"> • Inclusion of your logo in all Queensland League ladder, highlights, player of the match day or other posts; • Inclusion of your logo as the main logo in our Facebook banner; • Six (6) social media posts per year featuring your advertisements posts (advertisement to be provided by you, timeline to be agreed to). • Two (2) “meet our Primary League Sponsor” posts (to be written by us and then reasonably approved by you based on content provided by you or publicly available, and posted at the start of the season and during APFA Club Championships). • One (1) “thank you Sponsors” post (to be written by us and then reasonably approved by you and posted at the end of the season) <p><u>Website</u></p> <ul style="list-style-type: none"> • Inclusion of your logo at the top of our website on all pages.





	<ul style="list-style-type: none"> • “Meet our Primary League Sponsor” page on our website (to be written by us and then reasonably approved by you based on content provided by you or publicly available).
Player Access	<p>You will be entitled to ongoing access to players for media purposes and appearances at your events. This includes social media videos, physical attendance, and thank you letters. As a minimum, you can ask us for:</p> <ul style="list-style-type: none"> • 1 x industry show day; • 1 x player social media video/interview; • 1 x written testimonial on behalf of us / QPFA Inc; • 1 x thank you letter; • ability to take photos during game-days. <p>We would like to work with you to document the exact number of times and types of access required prior to entering into this sponsorship agreement. This would include a timeline of when each element is required. We want this to ensure that we can fulfil our obligations to you.</p> <p>Ability to get testimonials is subject to player / supporter willingness to provide testimonial.</p>
General	<ul style="list-style-type: none"> • Right to promote yourself as the Queensland League’s primary sponsor and a supporter of QPFA. • Invite to QPFA match days, activities and events.





Package 2 – Major Partner (Silver)

Introduction

QPFA would like to partner with two businesses or organisations who would like to be Major Partners of our league (“**Queensland League**”), taking on certain naming rights and getting an increased level of brand promotion.

We are negotiable regarding the inclusions within this package to suit your business’s or organisation’s unique requirements or goals from sponsorship, and would like to develop a positive ongoing relationship with your business or organisation.

Additionally, we are flexible regarding how many years you would commit to sponsorship of us. We are happy with a single year commitment, or we can have discussions on what a multi-year commitment would look like, including pricing reductions in exchange for your certainty.

Pricing

\$6,000 per year

Inclusions

Queensland League Recordings	<ul style="list-style-type: none"> • Naming/branding rights for goals scored transitions OR goal saves (e.g. your logo will flash on these occurring). • 30-second advertisement time during the half time of matches (advertisement to be provided by you). • Opening, half-time and other transitions, where used, featuring a small version of your logo during these transitions.
Queensland League Match Days	<ul style="list-style-type: none"> • 1 x 1500 mm W x 1500mm H PVC banner or similar pitch side branding (where possible, within broadcasting camera view) • Option for additional company branding to be displayed in addition to the above if provided by you as agreed by us <p>Note: Designs for these are either to be developed by us with your reasonable approval or provided by you.</p>
National and International events	Display of, to the maximum extent possible permitted by tournament organisers in light of spacing and other requirements, pitch-side branding during matches featuring Queensland League teams. We will give precedence to promoting our sponsors in order of value where we are unable to promote all sponsors.





