



ENGLAND TOUCH ASSOCIATION SPONSORSHIP AND PARTNER OPPORTUNITIES 2023-2024



THE GAME OF TOUCH (RUGBY) – AN INTRODUCTION

- Touch rugby is a minimal contact version of rugby with no tackling
- The sport of Touch evolved from rugby league in the 1970s
- Six-a-side with rolling substitutions and squads of 14-16 per team
- Played across ages, genders and other characteristics
- Easy to play with limited equipment and few barriers to entry
- Internationally played from under 15s to over 50s in single and mixed gender format
- Significant growth in education from primary schools to universities
- Established world governing body with successful global events programme



INCLUSIVE, ACCESSIBLE AND EASY TO PLAY



#OneEngland

ENGLAND TOUCH – WHO WE ARE

- The National Governing Body of Touch (rugby) in England, Independent to the RFL and RFU.
- Founded in 1995 after Touch was introduced to the country in the early 90s.
- Affiliated to the international governing body – The Federation of International Touch, alongside 49 other nations, including USA, Singapore, China, Japan, India, Germany and the Middle East
- Compete in European and World competitions and ranked 3rd behind Australia and NZ.
- 150 clubs and leagues affiliated to the ETA = 10,000 players, officials, and coaches.
- Established national competitions – BUCs University Touch Championships, Mixed/Men's/Women's National Series, England Touch Nationals.
- Leaders in hosting international competition with European Championships (2018 & 2022), the inaugural Youth Atlantic Cup (33 teams / 10 nations in July 2023) and World Cup (130 teams / 30+ nations in July 2024) – a first for ETA.
- We achieve all this with no public funding and a largely volunteer workforce, relying almost entirely upon relatively small incomes from membership, events, and courses. Imagine what we could achieve with your support.

ENGLAND TOUCH IS GROWING, DON'T MISS THIS OPPORTUNITY TO BE PART OF THIS INCREDIBLE JOURNEY AND PARTNER WITH US FROM THE OUTSET.

THE GROWTH OF TOUCH IN ENGLAND

- Easy to play, accessible and inclusive = a key part of people's health and wellbeing across the entire population.
- Already played in many primary and secondary schools, colleges, universities, workplaces, local communities, on the beach, at rugby and other sports clubs, in local leagues and more.
- Touch is growing rapidly within Higher Education establishments, with the largest having over 250 members as the sport becomes more popular as a social game within universities.
- We have a schools' programme which is largely delivered by volunteers working alongside local partners, together with virtual CPD aimed at upskilling teachers directly.
- At a more competitive, sporting level the sport is growing rapidly across the world, with China and the US joining England with ambitious growth plans.



A RAPIDLY GROWING SPORT ACROSS THE COUNTRY

THE OPPORTUNITY TO MAKE A DIFFERENCE

The ETA

- 2,500 individual affiliated members
- 150 affiliated clubs and leagues

Touch in England (organised activity)

- 40,000 touch players in clubs and leagues (ETA, RFL, RFU, other)
- Estimated 500 active clubs and leagues (ETA, Touch Union, Play TRL, social unaffiliated)

The wider rugby family (ETA, RFL, RFU)

- 2,500 clubs and 600k players

Sport and physical activity

- 9million children in need of physical education
- 2.4million students attending 106 universities in need of social / competitive sport
- 21million adults participating in activity across 151,000 clubs



A POPULATION OF 56 MILLION IN NEED OF SOME FORM OF PHYSICAL ACTIVITY



OUR 2020'S VISION

By 2032 EVERYONE in ENGLAND is aware of and has the opportunity to ENJOY the game of Touch.

To become the largest and most successful Touch organisation in the world, with ONE MILLION PEOPLE in England enjoying our game.

HOW YOU CAN HELP...

