The Jump Off 2016
Parkour and Freerunning Festival
Proposal for Sponsorship
Overview

About The Jump Off

The Jump Off is the biggest parkour and freerunning event held in the southern hemisphere. Currently scheduled for the weekend of June 18th and 19th 2016, this two-day event will see a mix of freestyle and acrobatic disciplines through qualifications, events, competitions and workshops.

Comprising of an international freerunning competition, a parkour speed run competition, scheduled training sessions, teaching workshops, merchandise, food stalls, and professional demonstrations, we expect to attract a minimum of 300 participants and 2000 spectators over the course of the event.

This is our third year running this event. Our first event, the 2014 AAPES grand opening, saw over 1000 attendees at our 400sqm venue in Tempe NSW. Our second event in 2015 was wildly successful with athletes from around the nation flying to Sydney to compete in Australia’s first freerunning competition. 2016 is the year we take it global in our 1300sqm “AAPES 2” facility located in Chullora NSW.

About Us and Our Proposal

Australian Academy of Parkour, Exercise and Self-Defence (AAPES) and Novel Ways are pleased to submit this proposal for sponsorship to support The Jump Off in achieving an internationally recognised event.

Your support will guarantee international exposure and media presence for your company and for our event. With your support we will provide various levels of media saturation, media content, endorsements, and physical representation at our event, across our internationally sponsored athletes, and across all social media platforms. We also aim to produce tailored media content from the event for use by us and your company.

We aim to partner with businesses throughout Australia and NSW—businesses committed to: an “active image”; improving their resonance and association with an active demographic; and targeting those aged 10 to 35. Your company will be endorsing a hugely growing and dynamically aesthetic celebration of movement and physical prowess.

The following document will outline our event, budget, proposed sponsorships, how your company will benefit, media reach, and the names behind our event.
Our Objectives

- Host the largest parkour and freerunning gathering in the Australasian region with an estimated global reach of 2,000,000 individuals
- To provide legitimacy with brand recognition, sponsored prizes, and international guests
- To bring Australia to the International standard of Parkour and Freerunning competitions
- To foster an exciting spectacle that will generate viral content for a global audience to promote a healthy and active lifestyle through alternative sports

Your Opportunity

- To be exposed and endorsed by us to approximately 2000 individuals at the event, and approximately 2 million individuals via social media
- To connect our brands and create/strengthen brand recognition and loyalty
- To target a young, fit demographic, aligning with ‘extreme’ sport and fitness, and tapping into the ‘alternative fitness’ trend.
- To expose your brand to a hugely growing market
- To have the most physically aesthetic and impressive discipline in the world focus their exposure and media content on your brand

Organisations We Have Worked With Previously

[Image of various logos]

MENS FITNESS | ONE20 | Ogilvy | theguardian | artemis
Edelman | CHICKEN & CHIPS | GRAPESHOT | Inner West Courier
Audi | PANDORA | DISNEY | Football Federation Australia
Red Bull | Sydney Weekender | Today | BELVEDERE
FedEx | TONI&GUY | LG | OPTUS
MILKMONEY | Panasonic

The Jump Off 2016 Sponsorship Proposal
Our Proposal

The Jump Off is an event that brings together exceptional athletes from around the nation and now the world. International freerunning and parkour events have been proven to be explosively marketable. Red Bull’s Art of Motion attracts hundreds of thousands of viewers and participants from around the globe. We hope to rival this competition in years to come.

Our event, to be held on June 18th and 19th 2016, is expected to gain an audience of over 2 million in our official representation alone. This is not taking into account those present at the event and their social media reach and/or reposting of social media content. With your sponsorship, we can take this event to a whole new level on an international stage.

What We Can Provide You

We have three tiers of sponsorship, with each tier offering a different level of endorsement, media saturation, and brand loyalty. With each international guest we can secure, we can guarantee an exclusive “sponsorship”, i.e. “guest #1 has been flown over by YOUR COMPANY”, this will be shared on the guest’s social media, AAPES social media, Novel Ways social media and any volunteers associated with The Jump Off. We can guarantee a media reach of up to 300,000 per international guest secured.

We can also provide you with exclusive media of the event with your company’s branding featured. You will also have the opportunity to hold a physical presence at our event with your company’s branding throughout, including our social media, prizes, and location.

Each uploaded video that features parkour and freerunning in Sydney often receive upwards of 100,000 views. We can provide your company with a polished, professional, impressive video including viral video content of the world’s most physically diverse discipline.

