



ACT JUNIOR CHESS LEAGUE SPONSORSHIP PROPOSAL

06/07 Australian Junior Chess Festival

<http://www.actjcl.org.au/ausjuniors2007/>

including the -

Australian Schools Teams Championship,
11-12 December 2006

Australian Junior Championship,
14-26 January 2007



*Let's host the clever sport in
the capital!*

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The Australian team (left) at the 2003 World Youth Championship in Greece.

Australian teams have included as many as **nine Canberra juniors** with our top performance - *to date* - achieved by Kaleen Primary student, Emma Guo who was ranked =10th for her age in 2005.

NSW junior, Raymond Song (far left in front) finished =1st for his age *in the world* in 2004!

The girls from ACT school, Curtin Primary (left) at the 2005 Australian Schools Teams Championship (ASTC).

Around 1500 children from Canberra alone, compete to represent their school and the ACT in this national event.

The Curtin girls pictured are twice Australian Girls' Primary champions!



WHAT IS THE ACT JUNIOR CHESS LEAGUE?

ABN 97-191-323-562

The ACT Junior Chess League Inc (ACTJCL) is a non profit organisation aiming to promote chess at all levels for all junior players in the ACT and surrounding areas.

More information about our activities can be found at our website -

<http://www.atmcomputers.com.au/actjcl/>



The voluntary committee of ACTJCL is responsible for -

- Interschool chess for around 1500 primary & secondary school students each year, including assistance & advice to many individual schools as they develop chess clubs & chess programs;
- Three weekly junior club programs and one affiliated program;
- Around 15 weekend tournaments each year, including Australia's largest Under 8 and Girls' events (*and, per capita, the highest overall rate of participation in Australia!*);
- A Development Squad program;
- Grandmaster coaching weekends;
- School holiday programs;
- Canberra Chess Chicks;
- Support for representative players overseas;
- Support for representative players and school teams at national events;
- Development of young coaches, arbiters and administrators from the ranks of our older juniors.

It has been the aim of ACTJCL to ensure children and young people can find the same range of events, activities and opportunities in ACT chess as those they would expect in any other "physical" sport. We participate actively in the programs of Sport and Recreation ACT and we are members of the Australian Sports Commission's Club Development Network.

CONTACT DETAILS

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WHY SPONSOR CHESS?

ACTJCL sees chess as *the clever sport*. A sport that has many positive benefits for a *clever country* as it can "...enhance concentration, patience and perseverance, as well as develop creativity, intuition, memory, and most importantly, the ability to analyse and deduce from a set of general principles, learning to make tough decisions and solve problems flexibly." (Dr Peter Dauvergne, July 2000). It all makes chess a great game for a country going places in new millennium!

Many make the mistake of seeing chess as a game for "nerds or geeks" but chess is a truly universal game played by millions of people from all over the world. And, whilst amongst those millions are the expected names of **Bill Gates, Winston Churchill** and physicist **Stephen Hawking**, you will also find that **Madonna, John Lennon, Ray Charles, Bono, Matt Damon, Jude Law, Will Smith, Ron Barassi & Andrew Denton** are (or were) admitted enthusiasts. Closer to home, Rugby Union stars **Joe Roff** and **Steve Larkham** were known to warm up for all of their international fixtures by playing a series of chess games with each other. Interestingly, **Einstein** was a self-confessed "duffer" at the game!

Over the boards at the Australian Junior Chess Festival you can expect to encounter a genuine cross-section of Australia's children. And, during their games they may demonstrate an impressive level of focus & intensity, but once the serious action is done you can expect to see them enjoying everything from handball & footy to computer games, gossip, pizza, frivolity & friendship! *Chess proves itself time and again to be mind & body active, sociable, and fun!*

Why wouldn't you sponsor chess? It's an opportunity to support & celebrate brains rather than brawn. An opportunity to celebrate the achievements of some of our best and brightest from the 6 and 7 year olds who struggle to reach all the way across the board to the 17 and 18 year olds with their Grandmaster ambitions and level of dedication and study to match the training schedule of the most hardened future Brumbies! Why wouldn't you be involved with a truly world game played so enthusiastically by the young champions of our fabulous city and their peers from all around Australia?