Other QPFA Activities and Events	<p>We will promote your brand at our organized awards nights, fundraisers, showcase matches and social events using:</p> <ul style="list-style-type: none"> • the pitch-side branding materials; and • any branding materials you provide us; and • logos on presentation slides. <p>Additionally, you are invited to attend these events (up to 2 people per event at no cost to yourself) and bring along your own branding materials.</p>
Other activities and events (non-QPFA)	<p>Regularly, we are asked to promote powerchair football at state, local government, Football Queensland and other community events. Where we are permitted to, we will try to promote your brand using the pitch-side branding materials. We will give precedence to promoting our sponsors in order of value where we are unable to promote all sponsors.</p>
Social Media and Website	<p><u>Facebook and Instagram</u></p> <ul style="list-style-type: none"> • Inclusion of your logo in all Queensland League ladder and MVP posts. • Inclusion of your logo as the secondary logos in our Facebook banner; • Three (3) social media posts per year featuring your advertisements posts (advertisement to be provided by you, timeline to be agreed to). • One (1) “meet our Major Partner” posts (to be written by us and then reasonably approved by you based on content provided by you or publicly available). • One (1) “thank you Sponsor” post (to be written by us and then reasonably approved by you and posted at the end of the season) <p><u>Website</u></p> <ul style="list-style-type: none"> • Inclusion of your logo on our website banner and footer. • Inclusion on our “Meet our Sponsors” page on our website (content to be written by us and then reasonably approved by you based on content provided by you or publicly available).





Player Access	<p>You will be entitled to ongoing access to players for media purposes and appearances at your events. This includes social media videos, physical attendance, and thank you letters. As a minimum, you can ask us for:</p> <ul style="list-style-type: none">• 1 x industry show day;• 1 x player social media video/interview;• 1 x written testimonial on behalf of us / QPFA Inc;• 1 x thank you letter;• ability to take photos during game-days. <p>We would like to work with you to document the exact number of times and types of access required prior to entering into this sponsorship agreement. This would include a timeline of when each element is required. We want this to ensure that we can fulfil our obligations to you.</p> <p>Ability to get testimonials is subject to player / supporter willingness to provide testimonial.</p>
General	<ul style="list-style-type: none">• Right to promote yourself as the Queensland League's primary sponsor and a supporter of QPFA.• Invite to QPFA match days, activities and events.





Package 3 – Partner (Bronze)

Introduction

QPFA would like to partner with two businesses or organisations (one of them being ‘you’) who would like to be supporters of our league (“**Queensland League**”) and our other activities.

Pricing

\$2,500 for one year

Inclusions

Queensland League Recordings	Small logo displayed on lower bar during games.
Queensland League Match Days	<p><u>Pitch-side branding:</u></p> <ul style="list-style-type: none">• 1 x 1000 mm x 100 mm PVC banner or similar pitch side branding (where possible, within broadcasting camera view) <p>Note: Designs for these are either to be developed by us with your reasonable approval or provided by you.</p>
National and international events	Display of, to the maximum extent possible permitted by tournament organisers in light of spacing and other requirements, pitch-side branding during matches featuring Queensland League teams. We will give precedence to promoting our sponsors in order of value where we are unable to promote all sponsors.
Other Activities and Events	<p>We will promote your brand at our organised awards nights, fundraisers, showcase matches and social events using:</p> <ul style="list-style-type: none">• the pitch-side branding materials; and• any branding materials you provide us; and• logos on presentation slides. <p>Additionally, you are invited to attend these events (up to 1 person per event at no cost to yourself) and bring along your own branding materials.</p>





Other activities and events (non-QPFA)	Regularly, we are asked to promote powerchair football at state, local government, Football Queensland and other community events. Where we are permitted to, we will try to promote your brand using the pitch-side branding materials. We will give precedence to promoting our sponsors in order of value where we are unable to promote all sponsors.
Social media and website	<p><u>Facebook and Instagram</u></p> <ul style="list-style-type: none"> • Inclusion of your logo in all Queensland League ladder posts. • Inclusion of your logo in our Facebook banner. • Two (1) social media posts featuring your advertisements (advertisement to be provided by you, timeline to be agreed to). • One (1) “meet our XXX Partner” post (to be written by us and then reasonably approved by you based on content provided by you or publicly available, and posted during APFA Club Championships). • One (1) “thank you Sponsors” post (to be written by us and then reasonably approved by you and posted at the end of the season) <p><u>Website</u></p> <ul style="list-style-type: none"> • Inclusion of your logo on our website banner and footer. • Inclusion on our “Meet our Sponsors” page on our website (content to be written by us and then reasonably approved by you based on content provided by you or publicly available).
Player Access	<p>You will be entitled to some access to players for media purposes and appearances at your events. This includes the following:</p> <ul style="list-style-type: none"> • 1 x player social media video/interview; • 1 x written interview/piece; • ability to take photos during game-days. <p>We would like to work with you to document the dates these are to be completed/delivered/undertaken prior to entering into this sponsorship agreement. We want this to ensure that we can fulfil our obligations to you.</p>





