



SPONSORSHIP PROPOSAL

Don McKay
Chairperson

Lindon McKenna
Secretary

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Kofukan Karate Australia Inc. (ABN 25 379 207 205, IARN: A1042044F)
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www.KofukanKarateAustralia.com

KOFUKAN KARATE AUSTRALIA INC.



Dear Prospective Sponsor,

Kofukan Karate Australia Inc. is a not-for-profit incorporated association managed by a dedicated volunteer committee overseeing 10 dojo (karate school) locations. We strive to provide opportunities for everyone in our community to participate in healthy, safe and inclusive karate activities in a fun and family orientated environment.

As we are a community sports association, our major source of revenue is generated from membership fees and donations received from generous individuals and businesses. These funds are then reinvested into the club for the benefit of all members. For example, past donations have been used to purchase protective equipment which can be loaned to members at competitions so the cost is not placed on families and children can compete safely. Other fundraising has been used to reduce the cost of competitions.

We are members of Kofukan International, Karate Australia and the Western Australian Karate Federation. We are currently working towards all instructors having accreditations with Karate Australia. We have Gold accreditation with Good Sports, Australia's largest community sport health program. In 2022 we were awarded the national award of Good Sports New Club of the Year for our commitment to affect change at our club, taking responsibility for our members and building a healthier, more family-friendly environment where everyone feels welcome.

Your sponsorship would mean a lot to our members by:

- Keeping annual membership fees affordable
- Ensuring we can be members of Karate Australia, one benefit of which is providing members with a pathway to competition karate
- Ensuring we can support visits to Australia by our international chief instructor and head of Kofukan International, Mr Keiji Tomiyama (9th Dan black belt)
- Supporting our own developing competition with equipment and event health service (medic).

I look forward to a mutually beneficial partnership with you.

Kind regards,

Don McKay

Chairperson

KOFUKAN KARATE AUSTRALIA INC.

Kofukan Karate Australia

Kofukan Karate Australia Inc. is a not-for-profit incorporated association run for the benefit and development of its members. Kofukan Karate Australia has an incredibly diverse, inclusive and family-oriented membership. As of January 2025, we have 192 members: 99 in Perth's southern suburbs, 40 in Mandurah and Pinjarra, 46 in Kalgoorlie and a small number in Hervey Bay, Queensland, with a new dojo opening in Wollongong, NSW in 2025. Over half our members practice karate with their siblings or family members. 54% of members are aged 12 years and under, 19% are aged 13 to 17, 11% are aged 18-39 and 17% are aged 40 and over. 34% are female and 66% are male. Since we started collecting diversity information, 30% of members identified as culturally and linguistically diverse. We also teach several students who are neurodiverse.

Kofukan Shito-Ryu Karate-do was established in Perth, Western Australia in 1991 by Mr Keiji Tomiyama and a dedicated team of local instructors. Mr Kenji Tomiyama was first involved in establishing the international organisation in 1972 and is one of the international joint chief instructors and president of Kofukan International. Mr Tomiyama maintains robust ties with Australia, visiting annually to share his expertise with our members.

Kofukan karate dojos focus on traditional teachings that emphasise practical self-defence and the preservation of original martial arts forms. Through scientific analysis of techniques, practitioners gain not only physical skills but also enhanced confidence and self-discipline, fostering personal growth alongside martial prowess in a supportive learning environment.

Kofukan Karate Australia Inc. oversees all our dojos and clubs across Australia. We ensure that all our members are provided with comprehensive training insurance (including non-Medicare medical and ambulance coverage), and state, national, and international memberships to our relevant governing bodies. Our passionate instructors and committee members are committed to making martial arts inclusive and affordable for everyone. By joining us, members can train together in a supportive, family-friendly environment, fostering unity and camaraderie to create a community that thrives beyond the dojo.