In 2004, Radford College (left) became the first ACT school to win a place in the Open Secondary division of the Australian Schools Teams Championship when they finished third.

In 2005, the school improved to finish second, and recorded the only head-to-head win over the winning South Australian school. They are pictured here with Australian Grandmaster (and Canberra Times columnist), Ian Rogers.

ABOUT THE AUSTRALIAN JUNIOR CHESS FESTIVAL

Australian Schools Teams Championship (ASTC), 11-12 December 2006
Hotel Heritage, Narrabundah

This is a two-day championship and an elite event for the top team from each state & territory in Open Primary, Girls Primary, Open Secondary & Girls Secondary divisions.

Run several weeks in advance of the Australian Junior Championship (as it takes place during the academic year), the ASTC attracts around 100 interstate players (and about 30 local players) with their families, teachers and coaches.

Australian Junior Chess Championship, 14-26 January 2007
Hotel Heritage, Narrabundah

This is the flagship junior event of the Australian Chess Federation (ACF). The previous two Australian Junior Championships have attracted in excess of 170 entrants, and ACTJCL aims for total entries in 2007 of around 200 players and (possibly) to set new entry records in the girls' divisions.

It is anticipated that 120-140 entries will come from interstate with the remaining participants based in our region. Most will travel with their families and coaches. Conducted over two weeks it is an event that generates significant & real returns for local accommodation providers, food outlets, attractions and services. As an example, our 32-person team in Brisbane in 2006 was accompanied by almost 60 parents, coaches & siblings. On that basis we can expect more than 400 visitors to Canberra for the event.

The event is made up of 11 rounds of play (one per day) under long time controls with many children playing a single game for more than 4 or 5 hours! There are two rest days on which children may choose to participate in additional Rapid, Blitz and Problem Solving events. Many choose to "rest" on the rest days and/or take the opportunity to tour the local attractions. *More than just coming to play chess - we want our visitors to enjoy Canberra!*

There are four playing divisions - Open Junior (Under 18), Open Under 12, Girls' Under 18 and Girls' Under 12. In the Under 18 events there are additional Under 16 and Under 14 prizes, and Under 10 prizes are awarded from the Under 12 events. ACTJCL will also present prizes to the best little Under 8 players as we have a long (local) history of very capable 5, 6 & 7 year olds over the boards!

WHAT DO WE NEED?

The major expenses for each section of the event are listed below. Budget documents provided with the ACTJCL bid are available for your perusal if required.

The income for the event is generated from entry fees & sponsorship. It is worth noting that both the 2005 & 2006 Australian Junior Championships were run on behalf of the ACF or state associations, by private interests on a professional (for profit) basis. The 2007 Australian Junior Championship is to be run by the volunteer committee of ACTJCL.

No entry fees are payable for the Australian Schools Teams Championship making sponsorship our sole source of income for the event.

Entry fees for the Australian Junior Championship are expected to total around \$12500. This is based on a (conservative estimate) of 150 entrants.

Requirements	Australian Schools Teams Championship	Australian Junior Chess Championship
Venue Hire	\$600	\$3900
Prizemoney		\$4500*
Trophies	\$500	\$1250
Printing	\$600	\$3000
Rating Fees	\$150	\$413
T-shirts		\$2300
Water bottles		\$569.50
Catering	\$2000	\$750
Arbiter's Fees		\$1800
Information Technology Costs	\$500	\$2500
TOTAL	\$4350	\$20982.50

**Note that ACTJCL does not offer prizemoney at our own events but it is normal practice within chess itself and expected for this event. The prize pool in Mt Buller (2004) totalled \$5150 and in Brisbane (2005) totalled \$5900.*

SPONSORSHIP OPTIONS

MAJOR SPONSOR

Naming Rights Sponsor Festival of Chess \$5k - \$10k

Naming Rights Sponsor Australian Schools Team Championships \$2k - \$5k

Contribution	Return
<p>Primarily a significant financial contribution towards the running of the event but may include an in-kind component if appropriate.</p> <p>May involve major sponsorship of the "Australian Junior Chess Festival" or of the component events - the Australian Schools Teams Championship or the Australian Junior Chess Championship.</p>	<ul style="list-style-type: none"> • Exclusivity • Naming rights • Logo to be placed on all material associated with the event including the t-shirts & water bottles supplied to all participants • On-site display, including posters, banners and/or giveaways • Provision of content for internet site • Right to use footage and/or photographs of the event • Access to database information subject to the Privacy Act • Promotional opportunities in the media in addition to logo placement • Product placement if feasible (using your product in a meaningful way as part of the event) • Right to run your own public relations, advertising or marketing associated with the event • Ceremonial involvement • Certificate & plaque acknowledging your involvement • Being linked with "the clever sport!"

