



'25

sponsorship
PROSPECTUS







Partner WITH US

Support local sport and connect with the Toowoomba community.

Join us as a sponsor at Toowoomba Hockey Association and showcase your business while supporting players of all ages.

Let's work together to make an impact - get in touch today!

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Many images throughout this prospectus were kindly provided by Annette's Action Shots



Our Place

Welcome to the Toowoomba Hockey Association, a place of belonging for all members of our community.

To us, hockey is more than just a game.

We cultivate an inclusive and dynamic environment where people from all walks of life come together - no matter the age, gender, background, or ability.

With all hockey played at our Clyde Park homeland, families watch their children play and grow together in one space.

For our sponsors, we can weave our diverse narratives with your brand, ensuring it will not only be visible, but woven into the very fabric of our events, achievements, and grass roots programs.

Our offerings are rich and distinct, providing opportunities for brand placement to demonstrate your meaningful connection to the people of Toowoomba and support of community sport.

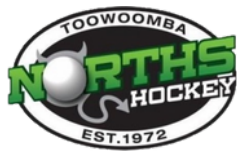


1,500
HOCKEY
MEMBERS



22,000
CLUB GLENVALE
MEMBERS

5 COMMUNITY CLUBS



WEEKLY LIVESTREAM COVERAGE



PREMIUM HOST OF QUEENSLAND STATE CHAMPIONSHIP EVENTS



Be engaged

OUR KEY PROGRAMS AND EVENTS

Club Glenvale Challenge

Since 2018, this pre-season tournament has showcased Toowoomba's brightest hockey talent, fostering connections between businesses and athletes in a vibrant, community-driven competition. Now featuring a new and inspiring 4-team Mixed-Junior concept, where National level hopefuls mix with experienced Senior Playing Mentors to ensure the continuation of Toowoomba Hockey's dominant legacy. Along with the long-standing Men's and Women's competitions – the CGC is a true celebration of the future stars of hockey, and a great way for businesses to be amongst the action!

Expo Day

Held in early-February, Expo Day is the dynamic launchpad for the Toowoomba hockey season! The Expo brings all Toowoomba's hockey clubs together to welcome new junior players from our wider community. The event has free food, jumping castles, face painting and on-field hockey activities. School clinics, digital advertising, promotional signage, and an online social media campaign culminate in a big crowd of prospective new hockey players gathering to become the newest members of our hockey family!



A1 Competition

The beating heart of Toowoomba Hockey, the A1 Competition is where tradition and talent collide. Spanning 24 weeks across the winter season, this electrifying competition sees five proud clubs fiercely compete for glory in Men's and Women's divisions. Friday night lights set the stage for Queensland's strongest regional competition, running from March to the Grand Final in September. From rising stars to seasoned players, A1 is a testament to Toowoomba's rich hockey heritage and competitive excellence.

Mini Sticks

After signing on at Expo Day, the hockey journey begins with Mini-Sticks, our vibrant introductory program that ignites young players' love for the game. Over three action-packed weeks, kids develop foundational skills in a fun, supportive environment that seamlessly transitions them into Minky-Mods and beyond. With a focus on play, confidence-building, and friendships, Mini-Sticks is more than a program—it's the moment hockey becomes a lifelong passion for families.



Be engaged

OUR KEY PROGRAMS AND EVENTS

Minkey & Modifieds, & Mini-Minkeys

Saturday mornings from April to August are alive with the energy of our youngest hockey stars! For kids aged 3–4, Mini-Minkeys offers a fun, playful introduction to hockey, sparking curiosity and enthusiasm for the game. From there, Minkey & Modifieds take over, welcoming 5–9 year olds to a fun, skills-focused club based program. Whether scoring their first goal or simply laughing with friends, these programs build confidence, joy, and a lifelong love of the game.

Outdoor State Championships

Toowoomba Hockey has a reputation as the best Tournament host in Queensland. Each year we are awarded Outdoor State Championships by Hockey Queensland, where we annually host 20-30 teams across a 3-day competition. These tournaments receive regional coverage and double as a selection competition for National Championship teams, ensuring that the quality of the hockey is always high and strong crowds are always in attendance.



Indoor State Championships

Toowoomba now returns as an Indoor State Championship venue, where in 2024 we hosted the first tournament in Toowoomba in over six years. Based at University of Southern Queensland, these tournaments are held in October and November and host 10-15 teams from across Queensland, and act as the selection competition for National Championship teams the following year.