Objectives

The objectives of Kofukan Karate Australia Inc. are as follows:

- a. To support the international aims of Kofukan Shito-ryu Karate-do which include to:
 - Cultivate good personality and strong character
 - Preserve correct techniques and katas
 - Promote friendship among members
- b. To support and develop instructors who follow the principles of:
 - Respect the values of the traditional katas
 - Unified study of kata and kumite (karate forms and sparring)
 - Scientific approach in analysing techniques
- c. To promote collaboration between dojos and support joint training and events
- d. To support and develop members who participate in sport Karate-do
- e. To popularise and promote Kofukan Shito-ryu Karate-do in Australia.

Dojo-Kun (motto)

Dojo-Kun is the motto that describe the guidelines for behaviour that we encourage in all our members of our community.



Sponsorship Proposal

Kofukan Karate Australia Inc. understands that in the current economic climate, organisations require value for any sponsorship money. We have compiled a variety of sponsorship packages to provide sponsors the opportunity to support be a part of our community.

As a sponsor of Kofukan Karate Australia Inc., we guarantee to promote your brand/product/service throughout our association and wider community at every opportunity in line with the sponsorship agreement.

Kofukan Karate Australia Inc. endeavours to create an environment that puts inclusivity to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The opportunities that Kofukan Karate Australia Inc. can offer to an interested party are included as follows:

- Major Sponsorship Package
- Tournament Sponsor Package
- Regional Self Defence Workshop Sponsor Package
- Support Your Employees Package
- Raffle Donor
- Donation

We are open to discussing other sponsorship opportunities, should the opportunity to join our community be not mentioned above.

**MAJOR SPONSORSHIP PACKAGE - Exclusive to one major sponsor, 1 or 2 year commitment.
\$2,000 per year**



The major sponsor will be repeatedly promoted to members and their families, social media followers and other participants during the sponsorship period.

What we can provide:

Ongoing communications

- Sponsor logo on Homepage of our website
- Sponsor advertisement in all e-newsletters with link to your website
- Quarterly Sponsor promotional posts on our Facebook page.
- Full page advertisement in our annual report published in March.
- Sponsor advertising space on news articles published on our website during the sponsorship period
[excluding Kofukan tournament news and regional self-defence workshop news, which are provided under other sponsorship packages]
- Sponsor logo in our official email signature block.

Events communications

- Sponsor promoted at all events we run, including members-only and public karate workshops:
[excluding Kofukan tournament]
 - Sponsor logo on website event pages
 - Sponsor logo on Kofukan banner on display at event

Feel good story

- Photo opportunity and quotes for a story about your sponsorship for your own website/social media
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TOURNAMENT SPONSOR PACKAGE – One sponsor per tournament (September)
\$1,000



The tournament sponsor will be a prominent part of our Kofukan Shito-Ryu Invitational Development Tournament. The tournament in 2024 saw 110 competitors and over 100 other spectators attend the all-day event, mostly families. The tournament’s aim is a fun and friendly introduction to competition karate with the focus being “give it a go”. We have an extended lunch break for fun activities.

What we can provide:

Signage

- Sponsor logo on Kofukan banner on display at event
- Sponsor may supply up to two of their own banners (eg pull-up, wall-mount) for display (optional)

Exhibitor table

- Exhibitor trestle table for promotion and/or sales (optional)

Communications

- Sponsor logo on all promotion of the tournament
 - Poster and emails to all members and invited karate clubs
 - Facebook posts
 - Website event registration page
- Advertising space on the Kofukan Tournament website news item after the event
- Half-page advertising space in the Annual Report published March the following year

Feel good story

- Photo opportunity and quotes for a story about your sponsorship for your own website/social media
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REGIONAL SELF DEFENCE WORKSHOPS SPONSOR PACKAGE – KALGOORLIE-BOULDER
\$1,500



Supporting our regional clubs and community is important to us. In the past, our experienced instructor Don McKay has travelled from Perth to Kalgoorlie to deliver FREE anti-bullying workshops to local families. Mr McKay has delivered many such seminars and has worked at a public high school with karate classes for challenging students. We provide the opportunity for a local business to support further workshops on anti-bullying and self-defence for the Kalgoorlie-Boulder community. At the same time, Mr McKay's visit will also benefit the local dojo with free seminars and workshops for members, to share knowledge between Perth and regional clubs. The sponsorship helps the association pay for Mr McKay's travel and for promoting the event, while Mr McKay and other organisers will be volunteering their time. In return, your support for your local community will be promoted.

