



GUAM
TRACK & FIELD
ASSOCIATION

2021-2022

**SPONSORSHIP
BROCHURE**

www.guamtrackandfield.com
email: gum@mf.worldathletics.org





GUAM TRACK AND FIELD ASSOCIATION

ABOUT US

Guam Track and Field Association is the official national governing body of the sport of Track and Field on Guam. We are an all volunteer board and rely on the financial support of sponsorships and donations.

OUR MISSION:

- Develop the framework for athletes to participate competitively at international and regional events.
- Promote the development of new athletes through local, developmental, and regional events.
- Assist in the development of coaching expertise on Guam to raise the performance level of Athletics.
- Develop officiating in the sport of Track & Field to maintain expertise for professionally managed track, cross-country, and road race events.

OUR VISION:

- To be an elite contender in all disciplines in the Oceania Region by 2025.

AFFILIATIONS



GUAM NATIONAL OLYMPIC COMMITTEE

GNOC is recognized by the International Olympic Committee. It is through GNOC that GTFA is able to compete at international games such as the Olympic Games, Pacific Games, Micronesian Games, and more.



WORLD ATHLETICS

World Athletics is the international governing body for the sport of athletics. It is in charge of the standardization of rules and regulations for the sport, world records, and the organization and sanctioning of athletics competitions, among other roles.



OCEANIA ATHLETICS ASSOCIATION

OAA is the head of athletics federations in the Oceania Region. OAA works closely with GTFA in the development of athletes, coaches, and officials in the sport on all levels.

ACROSS THE GLOBE

OUR COMPETITIONS

GTFA athletes have participated in every **Summer Olympic Games** since 1988. Track and Field is considered a compulsory sport in the Olympic Games program and Guam benefits from the universality program that allows every Olympic nation to be represented.

GTFA also sends athletes to compete at the **World Athletics Championships**, including indoor track and field, outdoor track and field, cross country, and road racing world championships.

We also send athletes to compete at regional competitions such as the **Pacific Games, Pacific Mini Games, Micronesian Games, Oceania Athletics Area Championships, Oceania Athletics Regional Championships, Asian Indoor and Martial Arts Games, East Asian Games, and soon the Asian Games.**



OUR ATHLETES

Athletes representing Guam under GTFA must meet a 5-year residency requirement set by the Guam National Olympic Committee. This means that our athletes consider Guam their home and represent the island with pride. Our athletes are members of our community as students, teachers, business professionals, and more.

Many of our athletes developed their talents on island in order to compete with the best athletes in our region and the world. They have gone through the local interscholastic system, competed in local road races, and build their strength in local fitness centers.

We are truly TEAM GUAM.

RECENT SUCCESS



2017

Oceania Area Championships (Senior/U18), Fiji

o 2 medals **1** **1**

Pacific Mini Games, Vanuatu

o 1 medal **1**

IAAF World Championships, London

o Regine Tugade, 200m

2018

Oceania Micronesian Regional Championships (Senior/U18), Saipan

o 32 medals **15** **11** **6**

Micronesian Games, Yap

o 36 medals **20** **8** **8**

o Multiple Games Records

IAAF World U20 Championships, Tampere

o Joseph Aguon, 100m

2019

Oceania Area Championships (Senior/U18), Townsville

o 2 medals (U20) **2**

Pacific Games, Samoa

o 3 medals **1** **2**

IAAF World Athletics Championships, Doha

o Bleu Perez, 100m

2021

Olympic Games, Tokyo

o Regine Tugade-Watson, 100m

UPCOMING INTERNATIONAL COMPETITIONS

2022

Asian Indoor and Martial Arts Games

Bangkok/ Chonburi, Thailand

March 10-13, 2022

World Athletics Indoor Championships

Belgrade, Serbia

March 18-20, 2022

World Athletics Half Marathon Championships

Yangzhou, China

March 17, 2022

Pacific Mini Games,

Saipan, Northern Mariana Islands

June 17-25, 2022

World Athletics Championships

Oregon, United States

July 15-24, 2022

Micronesian Games

Majuro, Marshall Islands

July 25-August 5, 2022

World Athletics U20 Championships

Cali, Colombia

August 2-7, 2022

Asian Games

Hangzhou, China

September 10-25, 2022

Why sponsor GTFA?

Track and Field is one of most accessible and global sports in the world. Running, jumping, and throwing are the basic foundations of all sport. Guam has enjoyed strong success in our region because of the strong dedication of our athletes and coaches.

Our federation relies heavily on fundraising, community support, and corporate partners like you in order to achieve our goals. We humbly ask for your support in this upcoming competition year.

Thank you for your consideration and support of Guam Track and Field Association.



GTFA National Sponsorship Levels



Gold

\$10,000 per year

Annual Sponsorship includes the following:

- Industry Exclusivity.
- Company Logo on international competition uniforms chest area (40sq cm max).

See Appendix on page 9

- Company Logo on international competition warmups chest area (40sq cm max).
- Title Sponsorship rights to Guam National Track and Field Championships.

