

# Sol2023 Pacific Games Sponsorship Prospectus



go further

# WELCOME TO THE HAPI ISLES

**BIGGEST HIGHLIGHT FOR SOLOMON ISLANDS  
SINCE INDEPENDENCE.**

**THE PACIFIC GAMES IS THE REGION'S BIGGEST SPORTING  
EVENT AND ONE OF THE REGION'S MOST PRESTIGIOUS**

Established in 1963, the first Games were hosted by Suva, Fiji – and have since been held in 12 countries and territories within the region.

In 2023, Solomon Islands will proudly host the Pacific Games for the first time since hosting the inaugural Pacific Mini Games in Honiara in 1981. From 19th November to 2nd December 2023 we will welcome over 5,000 elite athletes and officials from across the Pacific region including Australia and New Zealand to Challenge, Celebrate and Unite our people, our country and our region the Solomon Islands way.

The Games promise to be a defining event in Solomon Islands' history that will capture the imagination and interest of the entire Pacific and beyond. An event that will challenge ourselves as a country to be the best we can be, celebrate not just in our victory, but the accomplishment of our country's journey in preparing to host the Games.

One that will leave a legacy for our new generation, not only to enjoy but to convey as a nation that we can achieve unbelievable things when we stand united.

The 2023 Pacific Games will be a catalyst to develop our institutions and our country and create opportunities for our youths - which is why the Government is making a significant investment to ensure the 17th Pacific Games is a major success.







## SPONSORSHIP IS ABOUT MUCH MORE THAN BRAND EXPOSURE, PRESTIGE AND CREATING NEW BUSINESS OPPORTUNITIES

For today's people-focused corporations, it's also about giving something back to the community.

The Solomon Islands XVII 2023 Pacific Games will not only bring together our region's nest athletes – but also every stakeholder wishing to contribute to the good of the country.

Gives businesses more reach and an unparalleled promotion opportunity to reach regional and global audiences.

Hosting the Games will mean a great deal to Solomon Islands through:

- ✓ the building of much needed state-of-the-art facilities for our athletes and coaches
- ✓ training programs for the stars of tomorrow
- ✓ increased skill levels through the training of our Games' workforce
- ✓ infrastructure improvement
- ✓ soaring visitor numbers, providing a welcome boost to our economy.

And thanks to our sponsors, it will also be a time for our local communities to shine – as the Games will help fund many community initiatives in the areas of health, education, environment and safety.

# GIVING BACK



## SEE YOUR BRAND SHINE IN THE PACIFIC AND BEYOND

### SPONSORSHIP OF THE GAMES WILL PLACE YOUR COMPANY'S BRAND AT THE CENTRE OF ATTENTION

There will be significant exposure during the three key phases: Preparation of the Games, During the Games and Post Games.

Multimedia coverage will follow all the announcements, news and events – and nationwide broadcasting rights will be shortly announced.

It is estimated that media coverage will reach over 80% of Solomon Islands population. The Games will also be broadcast to most of the Pacific Islands and the world.

Making the Pacific Games a money can't buy opportunity for businesses to promote your brand around Solomon Islands, the Asia-Pacific region and beyond.



# UNIQUE OPPORTUNITY





## FIVE GOLDEN SPONSORSHIP OPPORTUNITIES

### THERE ARE FIVE TIERS OF SPONSORSHIP

- ✓ Presenting Sponsor – \$SBD 5Million +
- ✓ Gold Sponsor            \$SBD 5Million
- ✓ Silver Sponsor            \$SBD 2Million
- ✓ Bronze Sponsor            \$SBD 500,000
- ✓ Official Supplier            \$SBD 500,000

### SPONSORSHIP SUPPORT MODES

- ✓ Cash
- ✓ Value In Kind
- ✓ We need your goods (e.g. food & drinks for athletes)
- ✓ We need your services (e.g. banking, IT, communications)
- ✓ We need your people to deliver our programs (e.g. ticketing, recruitment, train & deploy our volunteers)

### Tiers 1 & 2: Presenting and Gold Sponsors

Offering integrated Team and Event sponsorship opportunities, Presenting Sponsors will be the most prominent brands to feature in the Games.

Sponsors in these tiers will feature in all official functions and enjoy category exclusivity. This will be of interest to any company looking to position itself as a highly visible partner in a nation-building event.

Sponsors will also benefit from a range of initiatives designed to raise their profile, including advertising and promotion, a sponsorship recognition program and extensive public relations and media exposure. Games Business Club.





### **Additional benefits of Presenting Sponsor:**

There are a range of Presenting Sponsor opportunities available such as the Games Relay, the Ambassador Program, the Mascot, Games Village, Opening and Closing ceremonies and Volunteers – which can be purchased as a group or individually. As the top tier of sponsorship, the Presenting Sponsor will be associated with all aspects of their chosen category, and will receive a number of exclusive opportunities over and above the Premium level.

These include:

- ✓ First option to partake in all associated events
- ✓ Strategic positioning as presenter of Sol2023 Pacific Games
- ✓ Comprehensive brand association with Events Mascot

### **Tier 3: Silver Sponsors**

This category is for sponsors looking to create a visible partnership in a nation-building event – and features many of the benefits from tiers 1 & 2, including:

- ✓ category exclusivity
- ✓ advertising and promotional opportunities
- ✓ sponsorship recognition program
- ✓ hospitality benefits and ticketing opportunities

### **Tiers 4 & 5: Bronze and Official Suppliers**

In addition to profile and prestige, an Official Supplier or Official Supporter can look forward to many advantages, including:

- ✓ priority purchase of Games tickets
- ✓ sponsorship recognition program



## COMPETITIVE EDGE

Sponsorship of the Sol2023 Pacific Games comes with many privileges and we have put in place a range of initiatives to give our sponsors a competitive advantage through their association with the Games.