The opportunities for this event are likely to be in June or November.

What we can provide:

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- | | |
|------------------------|--|
| Communications | <ul style="list-style-type: none">● Sponsor logo on all promotion of the workshops<ul style="list-style-type: none">○ Poster and emails to all members and a range of youth and community organisations in the region○ Facebook posts and paid Facebook advertising in the region○ Website event registration page● Advertisement space on the Kofukan Tournament website news item after the event● Half-page advertising space in the Annual Report published March the following year |
| Event display | <ul style="list-style-type: none">● At the sponsor's option, have an exhibit table, banner or other display at the venue (YMCA Goldfields) for the duration of the workshops. |
| Feel good story | <ul style="list-style-type: none">● Photo opportunity and quotes for a story about your sponsorship for your own website/social media |
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SUPPORTING YOUR EMPLOYEES PACKAGE

Do you want to support the fitness and wellbeing of your employees? Sponsor them to attend karate classes at any one of our dojos.

\$900 per person for 12 months, minimum cost \$300.

Quarterly payments: \$300, \$200, \$200, \$200 may be stopped if the person ceases attending classes.

What we can provide:

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| Karate classes | <ul style="list-style-type: none">• Unlimited training at any Kofukan dojo (valued at \$720+) [in suitable classes]• 12 months membership to Kofukan Karate Australia (valued at \$45)• Karate uniform with Kofukan badge (valued at \$70) |
| Communications | <ul style="list-style-type: none">• Article in our e-newsletter• Post on our Facebook page• Feature article in Annual Report published in March [for all supported employees from any businesses taking up this package] |
| Feel good story | <ul style="list-style-type: none">• Photo opportunity and quotes for a story about your sponsorship for your own website/social media [with your employee's consent] |
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RAFFLE SPONSORSHIP – flexible options to support one of our raffles

Below are some raffle sponsorship options.

Sponsor contributes a prize, which may be goods or services, vouchers, cash to allow Kofukan Karate Australia to buy the prize or a mix of these. Prize may not be in the form of discounts. Prize should have broad appeal to maximise ticket sales. One raffle per Sponsor per year.

Occasion raffle

Three opportunities: Mother's Day (May), Father's Day (September), End of year/Christmas (December).

Tickets sold for four weeks prior to the draw, in Perth/Mandurah or in Kalgoorlie-Boulder or both, depending on the prize.

Prize value from \$150 up to \$200 maximum.

Tournament raffle

Tickets sold only at the Kofukan tournament in September, located in Kwinana.

Prize value from \$150 to \$500 maximum.

Other raffle

Please speak with us if you have a raffle or prize idea that does not fit the categories above. We need to ensure we run raffles in compliance with the relevant lottery laws.

What we can provide:

- | | |
|-----------------------|--|
| Communications | <ul style="list-style-type: none">• Logo and thanks in all promotion of the raffle, including social media and member e-newsletter• Thanks when announcing the raffle winner• Sponsor representative may attend the draw and participate in photo opportunity• Logo and thanks in our Annual Report published the following March |
|-----------------------|--|
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DONATION

If you would like to donate to Kofukan Karate Australia Inc. but are unable to commit to any of the sponsorship categories listed in this proposal, please feel free to contact us and discuss ways in which you or your business can assist. All donations \$70 and over can be thanked by name and logos published in a Facebook post and in the Annual Report in March the following year.