	We may be able to offer more player access on a case by case basis. Simply ask us!
General	<ul style="list-style-type: none"> • Right to promote yourself as a Queensland League sponsor and a supporter of QPFA. • Invite to QPFA match days, activities and events.





SPONSORSHIP AGREEMENT

Between:

The Queensland Powerchair Football Association Inc (ABN 80 736 291 961) ('us', 'we')
and

XXXXXXXXXX (ABN: XXXXXX) ('you')

The terms and conditions of this sponsorship agreement are as follows:

1. Term

This agreement commences on the date of execution and concludes on the last day of the Sponsorship Period, unless otherwise terminated earlier by either party.

2. Sponsorship from you

- (a) **(Sponsorship)** You agree that, in exchange for us promoting your brand in accordance with clause 3, you will provide us with XXXXXX
- (b) **(Payment terms)** If a payment is to be made under clause 2(a), payment is to be made by you to us within 30 days after we provide you with a correctly rendered invoice. Payment is to be made into the bank account nominated in the invoice.

3. Out activities in exchange for sponsorship

- (a) **(Promotion of brand)** In exchange for your sponsorship under clause 2, we will undertake the activities set out in Attachment A.
- (b) **(Period)** All activities set out in Attachment A will occur between XXXXXX and XXXXXX (the "Sponsorship Period")
- (c) **(End of period)** Once the Sponsorship Period ends, neither party may:





- (i) use or distribute the other party's branding, promotional materials, logos, testimonials, social videos or any other similar thing provided under this agreement; nor
- (ii) claim they are sponsored by or do sponsor the other party.

4. Liability

- (a) **(Limitation of liability)** To the maximum extent permitted by law, each party's total aggregate liability arising under or in connection with this agreement (whether in contract, tort, statute, equity or otherwise) is limited to the value of the sponsorship payable by you under clause 2 of this Agreement. However, this limitation of liability does not apply in relation to loss or damage arising from or in relation to personal injury or death, tangible property damage, infringement or misuse of Intellectual Property, infringement of privacy or a third party.
- (b) **(Consequential loss)** Neither party is liable for, and no measure of damages will, under any circumstances include, any special, indirect, consequential, incidental or punitive damages or economic loss, loss of profits, revenue, goodwill, bargain, lost opportunity, depreciation in value of equipment, anticipated savings or loss or corruption of data, and any costs or expenses incurred in connection with the foregoing. This exclusion does not apply where such damage or loss arises from personal injury or tangible property damage.

5. Sharing of Information

- (a) **(Sharing of information)** The parties agree to share information as reasonably required to fulfil their obligations under this agreement.
- (b) **(Confidentiality)** The parties agree to keep all information not contemplated for public distribution or use under this agreement confidential and will only use such information for internal, audit, insurance or other lawful purposes.

6. Intellectual Property and Licencing

- (a) **(Definition)** In this Agreement, "Intellectual Property" means all present and future copyright, neighbouring rights and all rights in relation to inventions





(including patent rights), registered and unregistered trademarks (including service marks), registered and unregistered designs, confidential information, circuit layouts and any other rights resulting from intellectual activity in the industrial, scientific, literary and artistic fields recognised in domestic law anywhere in the world.

