

The proposal

Maccabi Australia via its member states and clubs has the single largest Jewish membership base of all Jewish organisations. It is also a key member of a worldwide organisation, Maccabi World Union, which operates across 70 countries and worldwide individual membership in excess of 400,000.

We are offering an opportunity to gain exposure to this local and international membership base and its networks.

Maccabi World Union

As a worldwide movement, Maccabi seeks to connect the Jewish community not only through sport, but also through education. 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.

Via the Maccabi states, there are more than 50 clubs in operation, with more than 9000 members representing the Maccabi brand.

Every week, Clubs and individual members log onto the Maccabi website to read newsletters, check training schedules, confirm game times, and stay connected. Our facebook pages across the movement reach a combined targeted audience in excess of 5000, with the Maccabi Australia facebook page alone with 2200 friends, and growing every day.

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 also the parents and the organisers.

The Maccabiah

The Maccabiah, which is the third largest sporting event in the world – larger than even the Commonwealth Games – brings together more than 8,000 Jews from around the globe, representing more than 65 separate countries and communities.

The website which will promote and then display programming and results during the Games will be viewed on at least a daily basis by these 8,000 athletes and their friends and families.

The Proposal

Maccabi Australia along with its Members States is looking to develop partnerships with individuals and companies who will would like to gain exposure to this membership and network base.

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. You can ensure that no athlete 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 team	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