Guamtrackandfield.com website Ad Space:

- Large homepage full-width advertisement.
- Leaderboard ads (950x100 pixels) on News, News posts, and Event Calendar pages
- Company Logo featured on website footer.
- Tags and mentions in all social media posts.

Other Sponsorship Options:

- **Kids' Athletics Event**
(see next page for details)

Silver

\$5,000 per year

Annual Sponsorship includes the following:

- Industry Exclusivity.
- Title Sponsorship rights to Grand Prix Series of Meets.

Guamtrackandfield.com website Ad Space:

- Medium homepage rectangle advertisement.
- Medium rectangle ads (300x250 pixels) on News and News posts pages.
- Company Logo featured on website footer.
- Tags and mentions in all social media posts.

In-Kind Donation Sponsorships:

- **Apparel supplier**
- **Beverage supplier**
- **Gym partner**
- **Media partner**
- **And more! Let us know how we can work together.**

Bronze

\$2,500 per year

Annual Sponsorship includes the following:

- Industry Exclusivity.
- Title Sponsorship rights to All-Schools Championship Meet.

Guamtrackandfield.com website Ad Space:

- Small homepage rectangle advertisement.
- Small rectangle ads (300x150 pixels) on News and News posts pages.
- Company Logo featured on website footer.
- Tags and mentions in all social media posts.



KIDS' ATHLETICS

EVENT SPONSORSHIP



**SINCE ITS
INCEPTION,
KIDS' ATHLETICS
HAS GROWN TO
INCLUDE OVER 100
STUDENTS FROM
PUBLIC, PRIVATE,
AND DODEA
SCHOOLS FROM ALL
OVER GUAM.**

Support the **FUTURE** of track and field on Guam.

GTFA hosts an annual Kids' Athletics Day for elementary students on Guam. World Athletics Kids' Athletics is one of the largest grassroots developmental programs in the world of sports; implemented in 134 World Athletics member federations since its inception in 2005. The program aims to introduce youth to the sport of track and field. Teams compete in a variety of running, jumping, and throwing events, which are scored and ranked at the end of the competition.

Kids' Athletics is open to elementary school athletes in 3rd-5th grades. Athletes must be entered as a team comprised of 10 members and must have a designated adult coach.

Events include: Sprint/Hurdles Shuttle Relay, Forward Squat Jump, Overhead Backward Throw, Javelin Throw, Knee Throw, Cross-Hop, Formula One, and an 8 x 50m Relay Race.

SPONSORSHIP PACKET INCLUDES:

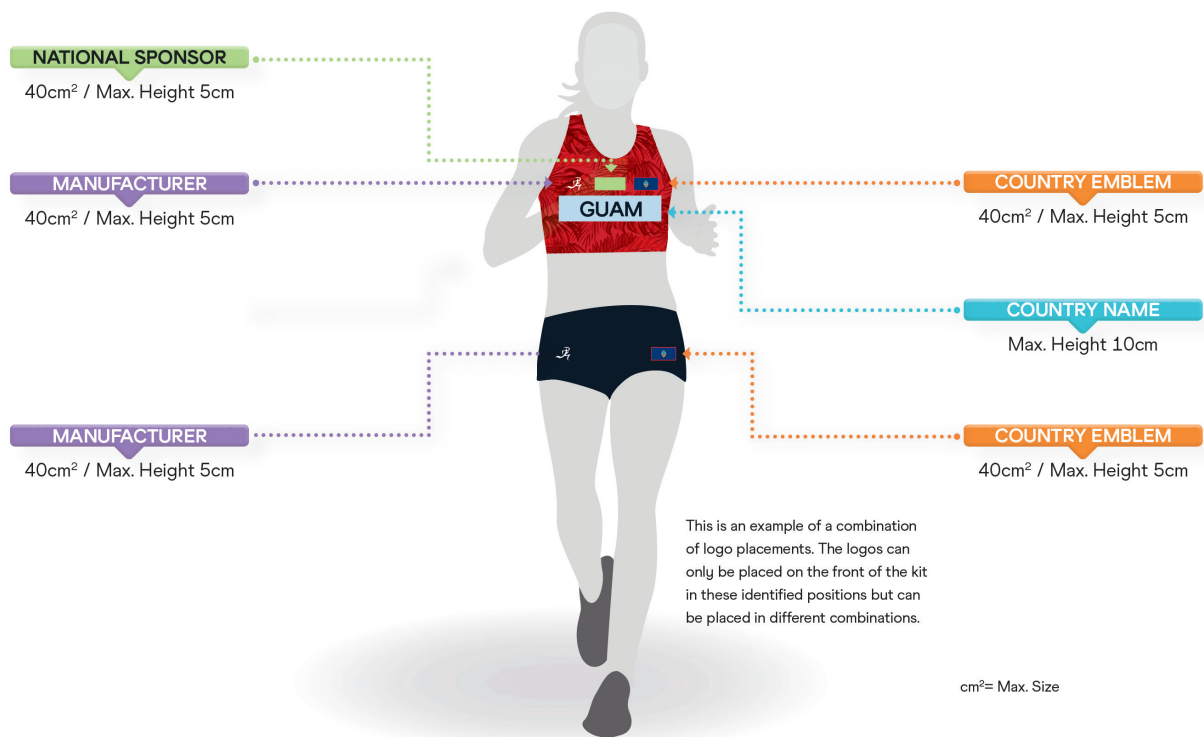
- Kids' Athletics Event Naming Rights.
- Leaderboard Ad (950x100 px) on gtfa website event page.
- Logo and company name on front of event t-shirts.
- Tags and mentions in all press releases, social media posts and advertisements.
- Company Logo featured on website footer.
- **\$2,500 per year.**