## BRAND ASSOCIATION

Depending on the Tiers of sponsorship, sponsors will be entitled to leverage their partnership with the Sol2023 Pacific Games through the following priority channels:

- ✓ Options for brand association with Solomon Islands Teams/athletes during the Games.
- ✓ Naming rights at a Games venue.
- ✓ Advertising signage at Games venues.
- ✓ Priority access to advertising slots during the official broadcast and opportunity for program naming e.g. Today's highlights brought to you by 'xxxx' company
- ✓ Use of Sol2023 Pacific Games logo
- ✓ Right to be identified as a partner of the Games
- ✓ Right to be identified as a presenting partner of a Sport or of a Day of the Games
- ✓ Option for branding the volunteers uniforms
- ✓ Games Tickets & Accreditation, with official VIP seating and potential for network
- ✓ Brand association with the Games Mascot and/or other programs
- ✓ Right to dress Honiara City e.g. access billboards, public transports and other structures for advertising purposes

These rights will be negotiated depending on the tier of sponsorship plus the Sponsor's current marketing goals and strategy.

**Higher Tiers = more rights and benefits.**

# MORE REACH

increased TV viewers from around  
Solomon Islands, the region and the world





## ADVERTISING AND PROMOTIONAL PROGRAM

A comprehensive advertising and promotional program will ensure high levels of exposure and branding for sponsors throughout the Games.

The benefits of the program include:

- ✓ Venue signage and banners
- ✓ Games Broadcast advertising opportunities – Television, Radio and Newspapers
- ✓ A visible presence within all Sol2023 Pacific Games social media campaigns
- ✓ Composite media backdrop at all major press conferences, major events and media opportunities
- ✓ Branding on all official Games marketing and communication collateral
- ✓ Partner recognition in Games Newsletter and posters
- ✓ Advertising Banner and URL links to the Sol2023 Pacific Games website







## SPONSORSHIP RECOGNITION PROGRAM

The Sol2023 Pacific Games will rely on the support of our sponsors to be a successful event. To recognize the invaluable contributions, they will make to both the Games and Solomon Islands, we will offer sponsorship exposure through:

- ✓ Individual sponsorship recognition launch via a major media announcement
- ✓ Official plaque/certificate presentation to all sponsors
- ✓ Option to participate in educational and community programs
- ✓ Branding opportunities at the Opening and Closing ceremonies
- ✓ Participation in Medal presentation ceremonies
- ✓ Opportunity to build and own additional Games award e.g. Volunteer of the Games
- ✓ Official Team Solomon parade to include sponsor flag and banner
- ✓ Rights to use official Games Mascot in promotional activities  
Levels of rights and opportunities will vary between Tiers of sponsorship



## PUBLIC RELATIONS AND MEDIA EXPOSURE

Extensive media coverage will be delivered in the three key phases of Preparation, During and Post Games. The Sol2023 Communication Strategy will assist sponsors to achieve wide reach and exposure through a range of opportunities including:

- TV Advertising, news reports, special reports, segments and programs
- Radio promotion, segments and interviews
- Newspaper and magazine stories, advertising, special articles and reports
- Sponsor names on all Media Releases through the three phases

## HOSPITALITY

Sponsors will receive tickets for Games events and VIP areas access at selected venues - to distribute for promotional purposes. The top Tiers will be provided with personal VIP Accreditation passes and tickets for the Opening and Closing ceremonies. Lower Tiers will receive the first option to purchase tickets.

Sponsors will also have the right to:

- ✓ Produce Games branded merchandise and memorabilia for internal promotional use
- ✓ Nominate volunteers to assist with the Games Organizing Committee
- ✓ Level of rights and opportunities will vary between Tiers of Sponsorship







## BUSINESS OPPORTUNITIES

Our Sponsorship program is about how can we help your business to use the Games to leverage benefit that meets your existing cooperate business strategy. One that is tailored to your organization ensuring that the Games can deliver you something that you would not have been able to get unless it was in association with the Sol2023 Pacific Games and one that helps you to fast track your plan for development.

## JOIN THE GAMES

Be part of a historic mission for Solomon Islands.

The 2023 Pacific Games gives your company a unique opportunity to be part of our inspirational journey.

Join us as we take sport in Solomon Islands to a whole new level at the 2023 Pacific Games and together let us CHALLENGE, CELEBRATE & UNITE.

We look forward to gaining your company's trust and support.

## CONTACT

If you wish to discuss these opportunities further, please contact:

### **Peter Stewart**

Chief Executive Officer (CEO)

Games Organizing Committee

Email: [PStewart@sol2023.com.sb](mailto:PStewart@sol2023.com.sb)

Phone: 7671670

Or

### **Mike Vereseni**

Revenue and Sponsorship Coordinator

Games Organizing Committee

Email: [MVereseni@sol2023.com.sb](mailto:MVereseni@sol2023.com.sb)

Phone: 7425329



Sol2023 Pacific Games Office  
Se King Building  
PO Box 2443  
Honiara, Solomon Islands



**24** sports

**5000** athletes & officials

**24** countries represented

**3000** volunteers

**1500** broadcast hours providing an  
unparallel reach across the  
Pacific and beyond