Canberra Girls
Kayleigh Smith,
Megan Setiabudi
& Emma Guo
2006 Australian
Under 14, Under
10 & Under 12
Girls' Champions!



DIVISIONAL SPONSOR

Australian Girls Championships - \$1k - \$2k

Age Division (U8, U10, U12, U14, U16, U18 for Girls and Open) - \$400 - \$1k

Australian Rapid Championship (1 Day Stand Alone) - \$1k to \$2k

Australian Lightning Championship (1 Day Stand Alone) - \$1k to \$2k

Contribution	Return
<p>Financial contribution equivalent to the prize money for that division and/or "in-kind" sponsorship to provide a non-cash prize appropriate to that section of the event.</p> <p>We are seeking a sponsor for each division of the Australian Junior Championship -</p> <ul style="list-style-type: none">Under 18 OpenUnder 18 GirlsUnder 12 OpenUnder 12 Girls <p>And would like to link each section with a company providing products & services appropriate to the age & gender of participants.</p>	<ul style="list-style-type: none">• Naming rights for that section of the event• Logo to be placed on all material associated with that section of the event; to appear on the official website; and on each daily bulletin.• On-site display, including posters, banners and/or giveaways• Provision of content for internet site• Right to use footage and/or photographs of the event• Access to database information subject to the Privacy Act• Promotional opportunities in the media in addition to logo placement• Product placement if feasible (using your product in a meaningful way as part of the event)• Ceremonial involvement• Certificate & plaque acknowledging your involvement• Being linked with "the clever sport!"



SPONSORSHIP OF SPECIFIC EXPENSE

Venue Hire \$300 per day * 13 days = \$3900

IT Costs \$3k - \$5k

Printing

- Scoresheets - \$300
- Flyers and Advertising - \$450
- Sponsorship Proposal - \$100
- Daily Bulletins - \$2,500

T-Shirts and Drink Bottles

- 200 Commemorative T-Shirts @ \$14 = \$2800

Catering

- Saturday Night Dinner ASTC - 160 @ \$11 to \$15 per head = \$1750 to \$2400

Contribution	Return
Assistance relating specifically to costs for a defined expense, including (but not limited to) : <ul style="list-style-type: none">• Information Technology;• Printing;• Catering; and• Trophies.	<ul style="list-style-type: none">• Minimum ¼ A4 page colour advertisement in a daily bulletin and distribution of advertising leaflets to all participants.• Links to your business/service from our event website• On-site display, including posters, banners and/or giveaways• Provision of content for internet site• Right to use footage and/or photographs of the event• Product placement if feasible (using your product in a meaningful way as part of the event)• Certificate acknowledging your involvement• Being linked with "the clever sport!"

SUPPLEMENTARY PRIZES

We want to supplement the cash and trophy component of the prizes in the Championships with items that kids might be excited to get. The whole aim of this is to give the prize at the end a bit of a WOW factor which money alone doesn't always give. The age groups we are looking at are Under 18, Under 16, Under 14, Under 12, Under 10 and Under 8 for both the Boys and Girls (a total of 12 age groups). In these groups we will have at least 1st and 2nd with 3rd through 5th in the Under 18 Divisions.

The types of items we were looking at are the usual range of kid's Christmas wish list, for example Games Consoles (ie XBox, PS2, Gameboys etc), Portable Music Players (ie iPods, MP3 Players etc), Electronic Devices (ie Portable DVD Players, PDAs, Digital Cameras and Mobile Phones) and Vouchers (ie books, clothes for the older girls divisions and games vouchers for the boys). This list is not exhaustive, just what immediately sprang to mind when we initially thought of adding prizes to the cash.

The Return to the sponsor would be dependant on the value of prizes donated. The expectation would be that smaller donations would get the same return as a sponsor of a specific item while a significant donation would be given the same return as a divisional sponsor (bar naming rights to the section of the tournament).

