

# SPONSOR PACK



# DIDSBURY ULTIMATE

**DUFFA MANCHESTER  
HAT 2009  
BURNAGE RUGBY CLUB  
25-26 JULY**

**192 PLAYERS  
HEROES  
VS  
VILLAINS  
  
THE  
ULTIMATE  
BATTLE**

## **WHAT IS DUFFA?**

Didsbury Ultimate Frisbee For Amateurs was founded in 2007 and is run entirely by volunteers. DUFFA is a not-for-profit community sports club based in Manchester. We are a fast-growing club with over 160 members. DUFFA provides free and open access for everyone to play Ultimate Frisbee, holding regular instructional sessions for beginners, and twice-weekly casual games for anyone in the community who wants to play.

We support the community by running free training for youth groups and schools, and providing at-cost equipment to the community and voluntary sector.

For example, we recently gave training and equipment to the development charity Agapao, which brought Ultimate Frisbee to impoverished rural areas of Kenya and Uganda.

## **WHAT IS ULTIMATE FRISBEE?**

Ultimate Frisbee is a team sport played with a frisbee disc on a pitch with end zones, like American Football. Two teams compete with the aim of scoring points by catching the disc in their end zone.

The sport originated in the USA and is gaining popularity worldwide. There are now university teams and club teams in almost every city in the UK.

Ultimate is a unique sport because it was designed to reward and encourage fair play, and because men and women of all skills levels and athletic ability can compete together on the same team.

## **WHAT IS A HAT TOURNAMENT?**

In a hat tournament, players enter as individuals, not as a team. The players who participate in the tournament are randomly assigned to mixed ability teams. Traditionally, their names are pulled out of a hat. This means that everyone gets to play with people they have never met before. As a result, hat tournaments have a reputation for being relaxed and social and particularly accessible to all levels of play. The DUFFA Hat Tournament aims to be particularly welcoming to people who are new to Ultimate Frisbee.

## **LAST YEAR'S TOURNAMENT:**

- Attracted 110 players from the UK and world wide
- Was covered by local media, including the MEN newspaper group.
- Received overwhelmingly positive feedback from participants, with several experienced players rating it among the best tournaments they had ever been to
- Raised the profile of our club, leading to massively increased interest in this year's event.

**THIS YEAR'S TOURNAMENT  
WILL BE BIGGER AND BETTER!**

# WHY SPONSOR DUFFA?

As a sponsor you will be helping the local community and will raise the profile of your company. DUFFA is run entirely by volunteers on a completely non-profit basis. We do this because we love it and believe in the value of Ultimate Frisbee.

## THE DUFFA TOURNAMENT WILL:

- Encourage lifelong healthy lifestyles through sport
- Enrich and diversify the social life of the community
- Grow the club to enable us to expand our delivery of community outreach projects in schools and youth clubs
- Help introduce a fun, accessible, team-based sport to a wide audience of potential new players
- Raise the profile of Greater Manchester as a hub of the British and European Frisbee communities
- Be really, really good fun.

**YOUR SPONSORSHIP IS VITAL TO HELP US MEET THESE GOALS. WE RUN A LOW-COST, ZERO-PROFIT TOURNAMENT, SO EVERY PENNY WILL BE SPENT TO MAKE THE TOURNAMENT BETTER.**

## STANDARD PACKAGE (£200)

### STANDARD BENEFITS INCLUDE:

- Your logo displayed at the tournament
- Your company profile in every player pack
- Your brand featured on our website
- Your logo with link to your website featured in e-communications
- A post-tournament report showing what your sponsorship helped to achieve
- Photos from the tournament for your own publicity purposes.

## PREMIUM PACKAGE (£500)

### OUR PREMIUM PACKAGE IS LIMITED TO FOUR SPONSORS ONLY AND INCLUDES ALL THE BENEFITS OF THE STANDARD PACKAGE PLUS:

- Your logo on the official player t-shirt
- Free advert in all 4 DUFFA Hat e-newsletters
- Free half page advert in official player pack
- Promotion to press as business supporters of the community.

## ADDITIONAL PACKAGES

### PREFER TO NEGOTIATE A DIFFERENT PACKAGE? OTHER SPONSORSHIP OPPORTUNITIES INCLUDE:

- Your banner logo on our website for 1 year (limited to one major sponsor)
- Sponsorship of our Saturday Night party.

### PREFER TO SPONSOR US IN-KIND INSTEAD? OPPORTUNITIES INCLUDE:

- Donation of individual prizes for players that win the top 'spirit' award, first place, second place and third place team positions
- Gift Vouchers to give away as prizes or to spend on the tournament
- Donation of equipment and other goods needed for the tournament such as: water containers, cones, scoreboards, sunscreen, bug spray, fruit and bottled drinks. A full list can be made available on request.

# HOW TO SPONSOR

## FORMATS

To promote your company, we need a high quality version of your company's logo. Please provide a EPS/vector format, JPEG, or PDF file of at least 300dpi. Lower quality will not look as good when we print out our sponsor signs!

From our Premium package sponsors, we require a copy of an advert. Our volunteer designers can create a simple advert for you if you do not have a suitable one that can be used, provided they have plenty of notice.

Due to lead time restrictions, the deadline to get your advert in all 4 newsletters is 6 April 2009. Latest deadline to get your logo on our 192 player t-shirts is 1<sup>st</sup> May 2009.

## PAYMENT

Please let us know if you need us to raise an invoice for the sponsorship. We accept cheques made payable to: DUFFA

This can be sent to:

Mr S. Jermy  
Treasurer  
DUFFA  
18 Fordbank Road  
Manchester  
Greater Manchester  
M20 2TH

Contact us if you would prefer an alternative payment method.



## CONTACT US

For more details, or to talk about alternative ways to help the tournament, please contact Shelley Heckman or Simon Jermy on:

[INFO@DUFFA.ORG](mailto:INFO@DUFFA.ORG)

OUR WEBSITE IS:  
[WWW.DUFFA.ORG](http://WWW.DUFFA.ORG)