APPENDIX

GOLD SPONSORSHIP BENEFIT COMPETITION UNIFORM LOGO PLACEMENT

COMPETITION CLOTHING - FRONT



International Exposure

Your company logo will be featured in all international track and field meets GTFA attends that follow the new World Athletics advertising regulations. This includes all World Athletics Championships, Pacific Games, Oceania Championships and more.

Olympic Games excluded due to Olympic advertising regulations.

Regional Excellence

Since 2017, GTFA athletes have won 76 international medals, including 35 Gold Medals, at various regional track and field competitions.

Our athletes have a reputation of excellence in the Pacific region and are no strangers to the podium.

ADVERTISING SPACE

Fixed ad spaces shown. Home Page ad space for Gold Sponsorship is flexible.

News Posts

The screenshot shows the GTFA website home page. At the top is a navigation bar with links: Home, News, Athletes, Event Calendar, Documents, About Us, and a search bar. Below the navigation bar is a large gold banner for "Gold Sponsor Ad Space (950x100)". The main content area features a news post titled "GTFA Elects New Board for 2021-2025" with a sub-header "Updated: Sep 17". The post includes a photo of the new board members and text stating that the board was elected on August 21, 2021, and subsequently on August 29, 2021. A sidebar on the right contains two ad spaces: "Silver Sponsor Ad Space (300x250)" and "Bronze Sponsor Ad Space (300x150)". Below these are "Recent Posts" including "Mandell Appointed to Oceania Athletics Coaches Association" and "GTFA Elects New Board for 2021-2025".

Main News

The screenshot shows the GTFA website main news section. It features a large photo of Derek Mandell, the newly appointed president, with the headline "Mandell Appointed to Oceania Athletics Coaches Association". The text below the headline states that Mandell has been appointed to the Oceania Athletics Coaches Association (OACA). Below this is another news post titled "GTFA Elects New Board for 2021-2025" with a sub-header "Updated: Sep 17". The post includes a photo of the new board members and text stating that the board was elected on August 21, 2021, and subsequently on August 29, 2021. A sidebar on the right contains two ad spaces: "Silver Sponsor Ad Space (300x250)" and "Bronze Sponsor Ad Space (300x150)".

Events Calendar

The screenshot shows the GTFA website events calendar section. It features a large gold banner for "Gold Sponsor Ad Space (950x100)". Below the banner is a list of events: "Asian Indoor & Martial Arts Games - Bangkok, THA" (March 10 - 20, 2022), "World Athletics Indoor Championships - Belgrade, SRB" (March 18 - 20, 2022), "World Athletics Half Marathon Championships - Yangzhou, CHN" (March 27, 2022), "Pacific Mini Games- Saipan, NMI" (June 17 - 25, 2022), and "World Athletics Championships- Oregon, USA" (July 15 - 24, 2022). A sidebar on the right contains two ad spaces: "Silver Sponsor Ad Space (300x250)" and "Bronze Sponsor Ad Space (300x150)".

Kids Athletics

The screenshot shows the GTFA website kids athletics section. It features a large photo of children participating in a track and field event. Below the photo is a headline "Kids' Athletics" and a sub-header "Title Sponsor Ad Space (950x100)". The text below the headline states that GTFA hosts an annual IAAF Kids' Athletics Day for elementary students on Guam. The text also mentions that the program is one of the largest grassroots developmental programs in the world of sports, implemented in 134 IAAF member federations since its inception in 2005. The program aims to introduce youth to the sport of track and field. Teams compete in a variety of running, jumping, and throwing events, which are scored and ranked at the end of the competition. Kids' Athletics is open to elementary school athletes in 3rd-5th grades. Athletes must be entered as a team comprised of 10 members and must have a designated adult coach. Events include: Sprint/Hurdles Shuttle Relay, Forward Squat Jump, Overhead Backward Throw, Javelin Throw, Knee Throw, Cross-Hop, Formula One, and an 8 x 50m Relay Race. Interested teams and clubs can contact Noshita Benavente at noshita@gmail.com or GTFA at gtfaboard@gmail.com for more information. Below the text are two links: "2019 Results" and "2018 Results".



CONTACT:

For more information
please contact
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Si Yu'us Ma'åse!