For further information about any of the sponsorship packages listed in this proposal please contact:

Lindon McKenna
Secretary
Kofukan Karate Australia Inc.
admin@KofukanKarateAustralia.com
0432 969 246

More details about what we can provide

- Our website receives over 15,600 page views per year from Australian users including over 2,000 Homepage views.
- We have over 300 subscribers to our e-newsletter with a typical open rate of 65%.
- We have over 260 followers on our Facebook page.
- Our 2023 Annual Report (published March 2024) has been downloaded over 1,500 times.
- Our Kofukan tournament in September is typically attended by around 200 patrons from 80+ families through the day. Most are from the southern Perth and Mandurah areas, while some travel from as far away as Kalgoorlie and Geraldton.
- Our previous Kalgoorlie anti-bullying workshop was attended by around 30 community members and the social media advertising reached over 5,200 Meta users in the Kalgoorlie region.



SPONSORSHIP AGREEMENT FORM

Organisation / Business Name: _____

Contact Name: _____ Position Title: _____

ABN: _____

Address: _____

Tel: () _____ E-mail: _____

Website: _____ Social media: _____

Select sponsorship package

Major sponsorship, \$2,000 per year

For a period of 1 year 2 years

Tournament sponsorship, \$1,000

Regional Self Defence Workshops Sponsor, \$1,500

Supported employee program, \$900 per employee per year

I wish to support ____ [number] of employees

at Perth/Peel Kalgoorlie Hervey Bay Wollongong

Raffle Sponsorship

Occasional raffle

– select preferred occasion: Mother's day Father's day End of year/Christmas

– suitable for this region: Perth/Peel Kalgoorlie Both

Tournament raffle

Other raffle

Proposed prize to be donated: _____

Value of prize: _____

- By submitting this Sponsorship Agreement offer, you agree to the Terms and Conditions (overleaf).
- The person signing this form confirms they are authorised to bind the above-named organisation/company to the Sponsorship Agreement.
- Email this form to admin@KofukanKarateAustralia.com.
- Sponsorship is not in place until Kofukan Karate Australia Inc. accepts the Sponsorship Agreement and payment is received. You will be invoiced for payment by electronic funds transfer by the Association Treasurer by email treasurer.kofukan.au@gmail.com.

Signature: _____ Date: ____ / ____ / _____

Acceptance

The undersigned confirms that the management committee of the Association has approved this Sponsorship Agreement.

Signature: _____ Date: ____ / ____ / _____

Secretary

TERMS & CONDITIONS

This Sponsorship Agreement ("Agreement") is made and entered into between Kofukan Karate Australia Inc. ("Association") and the business/organisation named in the Sponsorship Agreement Form ("Sponsor").

1. Purpose The purpose of this Agreement is to outline the terms and conditions under which the Sponsor will provide sponsorship to the Association.

2. Association's Option The Association reserves the right to decline any application for sponsorship.

3. Sponsor's Rights In exchange for the sponsorship, the Sponsor will receive the rights outlined under "What we can provide" in the selected sponsorship package.

4. Sponsorship Packages The Association offers the following sponsorship packages:

a. Major Sponsorship Package

- The Sponsor provides financial support of \$2,000 AUD for 12 months or \$4,000 AUD for 24 months payable in a lump sum within 14 days of being notified that the Association has accepted the Sponsorship Agreement.
- This package is exclusive to one sponsor.
- **Termination** Either party may terminate this package with 21 days' written notice to the other party. In the event of termination, the Sponsor will be entitled to a pro-rata refund of any unused sponsorship funds.

b. Tournament Sponsorship Package

- The Sponsor provides financial support of \$1,000 AUD payable in a lump sum by 21 May 2025, or within 14 days of being notified that the Association has accepted the Sponsorship Agreement, whichever is later.
- If the Sponsor is to utilise the exhibitor table at the event:
 - Sponsor must supply their own display
 - Sponsor must supply personnel (if required)
 - If the Sponsor's personnel are in attendance, Sponsor must have their own Public Liability Insurance

- If Sponsor is selling or giving goods, Sponsor must have Products Liability Insurance
- Sponsor must comply with any requirements of the venue, for example food and drink is not permitted.

