



2018 Partnership Invitation

CONTENTS

Message from our Head Coach	Page 1
Judo the Sport Overview	Page 2
The South Australian Judo Academy Overview	Page 3
SAJA Notable Achievements	Page 5
SAJA Projects	Page 6
Personalised Package Details	Page 7
Contact Details	Page 8



valued principles

If there is effort, there is always accomplishment

Jigoro Kano, Founder of Judo

Citius, Altius, Fortius

(faster, higher, stronger - Olympic Motto)

proudly affiliated with



The South Australian Judo Academy (SAJA) is a youthful and vibrant organisation that has rapidly expanded to become the largest judo club in South Australia. From beginner classes through to Olympic representation, SAJA understands what it means to be completely dedicated and work hard to achieve results.

SAJA presents an exciting opportunity for new partners to promote their business, their brand and their product(s) to a qualified target audience. With internationally recognised coaches, SAJA has unwavering commitment to excellence and high expectations when it comes to results. You can expect the same from us when it comes to promoting your business.

We believe in a WIN – WIN – WIN philosophy when it comes to partnerships and sponsorship.



WIN

SAJA wins by receiving much needed funding to assist with club operations, improvements and events. SAJA is run entirely by volunteer coaches, volunteer administrators and volunteer fundraisers.



WIN

Your business receives tangible value for money to successfully deliver its key objectives and maximise your investment



WIN

SAJA members benefit from additional new initiatives and education, introduction to new products and where available, discounts and offers which could save them time and money

SAJA is proud to launch its foundation partnership package for 2018 – an opportunity for your business to be one of the first to mutually share in our future successes. Our endeavour is to develop long-term associations with key businesses and organisations that have similar goals and values.

We know your decision to partner with SAJA will be a valuable one.

A handwritten signature in black ink, appearing to read 'Steve Brown'.

Steve Brown

Head Coach SAJA



JUDO THE SPORT OVERVIEW

Judo meaning 'gentle way' is a derivative of the various martial arts created in Japan in 1882 by Jigoro Kano. Although many of the techniques of judo originated from arts that were designed to hurt opponents in actual field battle, the techniques of judo were modified so that judo students can practice and apply these techniques safely and without hurting opponents.

Judo is both an art and a science. As an art, judo allows it's practitioners to gain self respect, self confidence and self expression. As a science, it involves a mastery of such basic natural laws such as gravity, friction, momentum, weight transmission and unity of forces. Judo includes a code of sportsmanship, a sense of mutual respect and a system of moral and ethical development.

From its simple beginnings in 19th century Japan, Judo has spread in popularity and is now practised in almost every country of the world. In 1964, Judo was included in the Olympic Games and has been a regular fixture ever since (Women's Olympic judo was introduced in 1988).

Judo is much more than the mere learning and application of combat techniques, however. In its totality, it is a wonderful system of physical, intellectual, and moral education. Judo has its own culture, systems, heritage, customs, and traditions. Moreover, the principles of gentleness are carried from the practice mats and into most students' lives, in their interactions with their friends, family, work colleagues, and even strangers. Judo gives its students a code of ethics, a way of living, and a way of being. Practiced today by more than 20 million individuals, judo is undoubtedly the most popular combat sport in the world. In terms of sheer numbers of participants, judo is the second most popular sport of any sport, soccer being number one. In terms of national organizations worldwide, judo is the largest sport in the world, with the greatest number of member nations in the International Judo Federation, or IJF. It is a part of the physical education systems of many countries, and practiced in local clubs, junior high and high schools, colleges, regional and national training centres, and in many other areas in this country and across the world.

It is the most participated martial art in the world and ranks in the Top Ten most watched sports at the Olympic Games.



Judo founder Jigoro Kano teaching 'uki goshi'

Translation - floating hip / hip throw

THE SOUTH AUSTRALIAN JUDO ACADEMY OVERVIEW

SAJA was established in 2007 by Steve Brown with an ambition of bringing the world's best training techniques and methods to Adelaide to encourage more young people into the Olympic Sport.

Having travelled the world as an elite Judoka (Judo Fighter), Steve had grown increasingly frustrated with the lack of opportunities South Australian Judoka were receiving. Having seen how popular the sport was in other countries, he wanted to share their approach to teaching Judo with impeccable detail and most of all, fun.

Incorporated in 2008, SAJA developed quickly into a recognised training centre for Judoka around the state with a core number of enthusiastic members.

That same year, Steve became the *first South Australian Judoka to qualify for an Olympic Games*. Steve is also the only South Australian Judo athlete to have competed at World Championship level (Paris 2011 and Rio 2013). Steve has been an Australian National Champion and an international medallist.