Event requirements

In order to take us to the level we aim for, we need:

- Additional hire (seating, PA system, DJ, and crowd control)
- Custom built equipment and course set up
- Internationally sponsored guests’ flights
- Internationally sponsored guests’ accommodation
- Cash prizes and trophies for competition winners
- Advertising and promotional material
- Catering and merchandise set up
Expected media reach

TOTAL TEAM REACH ALONE, 25% OF ALL MEDIA REACH, AT 566,200

TOTAL PROJECTED MEDIA REACH FROM TEAM AND ATHLETE INFLUENCES ALONE, 1,961,200

Media Reach
Sponsorship Options

Following is a list of our sponsorship levels and inclusions.

**$20,000 CASH**

**MAJOR SPONSOR**

**Media reach**
1,961,200

- **Media (excl)**
  # and @ of your choosing on social media. (up to 10 posts before event, all posts on event days)

- **Endorsement (excl)**
  up to 5 logos and Banners of your provision highly visible at our event

- **Cash prize**
  $1,500 “branded” cash prize to winners of events (may be split)

- **Exclusivity**
  Be the only major financial sponsor. Receive exclusive media, branding and athlete sponsorship. Does not apply to prizes/stocks

- **Media Production**
  We will make up to 3 exclusive videos tailored to your company with footage from the event (exclusive)

- **Branding (excl)**
  Your company's logo on all promotional material, including official videos, photos and apparel

- **International athlete**
  Sponsor 5 international athletes to attend the event, # and @ on all their social media, direct association with athletes

- **Delegate speech**
  Time during our awards ceremony for a delegate of your choice to speak (optional)

- **Prizes**
  Include merchandise in our prizes (optional)

**$5000 CASH**

**LEVEL 2 SPONSOR**

**Media reach**
844,200

- **Media**
  # and @ of your choosing on social media. (up to 10 posts before event, all posts on event days)

- **Endorsement**
  up to 3 logos and Banners of your provision highly visible at our event

- **Cash prize**
  $500 “branded” cash prize to winners of events (may be split)

- **Branding**
  Your company's logo on all promotional material, including official videos, photos and apparel

- **International athlete**
  Sponsor an international athlete to attend the event, # and @ on all their social media, direct association with athlete

- **Prizes**
  Include merchandise in our prizes (optional)

- **Delegate speech**
  Time during our awards ceremony for a delegate of your choice to speak (optional)
**Sponsorship Options (continued)**

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**$1500 CASH**

**LEVEL 3 SPONSORSHIP**

*Media reach: 566,200*

- **Media**
  - # and @ of your choosing on social media. (up to 5 posts before event, all posts on event days)

- **Branding**
  - Your company's logo on all promotional material

- **Endorsement**
  - A logo and banner of your provision highly visible at our event

- **Prizes**
  - Include merchandise in our prizes (optional)

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**"COLLABORATOR"**

**COLLABORATOR OPTIONS**

- **Donate**
  - Donate merchandise and/or cash for our 1st, 2nd and 3rd prizes

- **Stall**
  - Provide a stall to promote your company and/or sell items - $200 flat fee

- **Small business sponsor**
  - Minimum $50
  - Designed for local businesses. We will feature your logo(s) on all our promotional material, and thank you on social media.
Potential International Athletes

Below is a short sample of the internationally sponsored athletes that we are targeting and their media reach

**Athlete 1: Pasha Petkuns**
- Team: Farang:
  - Instagram - 104,000
  - Facebook- 80,000
- Individual:
  - Instagram – 147,000
  - Facebook - 31,000
- Accomplishments: 3 times AOM champion
- Current location: Thailand (originally Latvia)
- Website: pashatheboss.com/

**Athlete 2: Alfred Scott**
- Team: Jiyo:
  - Instagram - 18,000
  - Facebook- 182,000
- Individual:
  - Instagram – 41,000
  - Facebook - 5,000
- Accomplishments: “Best Trick” at AOM, Top 8
- Current location: US
- Website: teamjiyo.com

**Athlete 3: Toby Segar**
- Team: Storror:
  - Instagram - 18,000
  - Facebook- 38,000
- Individual:
  - Instagram – 60,000
  - Facebook - 8,000
- Accomplishments: UK Ninja Warrior finalist
- Current location: UK
- Website: www.storror.com

**Athlete 4: Jesse La Flair**
- Team: Tempest
  - Instagram - 96,000
  - Facebook- 77,000
- Individual:
  - Instagram – 60,000
  - Facebook - 74,000
- Accomplishments AOM Top 8

**Athlete 5: Anan Anwar**
- Team: Farang:
  - Instagram - 104,000
  - Facebook- 80,000
- Individual:
  - Instagram – 58,000
  - Facebook - 17,000
- Accomplishments: AOM judge
- Current location: Thailand
- Website: farangclothing.com