- This package is exclusive to one sponsor. Note, however, that the Association may hold its own exhibition stand at the tournament to sell its merchandise and raffle tickets. The Association may also have other banners on display for its affiliations (such as Good Sports/Alcohol and Drug Foundation).
- **Termination** Either party may terminate this package with 21 days' written notice to the other party. In the event of termination by the Association, the Sponsor will be entitled to a full refund. In the event of termination by the Sponsor, the Sponsor is entitled to a full refund minus a \$50 administration fee where notice is provided 60 days or more before the date of the Kofukan Tournament, otherwise no refund is provided.

c. Regional Self Defence Workshop Sponsorship Package

- The Sponsor provides financial support of \$1,500 AUD payable in a lump sum within 14 days of being notified that the Association has accepted the Sponsorship Agreement.
- If the Sponsor is to utilise the option to hold an exhibit or display at the workshops:
 - Sponsor must supply their own display
 - Sponsor must supply personnel (if required)
 - If the Sponsor's personnel are in attendance, Sponsor must have their own Public Liability Insurance
 - If Sponsor is selling or giving goods, Sponsor must have Products Liability Insurance
 - Sponsor must comply with any requirements of the venue.
- This package is exclusive to one sponsor.
- **Termination** Either party may terminate this package with 21 days' written notice to the other party. In the event of termination by the Association, the

Sponsor will be entitled to a full refund. In the event of termination by the Sponsor, the Sponsor is entitled to a full refund minus a \$50 administration fee where notice is provided 60 days or more before the date of the regional workshop, otherwise no refund is provided.

d. Supported Employee Package

- The Sponsor provides financial support of \$300 AUD per employee supported by the Sponsor payable in a lump sum within 14 days of being notified that the Association has accepted the Sponsorship Agreement. Subsequent payments of \$200 AUD per employee after three months, six months and nine months of the employee attending their first class, so long as the Sponsor's employee continues classes.
- This package is not exclusive.
- **Termination** The Sponsor or Sponsor's employee may terminate this package anytime, however moneys paid or owing by the Sponsor at the date of termination remain payable. The Association can only terminate the agreement if unable to continue to provide the classes to the employee, in which case a pro-rata refund will be provided.

e. Raffle Sponsorship Package

- The Sponsor provides goods, a voucher for services, or cash or a combination of these ("the prize") within the value range stated in the Sponsorship Agreement. The prize may not be in the form of a discount.¹ Any voucher must be able to be reasonably utilised by persons within the region that the raffle tickets are to be sold. Any voucher must be fully transferrable and be valid for at least 12 months.
- The Sponsor must provide the prize to the Association at least eight weeks before the relevant raffle draw date.
- If the prize is in the form of cash, the Association may use the cash to purchase goods or vouchers for the raffle at its discretion.
- The prize must be as described in the Sponsorship Agreement Form or a

suitable alternative as agreed with the Association in writing in advance.

- **Termination** Either party may terminate this package with at least 21 days' written notice before tickets for the raffle go on sale. In the case of termination by the Association, the prize will be returned. In the case of termination by the Sponsor the prize will be returned except for any cash amount that has been spent by the Association towards the raffle prize. After tickets for the raffle go on sale, the Association may terminate this package and return the prize to the Sponsor (and will refund raffle tickets to customers).

5. Editorial Control The Association reserves the right to decline any advertising copy and request an alternative from the Sponsor. Advertising space on our website and other communications may not contain any content that may be deemed offensive, discriminatory, political, religious, or contradict the values of Kofukan Karate.

6. Period of advertising The Association will retain any Facebook posts and website advertising concerning the Sponsor for at least 12 months after the sponsorship package expires.

7. Indemnification The Association agrees to indemnify and hold harmless the Sponsor from any claims, damages, or liabilities arising out of the Association's activities.

8. Governing Law This Agreement will be governed by and construed in accordance with the laws of Western Australia.

9. Entire Agreement This Agreement constitutes the entire agreement between the parties and supersedes all prior agreements and understandings, whether written or oral.

10. Amendments Any amendments to this Agreement must be made in writing and signed by both parties.

Thank you for your support



¹ For example, a voucher could be for a free standard vehicle service, but cannot be for \$100 off a vehicle service or 50% off a vehicle service.