Summer 6's

Featuring an 8-week competition held across 3 evenings, Summer 6s is a standout highlight on the THA calendar. Boasting a staggering 60 teams in 2024, the program welcomes not only THA players but also their friends and family, broadening our hockey community. It also serves as a vital bridge for Belong in Hockey participants—bringing together Refugee, First Nations, and All-Abilities players with Toowoomba Hockey volunteers as they experience the thrill of competitive hockey and prepare to transition seamlessly into full-field formats the following year.



Be engaged

OUR KEY PROGRAMS AND EVENTS

End of Season Dinner

Toowoomba Hockey's night of nights! The End of Season Dinner is a celebration of a year of triumphs and contributions. From the presentation of awards to honouring our players, volunteers, and sponsors, this event is a chance to reflect on the incredible impact hockey has on our community.

Hockey 5s

Hockey 5s is a new format of the game that is being expanded throughout the world. Comprising of 'Boards' that surround a field, which keep the ball in play and increase the ease of play, Hockey 5s has a big future at THA. Hockey 5s integrates seamlessly into our Junior, Social, and Belong in Hockey programs, and with 480mm x 2500mm boards per field, there is additional exposure opportunities for progressive businesses.



Belong in Hockey

A ground-breaking program making hockey a beacon of hope and belonging in Toowoomba. Launched in 2023, this initiative uses sport to unite refugees, First Nations people, and all-abilities participants. Breaking cultural barriers, improving mental health, and fostering friendships, it transforms lives. Belong in Hockey has claimed National recognition and media coverage after winning the Clubs Queensland Heart of the Community Award, Hockey Queensland's Initiative of the Year Award and a Good Sports accolade, awarded to THA at Parliament House in Canberra.

With over 30 volunteers and 60 participants already engaged, Belong in Hockey is a heartwarming success story, empowering inclusion and showcasing hockey's profound impact on individuals and the entire community.



Your Reach

Our aim is to build a passionate business community within the Toowoomba Hockey Association.

We want your business to thrive as a direct result of the exposure to our members. In turn, your business and customer network are brought closer to the hockey community, increasing the number of elements that keep our Association sustainable.

We offer a limited number of tailored sponsorship opportunities to maximise your impact in the Toowoomba Hockey community.

As a sponsor, you will be exposed to our 1,500-strong member base – giving you a direct connection to our community.

Keen to be involved? We offer four categories of sponsorship to suit the specific goals of your business.

champion of Hockey Package

- Exclusive naming rights for Toowoomba Hockey Association flagship programs
- Maximum media coverage for optimal visibility and impact
- A1 Competition, Club Glenvale Challenge, and Belong in Hockey

digital Presence Package

- Impactful exposure at a competitive cost
- Ads running through Weekly Livestream
- Includes Media Board and local media exposure
- Exciting Add-ons available

teammate Package

- Field signage opportunities at Toowoomba Hockey Association
- Field and street-facing
- Hockey 5s Boards exposure – now available
- Provide us with your design; we do the rest!

community Supporter Package

- Affordable way to join our business family
- Nominate your business or employer
- Online directory – accessible to all
- Promotes businesses amongst our own people

Businesses and individuals can utilise an online Community Noticeboard function, to seek or advertise services that can be utilised by community members.

Please read on for more detail of specific inclusions for each sponsorship platform.

Champion

OF HOCKEY PACKAGE

The Champion of Hockey package consists of Naming Rights for our flagship programs at THA.

club glenvale challenge

Naming Rights Sponsor

Currently held by Bradnam's Windows & Doors (since 2022)

Available: January 2028



A1 competition

Naming Rights Sponsor

Currently held by Powers (since 2024)

Available: February 2027



belong

in Hockey – Legacy Partner (3-year commitment)

Available: NOW

Media Presence

- Four (4) 2400mm x 600mm signs: 2 x Field 1, 2 x Field 2.
- Recognition as Legacy Partner of Belong in Hockey, with logo in all promotional media and internal communications.
- Acknowledgement in all media articles, awards recognition, video material, conferences, workshops and interviews pertaining to Belong In Hockey
- Sponsorship Announcement via Social Media post, with date and content of post to be confirmed with sponsor.
- 2 x Community Supporter Package stickers