- (b) **(Ownership)** Nothing within this agreement affects the ownership of Intellectual Property.
- (c) **(Licensing by you)** You grant us a limited non-exclusive license, commencing on commencement of this agreement and ending on the end of the Sponsorship Period, to use your logo or any branding, promotional or other similar materials provided by you, and any Intellectual Property therein, for the purpose of fulfilling our obligations under this agreement.
- (d) **(Licensing by us)** We grant you a limited fully-paid, royalty-free, non-exclusive licence, commencing on commencement of this agreement and ending on the end of the Sponsorship Period, to:
 - (i) use and distribute testimonials, social videos, thank you letters or other similar materials (“**our promotional materials**”), and any Intellectual Property therein, provided by us to you for the purpose of promoting yourself in a lawful way and in a manner that does not misrepresent our promotional materials;
 - (ii) use our logo, and any Intellectual Property therein, on your website, social media or print materials for the purpose of promoting that you are a sponsor of us in a lawful way and in a manner that does not misrepresent our relationship with you.
- (e) **(Warranty)** Each party warrants that, in performing this agreement, they will not infringe, and will not provide branding, promotional materials, logos, testimonials, social videos or any other similar thing which infringes, any Intellectual Property right, moral right, trade secret or other right benefiting or held by any third party.

7. Policy and Law

- (a) **(Entire agreement)** This agreement contains the entire terms of the





agreement and understanding between the parties and replaces all previous agreements, whether oral or written, concerning its subject matter.

- (b) **(Relationship)** This agreement is not intended to create a partnership, joint venture or agency relationship between the parties.
- (c) **(Pre-contractual dealings)** The parties acknowledge that in entering into this Agreement they are not relying on any representation, warranty, promise or assurance made or given by any person or other party at any time prior to the execution of this agreement that is not expressly set out in this agreement.
- (d) **(Governing law)** This agreement is governed by and construed in accordance with the laws of Queensland, and the parties submit irrevocably and unconditionally to the exclusive jurisdiction of the courts of Queensland.
- (e) **(Counterparts)** This agreement may be executed in any number of counterparts, and this has the same effect as if the signatures on the counterparts were on a single copy of this agreement. Without limiting the foregoing, if the signatures on behalf of one party are on different counterparts, this shall be taken to be, and have the same effect as, signatures on the same counterpart and on a single copy of this agreement.

8. Interpretation

- (a) Headings and bold type are for convenience only and do not affect the interpretation of this Agreement.
- (b) The singular includes the plural and the plural includes the singular.
- (c) The word 'includes' in any form is not a word of limitation.
- (d) Words of any gender include all genders.
- (e) A reference to A\$, \$A, dollar or \$ is to Australian currency.
- (f) Other parts of speech and grammatical forms of a word or phrase defined in





this Agreement have a corresponding meaning.

- (g) An expression importing a person includes any company, partnership, joint venture, association, corporation or other body corporate and any government agency as well as an individual.
- (h) A reference to a clause, party, schedule or annexure is a reference to a clause, party, schedule or annexure of, or to, this Agreement.
- (i) A reference to any legislation includes all delegated legislation made under it and amendments, consolidations, replacements or re-enactments of any of them.
- (j) A reference to a document includes all amendments or supplements to, or replacements or novations of, that document.
- (k) A reference to a party to a document includes that party's successors and permitted assignees.
- (l) A promise on the part of 2 or more persons binds them jointly and severally.
- (m) No provision of this Agreement will be construed adversely to a party because that party was responsible for the preparation of this Agreement or that provision.
- (n) A reference to a body, other than a party to this Agreement, whether statutory or not:
 - (i) which ceases to exist; or
 - (ii) whose powers or functions are transferred to another body;

is a reference to the body which replaces it or which substantially succeeds to its powers or functions.





<p>Executed by an authorized person of the Queensland Powerchair Football Association Inc:</p> <p>... (sign)</p> <p>... (name)</p> <p>... (date)</p>	<p>Executed by an authorized person of XXXXXXXXX (ABN XXXXX):</p> <p>... (sign)</p> <p>... (name)</p> <p>... (date)</p>
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ATTACHMENT A

INSERT FINAL PACKAGE HERE

ATTACHMENT B

INSERT PLAYER ACCESS AS AGREED HERE