- Partner one of our core channels of delivery
- Support our domestic or international events programme
- Help make touch more inclusive and accessible
- Support our growth in new and developing sectors
- Help grow and develop our volunteers, coaches or officials
- Support our increasing and successful High Performance Programme
- Help make Touch more sustainable



HELP SUPPORT THE ETA AND THE GROWTH OF TOUCH

CORE CHANNEL SPONSORSHIP

- We seek partners for each of our core channels of delivery – Clubs, Leagues and Universities
- Help us increase investment in promoting the game and creating more awareness of Touch and the ETA
- Enable increased participation in existing clubs, university clubs and leagues and the development of new opportunities
- Help fund additional workforce to support the growth and development across these areas
- Benefits to include exclusive channel rights across digital (social, web, e-comms) and physical (branding, banners, print) assets



OPPORTUNITIES FROM £5,000 PER CHANNEL

DOMESTIC EVENT SPONSORSHIP

- We seek partners for each of our domestic event properties – BUCs University Touch Championships, Mixed, Men's and Women's National Touch Series, The Nationals.
- Help us generate additional investment into our events to reduce the cost to players, improve our sustainability and increase the awareness and promotion of the ETA and sport of Touch.
- Help fund additional workforce to support the growth and development across our events.
- Benefits to include series naming rights, access to digital (social, web, e-comms) and physical (branding, banners, print) assets and live streaming of events.



OPPORTUNITIES FROM £2,500 PER EVENT SERIES

SUPPORT OUR HIGH-PERFORMANCE PROGRAMME

- We seek partners for our overall High-Performance programme and for each of our 20 squads.
- Help us invest to reduce the cost to players and continue to offer world-leading programmes for juniors, youth, opens, seniors and masters athletes.
- Support the development and launch of our new bursary programme to help all athletes to be able to fulfil their potential regardless of their financial status.
- Help fund our workforce to support the increasing breadth and depth of the work required across the programmes.
- Benefits to include exclusive rights across digital (social, web, e-comms) and physical (branding, banners, print) assets and logo placement on HP kit.



OPPORTUNITIES FROM £1,000 PER TEAM

HELP FUND GROWTH IN NEW SECTORS

- We seek partners for each of our new growth areas for Touch – Schools, Workplaces and local communities / parks and open spaces.
- Help us increase investment in promoting the game and creating more awareness of Touch and the ETA.
- Support the growth of the game of touch through education and wider society through test pilots in Birmingham and Nottingham in 2023/24.
- Help fund additional workforce to support the growth and development in these new sectors
- Benefits to include exclusive channel rights across digital (social, web, e-comms) and physical (branding, banners, print) assets



OPPORTUNITIES FROM £5,000 PER SECTOR

INTERNATIONAL EVENT SPONSORSHIP

- We seek partners for each of our hosted international events
 - The inaugural Youth Atlantic Cup | Nottingham | July 2023 | 33 teams | 8 nations
 - The first World Cup in England | Nottingham | July 2024 | 130+ teams | 30 nations
- Support event delivery by sponsoring in cash or value in kind reducing the cost for athletes, referees and coaches.
- Contribute towards the event legacy fund to create increased awareness and participation in Touch in Nottinghamshire, England and further afield.
- Provision of services or products to add value to the overall experience for those attending from across the globe.
- Benefits to include event naming rights, access to digital (social, web, e-comms) and physical (branding, banners, print) assets and live streaming of events.



OPPORTUNITIES FROM £2,500 EACH EVENT

HELP DEVELOP OUR VOLUNTEERS

- We seek partners to help develop our army of volunteers across administration, coaching and officiating at a local, regional and national level.
- Help support the recognition and retention of our volunteers through the OneEnglandWorkforce programme.
- Sponsor our England coaching or officiating programme to help reduce the cost for our volunteers and enable us to continue to provide a high-level offer.
- Support the development of our volunteers through the provision of CPD programmes and courses.
- Benefits to include digital (social, web, e-comms) and physical (branding, banners, print) assets, branding on volunteer, coaching and officials' kit.



OPPORTUNITIES FROM £1,000



ENGLAND TOUCH

THANK YOU

**FOR FURTHER INFORMATION, PLEASE
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