



maccabi
across Australia
*connecting our Jewish community
through sport and wellbeing*

2023

PARTNERSHIP PROPOSAL

PREPARED FOR:

PREPARED BY:

Maccabi WA



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About Maccabi WA



As part of a worldwide organisation Maccabi WA represents Jewish and non Jewish sport participants and athletes in Western Australia.

Maccabi WA exists to promote Jewish identity and continuity – *connecting our Jewish community through sport and wellbeing.*

We are part of the largest Jewish grassroots organisation in Australia, with a history that spans almost a century, and thousands of members who connect every year through our clubs and programs.

Maccabi symbolises community, friendship, connection and competitive spirit. Just as sport maintains an important role in society, Maccabi has and will continue to play an intrinsic part of the fabric of the Australian Jewish community.

About Maccabi WA



A sustainable future for Maccabi has been created by:

- Using sport to promote social inclusion and cohesion
- Promoting exercise and regular activity as a positive benefit to both physical and mental wellbeing
- Creating and supporting programs that will inspire the next generation
- Advocating and leading the way on relevant health and wellbeing matters

Maccabi WA sports clubs and fitness groups provide members with a great range of sports and activities for all ages and levels. Maccabi WA currently has 12 clubs to choose from.

Mission and Vision



Mission

To be the organisation of first choice for the Western Australian Jewish Community to participate in sport and wellbeing activities.

Vision

By joining Maccabi WA you will have many fun filled opportunities to play sport locally throughout Western Australia and perhaps even in other places throughout the world! You will also meet new friends and learn what it means to be part of a team. As Maccabi is a Jewish organisation there are certain timeless values that are essential to your participation as a Maccabi team member.

Community

Volunteerism

Respect

Teamwork

Growth and Demographic Statistics

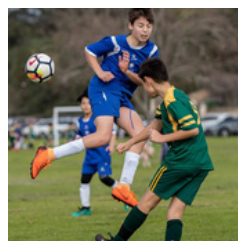


98
Years
Heritage

12
Sport Clubs

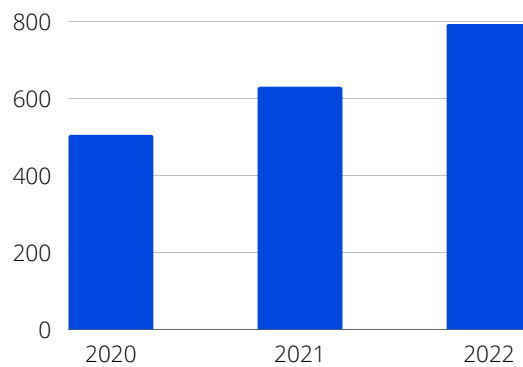


2000+
supporters



1087
Participants

Members per season



Why be involved as a sponsor

Sponsorship with Maccabi WA lets you align your brand with a sporting and community focused organisation with a 90 year history , allowing you to showcase your brand and/or products across a variety of different sports, clubs and community events.

Increase your Brand Exposure and align your brand with the best in sport.

- With over 300 members across 12 individual and team sports.
- Logo inclusion and branding of promotional items and branding across a variety of Maccabi WA owned marketing channels.

Onsite Exposure

- Sponsorships can include paid or complimentary prime real estate site.
- Within our Maccabi WA facilities at the home of Maccabi WA.

Long Standing Engagement

- We will actively promote key events and its partners both before, during and after the event or season.
- Access and reach (within reason) to Maccabi members nationally.



Why Become a Sponsor



Sponsorship packages may include:

- Digital marketing and logo placement in marketing campaign material and on Maccabi WA website, social media posts and e-newsletters (1,000) to exclusive database.
- Brand Association and opportunity to showcase your products with Maccabi WA events.
- Individual club sponsor exposure e.g. soccer, tennis, basketball.

Testimonial - Justine Sharbanee President 2019 – 2023

"Our clubs are thriving, but as our facilities reach nearly 15 years old, income is diverted into keeping everything in working order and upgraded. We are more than ever reliant in our community sponsors to reduce the costs involved with playing sport, such as uniforms, equipment, trophies, game day referees etc. As always, our focus is our clubs and keeping our community active and healthy playing sport.

It is just past my 40-year anniversary of involvement in Maccabi Australia after attending the Adelaide Carnival in 1979, to involvement on the Maccabi WA Executive since 2006, and now President for the last 5 years. For the first time in our 85-year history we are looking into an exciting positive financial future as we build the JHub Maccabi Community Centre and Holocaust Institute of WA on our Maccabi land.

We hope by offering sponsorship engagement between local companies and Maccabi we are preserving the continuation of a healthy, fun, active lifestyle for our members, whilst promoting brand awareness and fostering good will for our sponsors".

Sponsorship Packages

VALUE PER ANNUM	TBC	\$2.500	\$500
BENEFITS	MAJOR PARTNER	COMMUNITY PARTNER	CLUB PARTNER
Posts across Facebook and Instagram	10	4	2
Branding logo and advertisement opportunities on website and social media posts and to exclusive database	✓	✓	
Logo placement on Maccabi WA website with URL link	✓	✓	✓
Logo inclusion on all e-newsletters sent out to Maccabi WA members and supporters	✓	✓	
Digital Marketing, logo placement in marketing campaign materials	✓	✓	
Coupons, offers, discounts and information provided electronically to all Maccabi WA members and supporters	✓	✓	✓
Facility, building and fence signage and branding opportunities at the home of Maccabi WA. (Printing/install costs to be covered by sponsor)	✓		
Pitch signage and branding opportunities at the home of Maccabi WA. (Printing/install costs to be covered by sponsor)	✓	✓	✓
Free facility hire – function rooms and sporting facilities. T&C's apply	✓		
Individual sport awards naming sponsorship naming rights	✓	✓	
Opportunity to host events or workshops with the Maccabi WA members and supporters	✓		
Inclusion on the welcome pack to all renewed and new members	✓	✓	✓
Agreed sport or community event naming rights	✓		

Conclusion



Sponsorship packages can be tailored to suit your organisation. Please do not hesitate to contact us to discuss the opportunity further. We value your support and look forward to partnering with you to impact the lives of our community through sport and wellbeing.

Contact Information

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<https://maccabi.com.au/wa/>

