



Can you Assist us? Sponsorship Program

Fellow Budokanis

Budokan has always supported its athletes financially and in addition to Government grants which we apply for, has contributed in the past to a number of significant club / building improvements (albeit we rent the hall from the Showground). In the last few years, we have also acknowledged the intrinsic importance of our coaches and how critical they are to the club's success, through the payment of honorariums.

Unfortunately, these honorariums are relatively nominal and do not reflect the real value that our coaches provide. In line with our "community club" values, we have also kept the cost of training to our members down to a minimum to allow widespread accessibility of our Judo services to the broader community. We want to do more in all of these areas whether athlete support, coach honorariums or facility enhancements, but to do so, we need your help.

In order to better provide for all the club's athletes whether elite or beginners and those tireless family members who support us on the mat, the club is looking to pursue sponsorship opportunities to generate additional funds. Our needs are many and varied (increased athlete support, coach honorariums, facility improvements, and so on) but our revenue generating opportunities are limited.

In this regard, as a small club in a crowded marketplace we need to think carefully about how we go about this and this is where we need your help.

Our opportunities to provide in-kind value to potential sponsors are limited, we have a relatively small membership base and our sport is not well known, but on the flip-side we have developed over 20 years into a thriving mini community with a diverse membership as well as a well-respected high performance Judo club. So our exposure is greater than it has ever been and it is time to take advantage of this.

Each of us may know of potential sponsorship opportunities; for example, organisations with grants programs, Japan / Pro-Judo corporates, or may have contacts/relationship with the media, against which we can leverage to obtain positive coverage for potential sponsors. You may have contacts/relationships with local business organisations (Rotary, Chambers of Commerce) or you may have a relationship with influential persons in the community.

Could we ask each of you to take a just few minutes and think if you know of opportunities or contacts that we could utilise on behalf of the club and whether you would like to be involved. Our Sponsorship sub-Committee is Zsuzsanna Holley, Masha

Buzhor, and myself. We are currently developing relevant proposal strategies and associated documents to be able to present proposals to prospective sponsors. Any support regarding contacts with people or organisations that we could approach, would be greatly appreciated.

If you think you can help, please feel free to drop us a return email. Zsuzsanna's email is zsuzsaholley@outlook.com, Masha's is masha.buzhor@gmail.com and mine is katzfamily@iinet.net.au.

Your knowledge of an important contact or organisation could open significant doors for the club and take us to the next level!

Thanks in advance

Rob