

International Touch Seoul 2009



Seoul
July 2009

Dear Potential Sponsor,

International Touch Seoul (ITS) is a Touch Rugby tournament for teams from Korea and from overseas.

ITS began life in 2006 as a way to raise interest in the fast and exciting game of Touch. The first tournament was organised by Han River Pirates Touch and Tag Rugby, a club for boys and girls of all nationalities. They were supported by Hangang Exiles Touch Club, an adult's team, and between them, the clubs created the tournament to help them secure a permanent and safe place to play. The Seoul Metropolitan Government graciously provided their cultural events sponsorship.

Touch is a unique sport which can trace its roots back to rugby league and nowadays; Touch is a completely separate sport with its own administration through the Federation of International Touch. The most obvious difference between the two sports is that in Touch, the contact is minimal, just a touch of one player on the ball carrier is enough to make a tackle. It is a fast and skilful game which encourages teamwork and discipline. It requires very little equipment, just an oval ball and space to play on.

The first three ITS tournaments were all resounding successes, with as many as 800 players, officials, organisers and spectators attending and teams travelled from all over Korea, China, Japan, Singapore, Hong Kong and England. Since then, Touch in Korea has grown substantially and this years Spire Touch Championship has already featured three tournaments!

Your support will help continue the momentum of bringing this simple, accessible and dynamic sport to Korea, it will encourage local authorities and institutions to make available appropriate facilities for children and adults to play and will continue to encourage even more integration between host and expat communities.

With our thanks and best wishes

International Touch Seoul 2009
Organizing Committee



Sponsored by Seoul Metropolitan Government and supported by Seoul Business Agency - Seoul Help Center for Foreigners



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Method of sponsorship

How will your sponsorship support be used?

The financial support we receive from sponsors will be used entirely to conduct the tournament. In the unlikely event of their being excess, it will be used solely for the continued development of Touch Rugby in Korea.

Requirements for ITS 2009 include the following;

- Match day facilities
 - Ground Hire
 - Restrooms
 - Sports drinks for players
 - Sound systems
 - Entertainment
- Promotional material
 - Posters
 - Advertisements
 - Press information
- Tournament memorabilia
 - Tournament programme
 - Tournament T shirt
 - Mementos for the players
- Trophies, medals and awards

Alternatively, the sponsors can make direct payment to provide the various facilities used at the tournament if preferred. For further inquiries on this option, please contact Shane Lowndes at cell: 010-6331-6744; email: koreatouch@gmail.com

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Sponsorship Benefits

Platinum Sponsors

Over 2 million won

Optimal positioning and size of the corporate logos

- printed in the official tournament brochure
- appearing on the front page of the tournament website
- appearing on banners advertising the tournament

Opportunities for media coverage

Corporate booth can be set-up on the day of the event to publicize the company

Gifts bearing your logo can be handed out to tournament attendees

10 tickets for the post-tournament meal

Gold Sponsors

1 – 2 million won

Prominent positioning of the corporate logos

- printed in the official tournament brochure
- appearing on the front page of the tournament website
- appearing on banners advertising the tournament

Gifts bearing your logo can be handed out to tournament attendees

5 tickets for the post-tournament meal

Silver Sponsors

Under 1 million won

Logo printed in the official tournament brochure

Logo appearing on the front page of the tournament website

Logo appearing on banners advertising the tournament

Gifts bearing your logo can be handed out to tournament attendees

IMPORTANT

To publicize your organization we need a copy of your logo. Please send your logo by email to koreatouch@gmail.com in both AI and JPG file form with the file clearly bearing the name of your organisation.

Contacts for further inquiries or to secure your sponsorship opportunity:

English Speakers: Shane Lowndes; Cell - 010 6331 6744 email – koreatouch@gmail.com

Korean Speakers: Jaesub Choi; Cell: 010-3095-1000