**Athlete 6: Katie McDonnel**
- Team: None
  - Instagram - 109,000
  - Facebook- 20,000
- Individual:
  - Instagram – 109,000
  - Facebook - 20,000
- Accomplishments: Numerous commercials
- Current location: UK

**Athlete 7: Joe Scandrett**
- Team: 3Run
  - Instagram - 74,000
  - Facebook- 173,000
- Individual:
  - Instagram – 29,000
  - Facebook - 5,000
- Accomplishments: Unofficial global underbars champion
- Current location: UK
- Website: 3run.co.uk

**Athlete 8:**
- Team: None
  - Instagram - 104,000
  - Facebook- 80,000
- Individual:
  - Instagram – 58,000
  - Facebook - 17,000
- Accomplishments: AOM judge
- Current location: Thailand
- Website: farangclothing.com
The Jump Off Team

Dominic Di Tomasso
(Organisation Team, Athlete)
- Team: Farang, Crew42
  - Instagram - 105,000 (combined)
  - Facebook - 83,000 (combined)
- Individual:
  - Instagram – 33,000
  - Facebook - 7,000
- Accomplishments: AAPES Sponsored athlete, Top 8 Red Bull Art of Motion 2015, sponsored athlete at Vigo Street Stunts 2015
- Current location: Sydney
- 9 years parkour experience

Reuben Boughtwood
(Organisation Team, Competition Judge)
- Team: Farang, Crew42
  - Instagram - 3,000
  - Facebook - 3,000
- Accomplishments: manages Crew42, film and graphic design background
- Current location: Sydney
- 5 years parkour experience

Ista Ho
(Organisation Team, Competition Judge)
- Runs Novel Ways Clothing
  - Instagram – 3,000
  - Facebook - 4,000
- Accomplishments: Owns and operates Novel Ways clothing, the most recognisable parkour clothing in the world, judge of The Jump Off 2014 and 2015
- Current location: Sydney
- 12 years parkour experience

JP Gauntlett
(Organisation Team)
- Co-founder of AAPES
  - Instagram - 1,000
  - Facebook - 4,000
- Accomplishments: co-owns and managed two AAPES locations, panel for 2014 and 2015 The Jump Off
- Current location: Sydney
- 5 years parkour experience

Monique McDonald
(Organisation Team)
- Co-founder of AAPES
  - Instagram - 1,000
  - Facebook - 4,000
- Accomplishments: co-owns and managed two AAPES locations, panel for 2014 and 2015 The Jump Off
- Current location: Sydney
- 5 years parkour experience

Additional Judges

Anan Anwar
- Team: Farang:
  - Instagram - 104,000
  - Facebook - 80,000
- Individual:
  - Instagram – 58,000
  - Facebook - 17,000
- Accomplishments: AOM judge
- Current location: Thailand
- Website: farangclothing.com

Shaun Wood
- Former member of Team Farang
- Individual:
  - Instagram – 48,000
  - Facebook - 9,000
- Current location: Sydney
- 12 years parkour experience
Proofs of Concept

Air Wipp Challenge
- Instagram – 14,000
- Twitter – 3,000
- Facebook – 17,000
- 4 judges
- Location: Sweden

Vigo Street Stunts
- Instagram – 2,897
- Facebook – 2,684
- First event in 2015
- 2 days
- 5 sponsors
- 40 collaborators
- 16 sponsored athletes
- 4 judges

Art of Motion
- 6 judges
- 10 competitors
- 210 applicants
- Location Santorini, Greece
Conclusion

Now is the time to tap into the huge potential that exists within the Australian parkour and freerunning scene. A community that, as of this writing, has had no significant corporate sponsors or presence within Australia. Overseas examples show how European and American markets are capitalising on these emerging trends.

There has never been a better time to get involved. Your company could be the first to not only help define a generation of practitioners, but to be the first “friend of parkour”.

Your sponsorship will expose you to Australia’s massive community and to a new, and amazingly talented, generation of practitioners. With powerful demographics ranging from small children, to men and women in their 20’s, all the way to their late 30’s, parkour and freerunning targets highly lucrative and large portions of the populace.

With an estimated on-the-day draw of approximately 2000 and a viral reach of upwards of 2,000,000, as well as branding opportunities and industry targeting, this is an opportunity not to be missed.

We are sure that this sponsorship could become the foundation of a lasting and profitable relationship between our companies for many years to come.

We look forward to working with you, and hearing from you soon.

Sincerely

The Jump Off organisers:

Monique McDonald
JP Gauntlett
Reuben Boughtwood
Ista Ho
Dominic DiTomasso

Contact

For clarification or any further questions please call Monique McDonald on 0423 123 841 or email jumpoff@aapes.com.au.