



The proposal

Maccabi Australia invites you to be a partner in connecting our Australian and Worldwide Jewish Community

Maccabi World Union

As a worldwide movement, Maccabi seeks to connect our Jewish community not only through sport, but also through education and Zionism. Every year Maccabi is responsible for bringing thousands of kids and youth together both in Israel and within their own countries to be inspired and to learn about being Jewish, about being a leader, about the world in general. Maccabi takes the responsibility to inspire our members to be active members in their communities and within Maccabi.

Maccabi Australia

Whilst Maccabi is synonymous with sport, the organisation is so much more. Sport is our differentiator, but it is merely the vehicle through which we seek to promote Jewish continuity and connect our Jewish community.

In Australia, Maccabi has the single largest membership base of all Jewish organisations. Week in and week out thousands of children and adults compete under the Maccabi brand, wearing a Maccabi uniform, connecting with other Jewish kids and adults.

Via the Maccabi states, there are 50 clubs, with more than 9000 members who represent and proudly display that they are Jewish.

Pages on the Maccabi Australia website see an average of 48,000 impressions per month.

Maccabi Australia Annual Junior Sports Carnival

Each year, the Maccabi Australia Junior Sports Carnival brings together 300 to 1200 kids, forging friendships and connections that last a life time – not only the kids participating, but the also the parents and the organisers.

The Maccabiah

In the Diaspora, 30% of people aged 35 and younger believe that their world would be no different if the State of Israel did not exist. In society with ever increasing acts of Anti-Semitism this cannot be further from the truth.

The Maccabiah, which is the third largest sporting event in the world, brings together more than 8,000 Jews from around the globe, representing more than 65 separate countries and communities. For the 2013 Games there will be up to 15 new flags that march into the Opening Ceremony due to work undertaken by Maccabi World Union to find Lost Jewish Communities.



Maccabi Sports Leadership Program

Maccabi Australia together with Maccabi World Union has launched a Maccabi Gap Year program to develop the future leaders not only of Maccabi but our community in general. Again, through sport and coaching we will develop leadership and coaching skills whilst gaining an extraordinary Israel and Jewish experience, a love of Judaism and Israel. Through this program we see our future leaders being inspired to participate, to connect and ultimately to lead.

The Need

Maccabi Australia along with its Member States is looking to develop partnerships with individuals and companies who will share this vision, of using sport as a vehicle through which we can connect our Jewish community. Through partnering with Maccabi you can make a difference.

Help us maintain our Jewish connection.

Who will benefit

Through partnering with Maccabi you can assist elite athletes and those in financial hardship maintain their involvement and participation with Maccabi - at a Maccabiah or at Carnival or at the Leadership Program. You can ensure that no athlete or leader who deserves to be involved and represent his city or country remains at home. In the process you will assist the organisation move from strength to strength, and continue its work in connecting our Jewish community through sport.

How will funds be distributed?

The funds will be distributed according to your wishes. Over the years of your involvement they can be allocated towards different programs or events each year given the rotation of activities in the Maccabi Calendar, or they can be allocated to the areas of greatest need.

How Can I Assist?

We have developed a number of ways in which you can be involved, and to partner us in the coming years. Please see the sponsorship matrix that follows as a guide to the options available for sponsorship.

Maccabiah Sponsorship Matrix			Sponsor an athlete / Sponsor a coach			Sponsor a sport	Sponsor the Delegation
	\$2,500	\$5,000	\$11,000	\$25,000	\$50,000	\$100,000	\$250,000
2 Business Class Airfares to Israel							√
Invite to function at the home of the Australian Ambassador to Israel				√	√	√	√
Speech at Australian Team Party during pre-camp							√
March with Team at Opening Ceremony				√	√	√	√
VIP Seating at Opening and Closing Ceremonies							√
Presentation at Team Farewell/s to be held in Melbourne, Sydney and Perth						√	√
Corporate presence at Team Farewell/s to be held in Melbourne, Sydney and Perth				√	√	√	√
International VIP in Israel - meet with local dignitaries					√	√	√
Australian VIP in Israel - Official Supporters package				√	√	√	√
Opening Ceremony Tickets				2	4	8	12
Closing Ceremony Tickets						√	√
Team Uniform				√	√	√	√
Logo on Delegation Uniform							√
Logo on element of Playing strip/warm up top					√	√	
Team Handbook - distributed to team, team sponsors and advertisers, government	Full Page Bronze	Full Page Silver	Full Page Gold	Full Page - Choice of position	Full Page - Choice of position	Inside Front Cover/Inside Back Cover	Back Cover
Website - achieving around 48,000 impressions per month			name	link	logo	logo	logo
GM News - distributed monthly through the website, and Club Members via eNews, Communal organisations				√	√	√	√
AJN acknowledgement	yes	yes	yes	yes	yes	yes	yes