On-Field Presence

- Annual meet and connect with Belong in Hockey participants, including photo opportunities with refugees and all-abilities participants.
- Logo on Belong in Hockey participant and volunteer shirts

Off-field Presence

- Annual Community Impact Report detailing the direct impact of the Sponsor contribution.
- Ability to use Belong in Hockey name and branding for Sponsor's Marketing or Corporate Social Responsibility (CSR) purposes
- Inclusion in our online THA Community Supporter Directory.
- Attendance at Annual THA Sponsor Networking Event
- Logo on THA Sponsorship Web page
- Logo in THA Annual Report booklet
- THA End of Season Dinner: 2 x Complimentary tickets

Digital PRESENCE PACKAGE

The Digital Presence Package gives businesses exposure on our Livestream platforms and a suite of THA Events and Programs to choose from for additional brand exposure.

Digital Presence Sponsors can firstly choose between the **Club Glenvale Challenge** or **A1 Competition Streams**:

Available: NOW

club glenvale challenge

4 weeks duration

Community

- Attendance at Annual THA Sponsor Networking Event
- CGC Sponsored Team, including team shirt and team photo. Logo located centrally on team jerseys
- Inclusion in our online THA Community Supporter Directory
- THA End of Season Dinner: 2 x Complimentary tickets
- 'Sponsor of the Week' Social Media post, with date and content of post to be confirmed with sponsor
- 2 x Community Supporter Package stickers

Brand Exposure

- Logo on THA Sponsorship Web page
- Logo in THA Annual Report booklet
- Logo included on THA electronic scoreboard during the entire Club Glenvale Challenge competition
- 15-second Livestream advertisement, playing 15 times per evening
- Offer of up to 5-minute interview on Livestream
- Logo included on Media Board for CGC Livestream interviews

a1 competition

24 weeks duration

Community

- Attendance at Annual THA Sponsor Networking Event
- Inclusion in our online THA Community Supporter Directory
- THA End of Season Dinner: 2 x Complimentary tickets
- 'Sponsor of the Week' Social Media post, with date and content of post to be confirmed with sponsor
- 2 x Community Supporter Package stickers

Brand Exposure

- Logo on THA Sponsorship Web page
- Logo in THA Annual Report booklet
- Logo included on THA electronic scoreboard during the entire A1 regular season including Presidents Cup and Grand Final events
- 15 second Livestream advertisement, playing 10 times per evening
- Offer of three (3) x up to 5-minute Livestream guest commentary slots
- Logo included on Media Board for A1 Livestream interviews

DIGITAL PRESENCE ADDITIONS

Hockey Expo

Gain official sponsor recognition across all promotional materials & social media, plus:

- 2 weeks on Toowoomba digital billboards
- Facebook ads, corflute signs & school flyer handouts
- PA shoutouts & scoreboard logo display during the event

Your sponsorship directly supports the marketing and delivery of THA's largest recruitment event, helping as many new players as possible discover the sport of hockey!

Mink Sticks

- Naming rights for the Mini-Sticks program
- Branding on all promo materials & social media
- 4x on-field corflute signs at player entry points
- Photo op & certificate presentation with participants

Your sponsorship offsets the costs of equipment for new players, ensuring a new stick, ball and hockey bag for beginners is affordable.

Minkey & Modifieds Program

- Proud Supporter recognition on all promo materials & social media
- Logo featured on Mini-Minkies shirts
- 8x on-field corflute signs at Field 1 & 2 entry points
- Present medallions at Break Up Day + photo op with participants & volunteers

Your sponsorship ensures Mini-Minkies participants have a THA uniform and helps the THA run a fun and engaging Break Up day for the kids.

HQ State Champs Activation Space Sponsor (Outdoor)

- Naming rights for the Activation Space at THA Outdoor State Championships
- Signage exposure around fields & Activation Area
- Logo featured on Media Board for local TV interviews & THA scoreboard
- Opportunity to present awards at the Closing Ceremony with local delegates from Council and/or State Government

Your sponsorship helps THA continue to run amazing State Championship events for members of the Queensland hockey community.

Hockey Queensland State Championships Supporting Sponsor (Indoor)

- Logo featured on Media Board for local TV interviews
- Signage exposure around the courts
- Opportunity to present awards at the Closing Ceremony with local delegates

Your sponsorship contributes to the hire costs of the tournament venue, ensuring we can hold Indoor State Championships in Toowoomba which saves our players thousands from not having to travel to other indoor venues in northern Queensland.

