



Action Project Reference: 69-04

Organisation: Fiji Amateur Boxing Association

Action Project Proposal:

“Create a sponsorship proposal and sponsorship strategy document”

### Who Are the Fiji Amateur Boxing Association?

Fiji Amateur Boxing Association (FABA) has been around since the 1950s in various stages of evolutionary development and effectiveness.

Fiji Amateur Boxing Association (FABA) aka Boxing Fiji is the national federation for amateur boxing in Fiji. Boxing Fiji administers Fiji’s Olympic representative boxers and develops the sport throughout Fiji including Rotuma.

Fiji Boxing is recognised as the National Sporting Organisation for Boxing by the Fiji National Sports Commission (FNSC), the Fiji Association of Sports and National Olympic Committee (FASANOC), the Oceania Boxing Confederation (OSBC) and the International Boxing Association (AIBA), the world's governing International Federation.

### Mission:

Our Mission is: *Build on. Dedicated to our values.*

Our Values are: *Forging champions. Universally respected.*

## Long Term Aims & Vision:

Our vision is to create a healthy, vibrant and sustainable amateur boxing ecosystem that is accessible and serves the needs of everyone. We do this through strategic planning, creating robust systems and providing adequate developmental and growth opportunities for key stakeholders.

In the long term we want to make amateur boxing accessible for everyone, produce world class athletes and gender mainstream the sport to acceptable levels.

## Current Challenges:

Some barriers or challenges we face include:

- Boxing Fiji has only recently experienced a resurgence and therefore a lot needs to be done to reestablish ourselves.
- There are not proper structures in place to enable our operations.
- Our income is essentially a government grant so we also need to diversify.

## Further Information:

Much of our operations are reliant on external funding and therefore sponsorship is essential for us to continue our work. Many businesses can be keen to sponsor sports teams and therefore building these relationships is really important. Therefore, we would like you to create a sponsorship proposal that we can send to potential sponsors. We would also like you to create a strategy document to guide our sponsorship search and application process. This document could include potential sponsors, ways to contact them, guidance etc.

## Key Research & Discussion Areas:

### Plan and deliver ...

Tip: Have a tangible aim which is SMART (specific, measurable, achievable, realistic, and timely)

- What organisations currently provide sponsorship? What businesses may be willing to start providing sponsorship? Are there any local businesses etc that would be helpful to contact?
  - Consider all potential sponsors, they don't just have to be businesses!

- Will you look for sponsorship in Fiji or also internationally? What is most realistic/useful?
- What could FABA provide in return for sponsorship? E.g. advertisement etc.
- What are the long-term goals of FABA and what role does sponsorship play in this? Remember to focus on the big picture when creating your strategy document.
- What are the key dates and timescales for these sponsorships? Could you create a timeline as part of your strategy document?
- What are the key areas that need to be covered in the proposal?
- Can you find examples of other proposals/ strategy documents from similar organisations either in Fiji or elsewhere?
  - What is good about these?
  - How could they be improved?
  - What sections do they include?
  - In what ways are the organisations similar?
- How will the proposal be presented? (Check out free templates online)
  - Who is the audience?
  - Will you need to complete a number of proposals depending on whether you are applying for local or overseas sponsorship?
  - Are there any areas that will need to be changed for each application? If so, be sure to highlight these.
- What online resources are available to you as you plan and deliver this proposal?
- What parts of the Think Pacific Skills Series will you use?

## **Content ...**

- What makes this organisation unique? - why would people want to sponsor it - think about its mission, values, history, ethics and successes?
- What benefits does FABA bring to Fiji or the local community? Make sure to emphasise these.
- Use online examples to help you formulate a sponsorship proposal. How can this be adapted to suit the needs of the Fiji Amateur Boxing Association?
- How will you structure your strategy document?
  - What are the key sections that need to be included?
- How will FABA use the sponsorship funds? Why are these aims important? Try to show clearly how the sponsorship will help achieve these aims.
- What information do donors need to persuade them to invest?
- What time period should this strategy be covering?

## Barriers to success ...

- What barriers are there to the creation of your proposal and strategy? How could these be overcome?
  - Can you find any examples of how other organisations have overcome similar issues?
- How could you overcome the following types of barriers to the success of your proposal?:
  - Practical (e.g. what organisations are likely to invest)
  - Information and Knowledge (e.g. what do you need to know about this sector and organisation in order to complete the proposal? What do you need to know about sponsorship to enable effective research?)
  - Resources (e.g. what information or resources do you need in order to be able to complete this project?)

## Evaluate ...

- Come back to your original aim - have your proposal and strategy document achieved the original purpose?
  - Are there any improvements you should make?
- How will you ensure that the proposal and strategy document are sustainable for long term use?
  - Could you provide some ideas for a strategy in the future?
- What parts of your project will you focus on in your presentation at the end of your internship?

## Useful Links:

- Organisation page:  
<https://thinkpacific.com/action-project-fiji-amateur-boxing-association/>
- Facebook: <https://www.facebook.com/Fijiamateurboxing/>
- Article about the resurgence of the organisation:  
<https://www.fbcnews.com.fj/sports/amateur-boxing-to-be-revived-in-fiji/>
- Website about sponsorship (but please note that it is UK specific):  
<https://www.sportenglandclubmatters.com/home/club-promotion/your-options/sponsorship-partnership-marketing/>

**Further Questions**

Are there any questions you would like to ask FABA to assist in completing this project?

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