Steve has won gold in every major Australian Judo tournament. The Australian representative is a six time Oceania continental medalist, three time world cup medalist, and has been a member of the Australian Judo Team for nine years.

To date, Steve remains Head Coach of the academy with a number of other voluntary coaches dedicating their time to develop the junior side of the program.

With very humble beginnings in a backyard shed at Windsor Gardens to a warehouse in Pooraka in 2012, SAJA decided to relocate the academy in late 2014 to a new venue at Valley View. With some generous member fundraiser donations, Your business Gold Sponsorship and after several months of hard working volunteers to completely transform the building into a world class dojo, the training facilities can now accommodate its current members and also allow for growth, development and major events for the future.

SAJA knows from experience that Judo can positively increase a young persons' self belief, confidence, teaches discipline, team building skills and is a fantastic cross training program for other sports including AFL, NRL and mixed martial arts. SAJA students also learn valuable social skills, and build long-lasting and meaningful relationships with others. The camaraderie and bonding that occurs among our judo students who have shared the rigors of physically difficult and mentally demanding training are deep, often providing the basis for relationships that last a lifetime. Through our teachings at SAJA, our members are able to develop friendships and integrate socially almost anywhere.

In November 2016, Steve Brown was appointed as the State Head Coach for the South Australian team travelling to the Gold Coast in June 2017 for the National Championships.

THE SOUTH AUSTRALIAN JUDO ACADEMY OVERVIEW

Our main objective over the last twelve months has been to introduce the sport to school aged children 5 and older. Six years ago, we started with four children; today we have 60 juniors under the age of 11 now participating in training sessions and competitions.

In July 2013, SAJA also established a new 'pre-school 4 - 7' junior class with a strong participation take up at this age level. All this has been achieved through self-funded initiatives and dedicated volunteers.

SAJA and some of our youngest participants have also featured on local media – both TV and print.

SAJA is committed to providing an environment that is:-

- Safe for both adults and children
- Free from harassment and abuse for everyone
- Promotes respectful and positive behaviour and values
- Engages community involvement through affordable and competitive opportunities

The future is looking bright. As the young juniors grow and move into the young adult classes, we are confident of continued success. Our long term goal is to have athletes who are of a true world class, to hopefully represent our country and future Olympic Games.



SAJA NOTABLE ACHIEVEMENTS

2008

- Certificate of Incorporation
- *Olympic Games* Representation Head Coach Steve Brown

2009

- SAJA assistant coach Christen Burghartsweiser wins a Gold Medal at the Australian Judo National Titles

2010

- Three junior members are selected to Represent Australia at Junior World Championships in Casablanca, Morocco
- SAJA Hosts 'Bash for Cash' Australia's Biggest ever prize money Judo tournament

2011

- SAJA Wins 9 of South Australia's 11 medals at National Judo Titles – including 5 Gold
- Steve Brown becomes first South Australian to compete at a Judo World Championships in Paris, France
- SAJA moves to new permanent venue in Research Road, Pooraka

2012

- New mats are purchased to provide members with an international training standard
- Steve Brown wins Bronze at Judo World Cup in Samoa (first South Australian)

2013

- SAJA is accredited as a '**Star Club**' through the South Australian Office for Recreation and Sport
- Steve Brown finishes top 32 at Judo World Championships in Rio De Janeiro
- SAJA holds it's inaugural junior competition on club premises at local level
- SAJA win inaugural South Australian Judo Teams Event

2014

- *Commonwealth Games* Representation Head Coach Steve Brown
- SAJA is accredited as a **Level 1 Good Sports Club – the first Judo club in South Australia**. The Good Sports Program is an initiative of the Australian Drug Foundation
- SAJA moves into new world class dojo training facilities at Valley View in November

2015

- SAJA judoka Luisa Domenique wins a Gold Medal at the Australian Judo National Titles in Woollongong NSW in June. Luisa is also the only SA Athlete selected to represent Australia in the Oceania Championships in Nov 2015
- Ten out of Twelve representative SAJA juniors win Gold, Silver and Bronze Medals at the Kodokan National Championships in Oct 2015
- **SAJA wins Australian Judo Federation National Award – Best Judo Club Facility**

2016

- SAJA judoka Luisa Rositano wins Bronze at the Australian Judo Nationals in Geelong in June.
- SAJA juniors Alexander (U42kg) & William McCulloch (U38kg) win Gold Medals in their junior divisions the SA State Titles held in Port Augusta
- SAJA is accredited as an ADF **Level 3 Good Sports Club** (highest possible level achieved)
- Steve Brown appointed as State Coach for 2017 and JudoSA Board Member



SAJA PROJECTS (upcoming 6 – 12 MONTHS)

