

## RE: BECOMING A SUPPORTER OF THE TASSIE ATHLETE

Thanks for your interest in supporting the Tassie Athlete.

We're an online publication that captures, collate and share interesting and inspiring themes from athletes in Tasmania. Importantly, we don't only feature elite athletes from specific sports - if any athlete has an interesting story or approach that will benefit all Tasmanian athletes, we want to highlight this.

**SIX**

Number of feature stories  
currently on TA

**600+**

Instagram followers at  
November 2019

**350+**

Facebook page likes at  
November 2019

**350**

Website page views per  
month

**150**

New website visitors  
per month

**12%**

Growth of website views  
past three months

Currently the Tassie Athlete is a side project for our small but growing team, however we're looking to expand.

In particular, we are looking to develop our capacity to cover more events and increase awareness of the project, as well as our athletes, and are seeking your help to achieve these ambitions.

## HOW YOUR SUPPORT WILL ASSIST THE TASSIE ATHLETE

- Contribute to the running costs of the Tassie Athlete, including website hosting and maintenance, time spent developing high quality content to promote Tasmanian athletes, as well as travel and gear costs;
- Grow the awareness of the Tassie Athlete, and subsequently your business or organisation, through developing and promoting more articles, competitions and content online;
- Help offset the cost of Tassie Athlete branded garments - specifically at this time our "TA Run Top" that contributors will wear at larger events, during general training etc. Our medium-term ambition is to launch a TA membership platform where all members will receive this top, which will have supporters logos on it;
- Enabling the Tassie Athlete to develop our medium-term ambition of developing a 'TA Sponsorship Program' - aiming to financially assist up to two Tasmanian athletes overcome hurdles they currently face to develop their abilities, such as travel costs, gear etc.

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## SUPPORTER OPPORTUNITIES

### **Opportunities the Tassie Athlete can offer to your business, organisation or community:**

- Your business, organisation or community recognised as a supporter on the Tassie Athlete website supporters page - including logo placement, description and links social media;
- Development of specific articles, including photos and video content, that highlight an athlete, product or service relevant to your business, that is inline and relevant to the Tassie Athlete's aims and mission. This could be through an athlete feature or the training diary areas. For an example, a co-partnered video series on a recovery service.
- A series of specific Facebook and Twitter posts recognising your business, organisation or community, including tagging and links to websites etc.
- Specific recognition of your business, organisation or community as an 'article powerer' - promotion through logo, text and link placement in Tassie Athlete articles on our website, as well as logo placement and thanks in video outros.
- The Tassie Athlete will share stories, events etc. relevant to both parties via our growing social media channels.

### **Opportunities your business, organisation or community can deliver to the Tassie Athlete include:**

- A financial contribution - assisting in some of the areas mentioned above;
- Sharing of relevant Tassie Athlete posts via your social media outlets. For example, relevant articles on athletes When developed, sharing of Athletics Tasmania powered videos by the Tassie Athlete.

## CURRENT SUPPORTER TYPES

### Major Supporter (two per 12 months)

- Logo placement on one sleeve "TA Run Top" (Early 2020 TA garment);
- Recognition through the Tassie Athlete website Supporter page, including logo, description, website and social media links;
- 2 x articles powered by your business, organisation or community. Recognition in the article information and conclusion, including a video that is specifically powered by your business, organisation or community.
- 4 x specific Facebook and Twitter posts, and Instagram stories, recognising your contribution and information about your business, organisation or services;
- Logo placement on our secondary TA garment/accessory (mid-late 2020).

Additional opportunities may include:

- 1 TA Run Top in appreciation;
- Access to key athletes for approved promotional events or activities;
- Coverage of your events, activities or services via the Tassie Athlete;
- Distribution of promotion products at events, opportunities on supporters behalf.



Current design of TA Run Top (Early 2020 Edition)

### Supporter amount

A minimum amount of \$500 will enable a business, organisation or community to be a Major Supporter of the Tassie Athlete.



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## CURRENT SUPPORTER TYPES

### **Primary Supporter (three per twelve months)**

- Your business, organisation or community recognised as a supporter on the Tassie Athlete website supporters page - including logo placement, description and links social media;
- 1 - 2 x Tassie Athlete articles, including photos and video content, that are powered by your business, organisation or community. Includes logo placement, social media tagging upon launch, links to your website etc.;
- 2 - 3 x specific Facebook and Twitter posts recognising your business, organisation or community, including tagging and links to websites etc.
- The Tassie Athlete will share stories, events etc. relevant to both parties via our growing social media channels.
- Logo placement on our secondary TA garment/accessory (mid-late 2020).

Additional opportunities may include:

- Coverage of your events, activities or services via the Tassie Athlete;
- Specific TA developed articles or media (i.e. Training Diary post) on your product, service etc.

### **Supporter amount**

A minimum amount of \$250 will enable a business, organisation or community to be a Primary Supporter of the Tassie Athlete.

### **Website Powerer (two months)**

- Your business, organisation or community recognised as a supporter on the Tassie Athlete website supporters page - including logo placement, description and links social media;
- Specific note of your business, organisation or community in the menu and footer of the Tassie Athlete website (to be redeveloped), as the powerer of the website.
- 1 x specific Facebook and Twitter posts recognising your business, organisation or community, including tagging and links to websites etc.

### **Supporter amount**

An amount of \$100 will enable a business, organisation or community to be a Primary Supporter of the Tassie Athlete.

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## CURRENT SUPPORTER TYPES

### **Article Powerer (article specific)**

- Recognition of your business, organisation or community as a supporter of a specific, relevant Tassie Athlete article and/or Training Diary article.

This includes:

- Logo placement in the article header and conclusion;
- Logo placement in the video (if applicable) for the article;
- Name mention and link to website in article information;
- Specific thanks, link to website and social media links during article conclusion;
- Tagging/mention of your business, organisation or community in any social media reference to the article.

### **Supporter amount**

An amount of \$150 will enable a business, organisation or community to be a Primary Supporter of the Tassie Athlete.

## FUTURE DEVELOPMENT (AND A PASSION FOR DOM)

Although in it's infancy, a major project for the Tassie Athlete over the next twelve months is to develop the TA Sponsorship Program - providing financial assistance to a handful of Tasmanian athletes, from any age or ability, to help them overcome any barriers in their development.

Ideally, we would happy to co-brand this if a business, organisation or community would look to assist in providing financial, apparel or other contributions towards this project.

If this interests your or is inline with your aims or mission, or if have any other ideas or opportunities on how the Tassie Athlete and your business, organisation or community can support each other, please contact us via [thetassieathlete@gmail.com](mailto:thetassieathlete@gmail.com).

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## PROGRESSING, TOGETHER...

The Tassie Athlete holds a lot of potential.

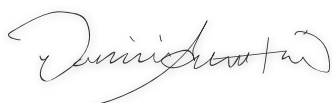
Although only currently a side project, I have established a separate financial account for Tassie Athlete activities - to keep everything clear and transparent for all involved.

Should you wish to proceed, your contribution will be made to this account.

I will provide relevant timely updates to your organisation on specifically how your financial contribution has been spent - however should you have any questions around this, please don't hesitate to contact me on 0459 366 090.

Thanks again for your interest in working to progress the profile of Tasmania's athletes, together.

I look forward to hearing from you.



Dominic Anastasio  
Founder, The Tassie Athlete

**#thetassieathlete**