



# SPONSORSHIP PROPOSAL

Māori Sports and Cultural Association



2025

[www.maorisca.com.au](http://www.maorisca.com.au)  
[admin@maorisca.com.au](mailto:admin@maorisca.com.au)



## Our Organisation

The Māori Sports and Cultural Association (MSCA) is a not-for-profit organisation, providing sporting and cultural pathways for Māori across NSW.

Formed from the desire to promote cultural pride, sportsmanship, and personal growth amongst our members. By engaging Māori in sports and culture, we strive to instill essential values such as teamwork, discipline, and resilience while cultivating a strong sense of identity and heritage.

We are an involved community of 26 coaches and managers and a growing number parent helpers

150+ registered players from all over NSW

The Sporting and Cultural teams which comprise MSCA (at this stage) are:

- NSW Māori Senior Men and Women Rugby Union
- NSW Māori Boys and Girls Rugby Union





## *Into The Future*

As we continue to build, we are also focussing on bringing additional sporting and cultural focussed groups to MSCA. This will assist our people in building a stronger community focussed Association.

MSCA's mission is it to inspire and empower Māori through the spirit of whanaungatanga (kinship) and manaakitanga (hospitality).

MSCA is dedicated to fostering a supportive and inclusive environment where every member can develop skills, cultivate resilience, and embrace their cultural identity. Through the values of teamwork, integrity, and excellence, we strive to nurture the holistic growth of our people, instilling pride in their Māori heritage and building for their future success.

The Māori sporting and cultural groups that fall under the umbrella of MSCA are extremely successful and well-run representative groups providing a clear pathway to representative sports. However, as you would understand as an amateur sporting and cultural organisation we are trying as best we can to keep the costs of our endeavours as low as possible. As such we are looking to increase our ability to provide quality programs (& returns) to our members and as such a strategic partnership with your business we believe is the best way forward for our community.





## *Our Sponsorship Philosophy*

The sponsorship programme of MSCA is defined by the following principles:

Sponsors are legitimate and valued members of MSCA and the wider community

Sponsorship exists to provide funds for the genuine betterment of the quality of the sporting and cultural experience experienced by the stakeholders of the MSCA

Sponsorship exists to provide funds for the legitimate activities and stated goals of MSCA

Sponsorship is a relationship where by MSCA has stated requirements and obligations to the sponsor which must be fulfilled

As a rule MSCA will limit the number of sponsors in an effort to provide the most efficient service and quality of return to the sponsor

In return for their sponsorship of MSCA a sponsor can rightly expect the negotiated conditions of the sponsorship to be completed in a timely and efficient manner.





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# Sponsorship Packages



## Gold Sponsor

Advertising on the body of the MSCA Apparel and any associated sporting sub committee e.g. Maori Rugby etc

A Gold package of MSCA Apparel

Fully catered day at presentations

Invitations to MSCA Functions

MSCA Memorabilia for display

Gold Package Advertising on the Club Website, Social Media, & associated Podcasts

**\$5,000**

(2 Per Year)



## Silver Sponsor

Advertising on the sleeves, shorts of the MSCA playing strip

A Silver package of MSCA Apparel

Fully catered day at presentations

Invitations to MSCA Functions

MSCA Memorabilia for display

Silver Package Advertising on the Club Website, Social Media, & associated Podcasts

**\$3,000**

(2 Per Year)



## Bronze Sponsor

Sleeve advertising on the MSCA playing strip

A Bronze package of MSCA Apparel

Fully catered day at presentations

Invitations to MSCA Functions

MSCA Memorabilia for display

Bronze Package Advertising on the Club Website, Social Media, & associated Podcasts

**\$2,000**

(2 Per Year)



## Our Whanau Sponsor

Our unique "Our Whanau" sponsorship program aims to support our rangatahi (youth) members competing in the Pacifika Cup by giving our wider community the opportunity to contribute with sponsorship.

Supporters names will feature on a limited edition shirt

**\$250**

(2 Per Year)



## Thank You

As has been demonstrated in this proposal, sponsorship of Maori Sports and Cultural Association is mutually rewarding. It is important to the growth of not only our organisation but also for the exposure of your business. We thank you in advance for your support of our community sports and cultural organisation. If you have any further queries please contact us.

**Awhina Martin - President**

**Kelly Jensen - Corporate Sponsorship Co-ordinator**



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[Māori Sports and Cultural Association](#)