THA Indoor Hockey Competition

- Naming rights with branding on all promotional materials & social media
- Signage exposure around the courts
- Logo featured on Media Board for Indoor State Champs TV interviews
- Opportunity to present Grand Final awards with a photo op

Your sponsorship subsidises the costs for our Indoor Hockey participants, ensuring we can play at a quality venue and continue building the sport of Indoor Hockey in Toowoomba.

Summer 6s Naming Rights Sponsor

- Naming rights with branding on all promotional materials & social media
- THA fees covered for one team entry (8 players)
- Primary logo exposure on the electronic scoreboard
- Signage exposure around the fields
- Photo opportunities with players during the competition

Your sponsorship contributes to uniform, equipment and fees for first year Belong in Hockey participants to participate in this important bridging program, preparing them for club hockey the next year.

End of Season Dinner Support Sponsor

- Proud Supporter recognition with branding on all promotional materials & social media
- Present two awards on stage
- Prominent signage throughout the event
- Opportunity to include promotional items in the raffle hamper

Your sponsorship contributes to venue hire and trophy refurbishments efforts for THA's night of nights.

As well at additional discounted logo exposure options:

Hockey 5s Boards

- Logo exposure - Logo stickers on 4 x Hockey 5s Boards.

Fence Signage

- Up to 4 x Fence Signs (2 x Field 1, 2 x Field 2) for 1 year
- Signage manufacture costs included

Teammate

PACKAGE

The Teammate package gives a wealth of signage options across THA to businesses who want long term set-and-forget exposure.

Costs are per annum and inclusive of signage, printing, and delivery costs. Sponsors are only required to provide the high-quality images of the suitable logo or sign design.

Teammate Package:

- Range of signage options for all budgets
- Inclusion in our online THA Community Supporter Directory
- Logo on THA Sponsorship Web page
- Logo in THA Annual Report booklet
- 2 x Community Supporter Package stickers



- Boundary Street Fence
- F1 Grandstand
- Premium F1
- Standard F1
- Standard F2
- Premium Grass Fields
- Standard Grass Fields

Community

SUPPORTER PACKAGE

The Community Supporter package targets our most critical needs to ensure hockey continues to thrive in Toowoomba.

Community Supporter Package:

- Inclusion in our online THA Business Community Directory
- Logo on THA Sponsorship Web page
- Logo in THA Annual Report booklet
- 2 x Community Supporter Package stickers
- \$50 Club-of-choice return contribution



partnership

INCLUSIONS

BENEFITS	COMMUNITY SUPPORTER	TEAMMATE	DIGITAL PRESENCE	DIGITAL PRESENCE ADD ONS	CHAMPION OF HOCKEY
Logo branded on Participant Shirts					√*
4 x 2400mm x 600mm signage included (2 x F1, 2 x F2)					√
Speaking platform at Annual THA Sponsor Networking Event					√
15-second advertisement running inside Club Glenvale (40 plays/day)					√
Presentation Event Ceremony Placement					√
Promotional inclusions and acknowledgements				√	√
Additional Branding/Signage at THA Event/Program				√	√
Naming/Partner/Supporting rights for a THA Event/Program				√	√
Club Glenvale Sponsored Team			√*	√*	
Logo included on THA electronic scoreboard			√*	√*	√*
15-second advertisement on Livestream			√*	√*	√*
5-minute Interview on Livestream			√*	√*	√*
Logo inclusion on Media Board for Livestream Interviews			√*	√*	√*
THA End of Season Dinner: 2 x Complimentary tickets			√	√	√
'Sponsor of the Week' Social Media post			√	√	√
Yearly Signage Options (F1, F2, H5s, Grass, Street, Grandstand)		√	√	√	
Invitation to Annual THA Sponsor Networking Event	√	√	√	√	√
Inclusion in our online THA Business Community Directory	√	√	√	√	√
Logo on THA Sponsorship Web page	√	√	√	√	√
Logo in THA Annual Report booklet	√	√	√	√	√
2 x Community Supporter Package stickers	√	√	√	√	√
\$50 Club-of-choice return contribution	√				

* Exposure level determined by stream choice within package

Partner WITH US



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