WHAT ELSE CAN WE OFFER?

ACTJCL has worked hard (and successfully) to raise the profile of chess in Canberra and the region. Thus demonstrating our capacity to promote the Australian Junior Chess Festival and, with that, our sponsors. Notably we have -

- Featured on ABC Stateline 18/11/2005
- Been interviewed for ABC radio & FM news bulletins for 104.7 & 106.3
- Had players interviewed on the 104.7 "Balls & All" sports program
- Had players feature in national children's magazines "Girl Power" and "K-Zone"
- Enjoyed regular coverage of events in The Canberra Times, The Chronicle and The Word including a double-page photo spread in The Canberra Times
- Received a Sport & Recreation ACT award for "innovation"
- Had individual members nominated (& receive) awards as diverse as a "Good Kid" award, Sport & Recreation ACT's "Thanks" and "Industry" awards, the International Women's Day Awards and the Australian Chess Federation's Koshnitsky Medal for chess administration.

46 — THE CHRONICLE, Tuesday, February 14 2006

The Chronicle News

Rapid lightning chess players hone skills

THIS Sunday is the launch of the 2006 ACT junior chess year with the ACT Junior Chess League's "Lightning Championship".

Lightning Chess is exactly that — chess played at lightning speed where each player has only five minutes to complete all moves.

It's fast, fun, and not for the fainthearted.

Last year the ACT Junior Chess League had an exceptional year with nine Canberra juniors contesting the 2005 World Youth Championship in Belfort, France. They made up nearly half of the Australian team.

At the event Kaleen Primary student Eunice Guo finished tenth in the world for her age.

Other highlights included Karahar High School's win in the NSW Country Secondary Schools Competition with a team of Matthew Beltrami, Alice Kristofferson, William Waters, Daniel McGlynn and

Joshua Crockett. Curtin Primary won the first, unofficial, Chesskids National Open Primary Schools Championship with their team of Kayleigh Smith, Joshua Bishop, Casey Bailes, Karen Khoi and Andrew Spomer.

The primary school won the official Australian Girls Primary School Championship for the second year running with a team of Kayleigh Smith, Natalie Shadwell, Karen Khoi, Grace Huang and Gala Huang.

Last year Radford College achieved second place in the Australian Open Secondary Schools Championship with a team comprising Gareth Oliver, Kishlure Sreduaran, David Jaksa and Tamzin Oliver.

It was the highest place for any ACT secondary school ever.

Also chess identity Jenni Oliver was awarded the 2006 Australian Chess Federation Koshnitsky Medal for services to chess administration.

ACT Junior Champs

Titles won at the Brisbane competition this year

■ Megan Setiabudi: Australian Under 10 Girls Champion and Australian Under 10 Girls Lightning Champion

■ Emma Guo: Australian Under 12 Girls Champion and Australian Under 12 Girls Lightning Champion and Australian Under 12 Girls Rapid Play Champion

■ Kayleigh Smith: Australian Under 14 Girls Champion and Australian Under 14 Girls Lightning Champion and Australian Under 16 Girls Rapid Play Champion

■ Andrew Brown: Equal first Australian Under 14 Champion

■ Junta Ikeda: Australian Junior Rapid Play Champion and Australian Under 16 Open Lightning Champion

■ Yi Yuan: Australian Under 12 Rapid Play Champion and shared Under 12 Lightning Champion with fellow ACT Junior Justin Ghow

THIS Saturday marks the Tenth for Cancer Families.

The convoy leaves Canberra at 7am to Queanbeyan to raise money for local families living with cancer.

The convoy of motorbikes, buses, fire engines and utes will down Northbourne Avenue, on to Commonwealth Avenue, along King Terrace, over Kings Avenue Bridge, Morshead Drive, Pialligo Avenue, the NSW border, then along Yass Bungendore Road, Monaro Cameron Avenue, and Gilebe Avenue to the Queanbeyan Showground.

There will be some delays for the Bat-Eden-Monaro Cancer Support

Flame of Life

AS PART of activities for mid Australian Organ Donation and Transplant Awareness Week, the Flame of Life will end its Australian journey in Canberra on Friday, February 24. It

The Flame of Life is a

SOME OF OUR GOOD NEWS!

