Dear Member,

It is a well established fact that very few sporting organisations, whether at club or international level, can operate successfully and to their maximum potential, without a certain level of financial sponsorship. It is equally well accepted that the acquisition of such sponsorship is extremely difficult to negotiate. That has, of course, been exacerbated even more in recent times, due in large part to the financial crisis which has affected many parts of the world.

Fortunately, however, there are some signs of a recovery in many areas and it is in that climate of regeneration that TWIF is assembling this package as a guide for our members in their efforts to raise income. You will also be aware that this topic is an important part of our current four year Policy Plan.

While accepting the difficulties involved, members will be very conscious of the necessity to adopt a well prepared and professional approach to potential sponsors. A submission that has not been planned properly will have little chance of success when considered by companies whose main concern is their financial balance sheet. Such companies must be convinced that they will obtain some worthwhile return for their “investment”. As a sport we have many things to offer and that fact needs to be maximised when making proposals and submissions.

This package is designed to provide some ideas which may be helpful as part of your submission. It is not meant to be exhaustive and certainly each applicant will incorporate their own local situation within the overall proposal. Nevertheless I hope that the ideas and tools contained within this pack will assist members in their attempts to attract increased funding into our sport and thereby bring about further improvement at all levels.

Cathal Mc Keever
President of TWIF
The CD contains all the necessary documents to enable you to develop your own sponsorship package.

The optional A4 folder is designed to house your printed documents should you wish to approach a potential sponsor with a hard copy version of your proposal.
Core values

The tug-of-war sport is widely recognised for its educational values and personal maturing opportunities experienced by participation in the sport, be it at top international level, or just on a leisure and recreational level and for youth development. As such the following core values are expressed in the sport:

- Ethics
- Strength
- Team Work
- Integrity
- Honour
- Ambition
- Leadership Development
- Continuously Adopting to a Changing Setting
- Respect
- Continuedly Adopting to a Changing Setting

Due to its inclusiveness (the sport caters for men, women and youth of all ages and a wide range of weight categories, both indoor and outdoor), family and community values are enhanced.

These core values can be shared by a corporate sponsor who embraces and embodies the same value system.

You have the option to customize this sheet by adding in the sponsors logo in the logo area.
HISTORY

Tug-of-war is an ancient and dynamic sport. From 1900 until 1920, at the inception of the modern Olympic Games, tug-of-war participated in five Olympic Games as part of the track and field disciplines.

TWIF

After the Olympic Games in Antwerp in 1920 some team sport were removed from the competition programme due to high numbers. Tug-of-war continued on a national level until in 1960 the Tug of War International Federation (TWIF) was formed.

TWIF started international competitions in Europe and organized the first World Championships in 1975.

INTERNATIONAL POSITION

TWIF was granted Olympic Recognition in 2002 and expanded into a dynamic International Sport Federation with more than fifty member countries from all five continents of the world.

Tug of war sport, together with thirty plus other sports, is a part of the multi-sports event The World Games.

Availability:
Master copies provided on CD in 5 languages (including Japanese and Chinese) for printing and distribution in member countries

Updates:
Every 4 years

Exposure:
Use of logo and reference in communications
NEW ITEM ADDED TO WADA MODEL RULES

Time after time the World Anti-Doping Agency (WADA) has revised and published new Model Rules. In this article I outline the new Revised Model Rules regarding financial consequences for athletes and for National Federations.

For athletes: The International Federation (TIWIF) may provide for the proportionate recovery of costs from or the imposition of financial sanctions on an athlete or other persons (coach, doctor etc) who commit anti-doping rule violations. No recovery of costs or financial sanction may be considered as a basis for reducing the period of ineligibility or other sanction which would otherwise be applicable under the Code.

Where an athlete or other person commits an anti-doping rule violation, TWIF may, in its discretion and subject to the principle of proportionality, elect to:
- (a) recover from the athlete or other person costs associated with the anti-doping rule violation, regardless of the period of ineligibility imposed and/or
- (b) fine the athlete or other person an amount agreed by TWIF ExCo.

For National Federations: TWIF may initiate proceedings for imposing sanctions on its National Federations or any other sporting body over which it has authority. TWIF has the authority to withhold some or all funding or other non-financial support to National Federations that are not in compliance with Anti-Doping Rules. National Federations shall be obliged to reimburse TWIF for all costs (including but not limited to laboratory fees, any hearing expenses and travel).

TWIF may elect to take additional disciplinary action against National Federations with respect to recognition, the eligibility of its officials and athletes to participate in International Events and fines based on the following:

1. Four or more violations of these Anti-Doping Rules (other than violations involving Article 24)
   (a) ban all officials from that National Federation to participate in any TWIF activities for a period of up to two years and/or
   (b) fine the National Federation an amount agreed by TWIF ExCo;
   (c) suspend that National Federation’s membership for a period of up to 4 years.

2. More than one athlete or other person from a National Federation commits an Anti-Doping Rule violation during an International Event.

3. A National Federation has failed to make diligent efforts to keep TWIF informed about an athlete’s whereabouts after receiving a request for that information from the IF. In such an event, TWIF may fine the National Federation an amount agreed by TWIF ExCo per athlete in addition to costs incurred in testing that National Federation’s athletes.

BIRUTE ZAO-HARENE, TWIF Anti-Doping Administrator
WEBSITE SPONSORSHIP

Availability: Continuous
Access: Regularly, as and when required
World-wide internet access and/or via most search engines
Exposure: Prominent use of logo
TUG OF WAR
A POWERFUL TEAM SPORT
Promotional DVD

PROMOTIONAL DVD:
Availability: Copies of video’s/DVD (with sound tracks in 5 languages) for general exposure and use over national TV in member countries where possible
Updates: Every 4 years
Exposure: Use of logo in video/DVD and on outside cover

JUDGING DVD:
Availability: Copies of video’s/DVD (with sound tracks in 5 languages) for training of new judges, general exposure to rules and the interpretation thereof by participants
Updates: Every 4 years
Exposure: Use of logo in video/DVD and on outside cover

TRAINING DVD:
Availability: Copies of video’s/DVD (with sound tracks in 5 languages) for training of pullers indicating various training methods, equipment and pulling technique;
Updates: Every 5 years
Exposure: Use of logo in video/DVD and on outside cover
Availability: 1,000 copies distributed year (entire re-print rules/other changes);
Updates: Every 2 years
Exposure: Use of logo on cover
JUDGES & RECORDER UNIFORMS SPONSORSHIP

Material: Provision of Polo Shirts for Indoor and Outdoor Championships/Wet Gear for World Outdoor Championships

Frequency: Every second year

Exposure: Recognition on clothing and in magazine, local press and TV coverage of international championships.
ROPE FLAGS & ROPE END FLAGS SPONSORSHIP

Material: Provision of ropes to new members
Frequency: As and when required
Exposure: Brand name on rope ends. Recognition to sponsor in magazine and local press where appropriate
INDOOR MATS SPONSORSHIPS

Material: Provision/Transport of standards mats for international championships
Frequency: Every second year
Exposure: Brand name and logo on mat. Recognition to sponsor in magazine, local press and TV coverage of international championships
Protocol for approaching sponsors on behalf of TWIF

Should a member wish to approach a potential sponsor on behalf of TWIF, they must, prior to approaching the potential sponsor, send details of the potential opportunity to TWIF and obtain official approval from the President.