BASIC EQUIPMENT NEEDS

SAJA is also looking to purchase of much needed basic equipment for the new club rooms. Having started off with only four children, we were in much smaller premises but now with over 70 children and 40 seniors, have a shortage of basic needs to be addressed as follows:-

- ✚ REPAIRS AND MAINTENANCE UPKEEP TO SPRUNG FLOOR (HIGH PRIORITY). Upkeep of the club's sprung floor is a must for continued safety and comfort for all members. The cost of this is approximately \$4,000 roughly every 4 years

- ✚ SMART TV. To be used as part of all junior and senior training sessions, in particular when trying to demonstrate key throws and requirements for belt gradings

- ✚ OFFICE COMPUTER & RETAIL POINT OF SALE SYSTEM. We would like to offer our members a 'scan in, scan out' type of attendance system in place of the manual process. A retail POS will also assist with our in house shop and merchandise purchases. The office computer will allow more of our volunteers to update vital information rather than relying on one person to do it at home

- ✚ OFFICE DESK SHELVING

- ✚ LOCKER SHELVING

- ✚ SHOWER FACILITIES

- ✚ MEDICAL SUPPLIES UPGRADE AND MEDICAL FRIDGE

- ✚ TRAINING EQUIPMENT

- ✚ VIDEO SURVEILLANCE SYSTEM

Partner Benefits - Available at a *special foundation partner price* until **31st December 2017**

Partner Benefits (12 months)		Gold Partner	Silver Partner	Bronze Partner
Estimated \$ of Partnership Value		\$2,500	\$1,000	\$500
Actual Cost to Partner		\$1,000	\$500	\$250
Immediate Target Audience	250	NO GST PAYABLE		
Potential Target Audience	2,000 +			
Naming Rights to one SA Judo Academy Competition Event				
Invitation to one SA Judo Academy Competition Event Day				
Two direct mail campaigns with your choice of special offer / sales campaign thru e-mail / facebook / team app			●	
Business logo on SAJA Seniors Singlets worn to both at training and externally				
Your Signage / Logo displayed in SA Judo Academy Clubrooms				
Sponsor Recognition Plaque issued to business and also displayed in SA Judo Academy Clubrooms				
Recognition of Partnership and advertising link on website				
Advertising Space in club newsletter Up to A4 space available				
Business cards and /or other flyers (A3 & A4) prominently displayed in clubrooms				
Invitation to one social / fundraiser event held by SA Judo Academy				
Invitation to SA Judo Academy End of Year Presentation Events				

OTHER SPONSORSHIP OPPORTUNITIES

Donation of Goods / Products / Vouchers or Services (to be used in raffles and / or prizes for events)	Value of donation to be agreed the business owner and SAJA Head Coach
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Partnership Package Sign Up

SAJA would like to thank you for considering a partnership with our club. We look forward to speaking with you regarding the available option which will provide maximum value for your investment.

Our Head Coach Steve Brown is a loyal and proud person. Steve and his extensive networks and large social media following will work hard to build your brand and reward your business for its support. At a local club level, both Steve and I will work hard to ensure our valued partners are given maximum promotional visibility and engagement with our existing junior and senior members.

*As a special foundation partner incentive,
we are pleased to offer an extended partnership bonus period!*

Sign up for any 2018 partnership package and you will receive:-

BRONZE PARTNER = 1 FREE MONTH

SILVER PARTNER = 2 FREE MONTHS

GOLD PARTNER = 3 FREE MONTHS.

Effectively, this gives you up to 15 months of promotion for the price of 12!

Please contact us to secure your personalised foundation partnership with the SA Judo Academy.



Steve Brown
Head Coach
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Sandy McCulloch
Director, Strategy & Marketing
m: 0412 360 085
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SA Judo Academy Incorporated

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The content and pricing of this partnership package is true and correct at the time of writing (November 2017) and may be subject to change from time to time.

Partnership Acceptance Form

I/We (Your name or Company name): _____

Company ABN: _____

Agree To Partner the SA Judo Academy for a 12 month commitment beginning:-

Insert date: _____

Please indicate your desired Sponsorship Package below:

Gold Sponsor \$1,000

Silver Sponsor \$500

Bronze Sponsor \$250

Donation of Goods / Products / Vouchers or Services as agreed by both parties



Value of donation \$ _____

Description of donation _____

Total Payable: \$

(cash value \$ partnerships only)

Signature: _____ Date: _____

Address: _____ Post Code: _____

Phone: _____ Mobile: _____

Email: _____ Website: _____

Please note: payment is kindly requested within 7 days of acceptance. A paid tax invoice will be issued as a receipt in the above Company Name and ABN provided.

Accepted: (authorised SAJA representative)

Signature: _____ Date: _____