2000 athletes
80 cities
40 countries

Newcastle Airport

Sponsorship invitation
The International Children’s Games (ICG) is a recognised member of the international Olympic Committee (IOC) and is the largest multi-sport youth games in the world, delivering a unique sport and cultural experience for young people.

The general secretary of the ICG, Richard Smith, sums up the event best when he describes it as a true global village, where spirited competition thrives and peace, tolerance, fairness and integrity live.

Lake Macquarie was the first Australian city to participate in the ICG in 2008 and will be the first city in the southern hemisphere to host this significant international event, which is an exciting opportunity for the region, state and country. The 2014 International Children’s Games will be held from the 6th – 11th December, including an opening and closing ceremony with three days of competition.

The ICG combines sport and educational programs, cultural exchange opportunities and economic development. The games brings together an alliance of cities and individuals from around the globe who have a common goal of forming friendships and peace through sport.
On 6 December 2014, 2000 athletes (between 12-15) and 3500 international visitors will descend on our shores for a week of activities, sporting competition and festivals.

For those in the northern hemisphere, the ICG is a highly respected annual event, which generates significant corporate, community and government support. Although this is a new phenomenon in Australia, the International Children’s Games is held with high esteem internationally, and we have the opportunity to be a part of that.

Imagine the rewards - young athletes from all over the world, supported by family and friends, visiting and competing in an environment that fosters inspiration, the athletic spirit and Olympic ideals.
SPORTS and VENUES

swimming
The Forum, The University of Newcastle

gymnastics
Hunter Sports Centre, Glendale

track & field
Hunter Sports Centre, Glendale

football
Macquarie Football Complex
world-class venues will welcome our visitors

sailing
Belmont 16 Footers, Belmont

water polo
Speers Point Pool, Speers Point

BMX
The Lake Macquarie BMX Club, Argenton

2014 will be the first time BMX will be offered at the ICG.

golf
Waratah Golf Course, Argenton
Sponsorship Invitation

Lake Macquarie International Children’s Games (LMICG), in association with Lake Macquarie City Council, would like to invite Newcastle Airport to partner with them as a sponsor for the event.

Lake Macquarie City Council has shown initiative and dedication in securing the rights to host this event and believe that working together, we can achieve mutually beneficial results through brand association, marketing impact, media opportunities and strategic leveraging.

We will work with your team to create opportunities which will drive business through Newcastle Airport, establish brand presence in the lead up and across the whole week of the games and enable you to engage the public, build community connections, develop marketing leverage and promote your services and products.
Benefits:

• Newcastle Airport will be included and promoted as a destination option for participants, VIP’s and supporters in all marketing collateral related to travel in the lead up to the 2014 games
• Newcastle Airport will be included and promoted as a destination option in all direct marketing correspondence to head delegates and city representatives
• Newcastle Airport will be included and promoted as a destination option in the online registration system for the games
• Logo placement on relevant collateral and marketing materials including posters, banners and flyers
• Logo placement and link on the LMICG website
• Social media campaigns, cross promotions and competitions

Sponsorship contribution

• $10,000 + GST
• Signage opportunity for LMICG at the Airport in the 6 month lead up to the games
• Social media cross promotions

We look forward to discussing and negotiating this proposal in more detail.
Hosting such a prestigious event in Lake Macquarie will provide substantial marketing opportunities for the games and its sponsors

- A targeted marketing campaign which will reach up to 5 million across the state and nation
- Live web streaming of the opening ceremony, broadcast to a potential international audience of 12 million
- Media partners who are syndicated with national media networks
- Strong online presence, with the website page and social media promoted through all local, national and international channels
- An 18 month lead time which will give significant brand association and leverage to our sponsors
- Intense marketing campaign which will commence six months out from the games
- High exposure across the week of the games themselves
- International exposure through all participating cities and countries
- High exposure at the Windsor Essex Canada ICG in 2013 as the torch is handed over to Lake Macquarie as the 2014 host

The strategic campaign will achieve impact locally, nationally and internationally through targeted marketing strategies across all mediums, including:

**Public Relations**
Media stories in press, TV, radio and online at strategic lead times

**Online**
Website, social media, links from all participating cities website pages

**Advertising**
Concentrated 6 months campaign leading into the games, including billboards, bus signage, airport signage, television/radio commercials, posters in all local schools

**Promotional**
Material professionally designed including collateral and program guides, merchandise, online schedules

**Direct Marketing**
Letters, emails, official invitations to all ICG participating cities.
The vision and mission of the Lake Macquarie 2014 International Children’s Games is

**inspire**
- to leave a legacy and lasting impression
- to be a spring board for future projects
- to encourage motivation and excellence

**embrace**
- to embrace life together
- to welcome the world and many cultures with open arms
- to promote cooperation and share experiences

**unite**
- to bring together and build connections
- to foster friendships and promote fairness
- to encourage partnerships
Her Excellency Professor Marie Bashir AC CVO
Governor of New South Wales
Vice-Regal Patron of the Lake Macquarie International Children’s Games 2014

Joining Her Excellency in supporting this wonderful event, are celebrated local sporting identities serving as our ambassadors in their professional sports.

swimming

Angie Bainbridge
2008 Beijing Olympics Gold Medallist

track & field

Benn Harradine
2008 Beijing Olympics Discus
2012 London Olympics Discus
2010 Commonwealth Games Gold medallist

football

Lauren Colthorpe
Member of the Matilda’s – The Australian National Football Team

gymnastics

Jack Rickards
Australian Youth Olympics Festival representative
Pacific Rim Championships
USA 2010
2014 will be the first time BMX will be offered at the ICG.

Sailing

Iain Jenson and Nathan Outteridge
2012 London Olympics Gold Medallists

Water Polo

Richie Campbell
2012 London Olympics
2008 Beijing Olympics

Golf

Jake Higginbottom
8th GS Maeykong Open 2013
8th CIMB Indonesian Masters 2013
11th SBI Sail Open 2013
14th NZ PGA 2013
1st NZ Open 2012
10th Aust. Masters 2012

BMX

Rachel Jones
Current Australian Junior Elite Women’s Champion
Runner up 2013 National Series
Shimano Junior Cyclist of the Year – BMX Female.
help us welcome the world!

For more information please contact:

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www.icg-lakemacquarie2014.com