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OSAKA DINGOES AUSTRALIAN FOOTBALL CLUB



Sponsorship Proposal

2013/04/20
Jonathan Cooper, President



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Executive Summary

The Osaka Dingoes is an Australian Football team based in the Japanese city of Osaka. We have existed since 1990, and have been competing in the Japan Cup and JAFJ Top League since 2003 and 2007 respectively. Our members include Australian expats, Japanese, and other foreign nationals. We aim to promote the club and Australian football to the local community through our association with the Japan AFL, our website, promotional material and club functions and activities. The Osaka Dingoes have made the last two grand finals finishing premiers in 2011 and runners up in 2012. Our recent success has generated a lot of interest in the club given our large online presence. We are currently searching for sponsors to support us in 2013 and beyond.



Click the image above for our 2012 season video



Australian Football in Japan

The first game of Australian Football in Japan, was played in 1986 between Hawthorn and Carlton. It was played on the prestigious grounds of Waseda University. Keio and Waseda universities subsequently formed university teams and helped promote the game throughout the Tokyo University system. As a result, other university teams from Komazawa and Senshu University were formed. In 2006, a National team member, Michito Sakaki, played one practice game for Essendon against Sydney. He then continued to play as a semi-professional for Wodonga Raiders in that same year. The first Japanese born player, Sean Yoshiyura was drafted to the professional Australian football club, the Brisbane Lions in the 2009 rookie draft.

Today, there are a total of eight teams participating in the JAFL Top League which was created in 2006 in order to provide Japanese teams with more opportunities to play at a high level. The JAFL Top League is the strongest and most organised league in Asia. JAFL teams are based in Tokyo, Osaka and Nagoya. In the near future, there are plans to create Eastern and Western Japan leagues. Every year a combined university team tours Australia during August. They tour for two weeks and play games against local teams as well as attend training sessions with AFL teams. Every three years, the National team (The Samurais) compete in the International Cup in Melbourne. The next tournament will be held in 2014. Several Dingoes played in the 2011 cup and the Japan team was able to win one game in the top division. Every year, a Japanese team competes at the Asian Championships which is a tournament open to both foreign and Asian participants.



Club Goals

- To develop and strengthen the depth of the Osaka Dingoes.
- To share our great sport with the Japanese and other foreigners in Japan and also to provide an avenue for expats to play football and enjoy their own culture
- To have members of the Osaka Dingoes join their respective National teams.
- To have members of the Osaka Dingoes join the International Cup and Asian Cup.
- To start an Australian Football University League in Kansai.
- To work in collaboration with the JAFU to expand the league throughout both Kansai and other Western Japanese regions.
- To continue developing childrens' Australian Football within Japan.
- To become a respected part of Osaka's international community.
- To develop links with clubs and people involved in Australian Football around the world.

Organizational Structure

President – Jonathan Cooper

Vice President / Secretary – Genki Tanaka

Coach – Matt Gale

Co-captains – Jun Oikawa/Louis Patterson

Club Events

Top League games

The Dingoes participate in the JAFL Top League and every game is well documented and covered on both the Dingoes' and JAFL websites. The exposure of these games is worldwide, with many interested parties following both the club and the league.

<http://osakadingoes.com/gallery/index.html>

Football Clinics

For the past six years, our club has been conducting Auskick Football Clinics on a regular basis throughout the Kansai region, introducing the sport and a healthy and active lifestyle to children of all ages. Last year, we held a major Auskick session at the Regatta Club in Kobe.

<http://osakadingoes.com/gallery/kobekids2012.htm>



Click the image above for some footage of a 2012 Auskick session



International Engagements

In 2012, we established a brother club relationship with the Pyramid Power Australian football club, a junior team representing the Yarrabah Aboriginal Community south of Cairns in Queensland, Australia. We are currently in the process of applying for various grants to get the Power's U18 team to Japan in October. Hopefully, the boys will be able to learn about the ancient culture of Japan and share their own culture through sporting clinics and cultural performances. We also hope to have them participating in the Japan Cup whilst they are here.

www.facebook.com/pyramid.power

The Western Japan Challenge Series

The Western Japan Challenge Series is a preseason event held annually between the Nagoya Redbacks and the Osaka Dingoes. This series is either one or two practice games played in preparation for the upcoming season. It gives great opportunity for the players to ready themselves as well as develop good relations between the two clubs. This year, our challenge match will be held in commemoration of the ANZAC and Japanese forces in Nagoya on Sunday the 21st of April.

<http://osakadingoes.com/gallery/redbackspractice.htm>

AFL Grand Final Function

A function is held to watch the AFL grand final each year in Osaka. We register online as an official venue and receive a lot of interest from both inside and outside the club. Last year, we registered our event with the AFL and held an event at an Irish pub in central Osaka.

<http://osakadingoes.com/gallery/grandfinal2012.htm>

Club bounenkai

Each year at the completion of the season, the club holds an event to celebrate and remember the year. The players, wives, girlfriends and family members celebrate together and individual awards are handed out.

<http://osakadingoes.com/news/2012archive.html#bounenkai12>



Further promotion and Advertising

Japan AFL

The Osaka Dingoes, gain exposure through their association with the Japan AFL. The JAFL facilitates the exposure of the team brand during the Top League season. The JAFL website has a wide following with players, associates and other interested parties both past and present from all over the world keeping a watchful eye on the development of Australian Football in Japan. The JAFL support our Auskick events and assist us with costs associated with ground hire. This year, they opened up a league office in Tokyo.

www.jafl.org

World Footy News

Worldfootynews is a website devoted to Australian Football around the globe. The Osaka Dingoes have featured prominently over the last few years.

www.worldfootynews.com

The Website

The website provides news and information on the Osaka Dingoes. Our current website was created in 2012 and information is updated on a regular basis.. Photo galleries, videos, club, player and event information are all kept up to date. Our website is clear and concise and is very well liked by the international footballing community. Links to sponsors and associates information and contact details are displayed prominently.

www.osakadingoes.com

Promotional Materials

The club members regularly promote the club and AFL to members of the general public by circulating brochures and posting information at various venues including the Australian Consulate in Osaka and our sponsors. Other venues include universities, local bars and restaurants.



Sponsorship Packages

1. Basic Package – Cost ¥70,000 p.a

This amount will cover the cost of annual registration to Japan AFL.

2. Standard Package – Cost ¥ 125.000 p,a

This amount will cover the cost of annual registration to Japan AFL and the cost of entry fee for the Japan Cup. Also, it will assist in partially offsetting club costs such as, cost of entry fee for the Japan Cup and annual cost of maintaining our website, ground booking fees, travel and other incidental costs.

3. Premium Package – Cost ¥250,000 p.a

This amount will cover the cost of annual registration to Japan AFL, cost of entry fee for the Japan Cup, annual cost of maintaining our website and cover travel and other incidental costs. We will also be able to use some of this money to offset the costs associated with players' involvement in international competition.

What we can offer you

We are able to do all of the following and more depending on the specific nature of your company.

- Display company logos on our jumper, website, advertising material, match day banners, match day programs, etc
- Extended exposure through the JAFL website and JAFL sponsored events
- Naming rights
- Distribute promotional material as required both in Japan and Australia
- Attend events both in Australia and Japan as ambassadors of your company
- Organise presentations and stalls at events both in Japan and Australia

We are willing to work with your company to come up with a sponsorship deal which will be fair and equitable and provide maximum value for money and benefit to both the club and your company.