



CHAPPELLI'S CHAMPIONS CHALLENGE Sponsorship Opportunities

Sportsman's Dinner & Australia v England Snooker &
Billiards Exhibition and 'Test Match'



v



Date: Wednesday 28 September

Venue: Killara Golf Club

Presented by:



THE EVENT

Australian sporting great and A-grade snooker player Ian 'Chappelli' Chappell will lead Australia one more time against the Old enemy England in a billiards and snooker exhibition battle at the Killara Golf Club.

A unique event in one of the finest billiard rooms in Australia and featuring some of the world's best players. Dinner in the club's magnificent dining room, with player and sponsor interviews will be followed by the exhibition and 'test match' that will be live streamed on Cueball TV.

Attendee Prices:

\$95 - Three course meal including beer & wine; player interviews; exhibition and challenge (100 tickets available)

\$29 - Coffee and dessert, exhibition and challenge.

Funds raised will support Billiards Australia, a registered not-for-profit organisation designed to increase the profile and participation rate English billiards and provide develop more opportunities for Australian players to enjoy competition.



THE PLAYERS



Ian Chappell (C) – Australian sports legend
Robbie Foldvari – 3 times world champion
Joe Minici – 2x Oceania & Aus champion



Rob Hall (C) – UK Champion; World #3
Gary Norman – World #23
Roger Farebrother – NSW Snooker Champion



AUDIENCE REACH

1. Event Attendees:

Approximately 150 people, paying either \$95 for dinner and exhibition, or \$29 for exhibition only. Includes Killara Golf Club members, other Sydney club members (i.e. Tattersall's Club; Royal Automobile Club; Universities and Schools Club), and snooker and billiards club members across NSW.

2. Billiards Australia website & Facebook – logo & link package

www.billiardsaustralia.com

3,300 Facebook views for this event in one week.

Established in 2016. Based on monthly traffic, 2017 projections are for 60,000+ web page views and 100,000+ Facebook views.

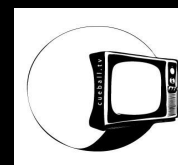
3. Cueball TV – logo and ad placement www.youtube.com/user/cueballtv

2,334 subscribers & 768,354 page views. Sponsor logo placement during live stream. Major sponsor logo embedded in post-production 15 & 30 second embedded advertisement opportunities.

4. Target media (Ian Chappell interviews)

North Shore Times – 76,000 print readership; 92,000 web and mobile visitors; 10,000 Facebook and Twitter followers.

Radio: 2KY Big Sports Breakfast; Triple M Dead Set Legends; 2SM Talkin' Sport. Combined audience approx. 150,000.



Cueball TV

SPONSORSHIP PACKAGES

Opportunity`	Gold - \$4,000 (one available)		Team - \$2,000 (two available)	
Event Naming Rights: "The [YOUR NAME] Champions Challenge" on all references		✓		
Venue banner signage (dining & snooker room)		✓	✓	
Venue advertising activation (e.g. display stand)		✓		
3 x complimentary Sportsman's Dinner & exhibition tickets (seated with Ian Chappell)		✓		
3 x complimentary Sportsman's Dinner & exhibition tickets		See above	✓	
Company logo and advertisements embedded in Cueball TV production (TVCs welcome)		✓		
Billiards Australia website & Facebook banner& link (12 months)		✓	✓	
Company logo on all media & Facebook materials		✓	✓	
Round of golf for 3 players at Killara Golf Club		✓		
Framed photo with Ian Chappell and all players		✓	✓	
1 hour's billiards / snooker coaching from 3 times world champion Robby Foldvari		✓		
1 hour's billiards / snooker coaching from Oceania champion Joe Minici		✓	✓	
Player logo badging		✓	✓	
Team Naming Rights: The [YOUR NAME] Australian or England Team			✓	

SAMPLE SPONSORSHIP IMAGES



Contact:
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