



# 2016 GRAND MASTERS HOCKEY WORLD CUP NEWCASTLE, AUSTRALIA

**Contact:**

Phil Adair Ph. 0459 937 665 | Email: phil.adair@hotmail.com.au  
Peter Sweeney Ph. 0458 250 855 | Email: peters@jsagroup.com.au  
Greg Preston Ph. 0413 336 539 | Email: greg.preston@newcastle.edu.au



International Hockey comes to Newcastle in 2016 when teams representing 15 nations will compete for the 8th Grand Masters World Cup from 3rd to 12th May



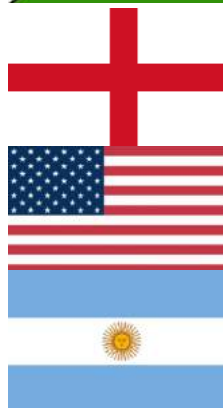
The staging of this Tournament in Newcastle is a significant coup for the City and the surrounding area because of the enormous economic impact that it will have as a result of hosting 45 teams plus support personnel, officials and supporters for two weeks. It is estimated that the Hunter and its adjacent tourist areas will benefit from an injection of at least \$4.5 million from expenditure on accommodation, travel, restaurants, shopping and attendances at the many tourist venues throughout the area. We expect to have approximately 1,800 visitors for the event.



The World Cup matches will be held at the Newcastle International Hockey Centre at Broadmeadow which boasts three playing surfaces that are the equal of the best in the world. Teams will start arriving on Wednesday 26th April to train and to play practice matches in preparation for the event. Local Masters teams are making themselves available to assist our international visitors in preparation.



The Organising Committee are planning to provide our visitors with a great experience in our City and will be setting up a special area at the hockey centre to provide a relaxing space featuring covered seating, tables, beverage sellers and a wide selection of catering offerings. Newcastle's best caterers will be given the opportunity to be involved in the Tournament.





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## SPONSORSHIP OPPORTUNITIES

The Grand Masters World Cup provides Newcastle's business community a unique opportunity for promotion of their bands and products. Sponsorship packages are available in a variety of ranges from:

- 1 Full Event Sponsorship of \$15,000
- 2 Event Partner - \$10,000
- 3 Event Partner - \$5,000
- 4 Event Supporter - \$2,500
- 5 Event Supporter - \$1,000
- 6 Ground signage package
- 7 Programme advertising packages
- 8 Donations of goods and/or services in kind



Sponsors will be widely recognised throughout the various levels of media exposure that will occur before and during the event. Additionally, Hockey Australia will be making a daily highlights programme that will be shown internationally.





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## LONG TERM BENEFITS

The Newcastle Hockey Centre is one of only three centres in Australia that has three World Class water-based synthetic pitches. The other two are in Canberra and Hobart, both of which are fully funded by Federal and State Governments. By comparison, the Newcastle Centre has been funded to the amount of \$6 million by the hockey fraternity over the past twenty years.



Local restaurants, clubs and tourist venues will benefit greatly from these visitors and the flow on from this tournament. It will showcase our City and region to national and international players from around the globe.

The City of Newcastle and its surrounding areas have many characteristics to attract important events - climate, accommodation, ease of travel around the area, airport, restaurants, clubs, high class shopping facilities and many tourist features.

Our area has the perfect credentials to host many more international matches. Further, the re-development of the hockey centre infrastructure, in respect of player and spectator amenities, will ensure that Newcastle is selected to stage major international events. These include the World League, Kookaburras, Hockeyroos, and the national men's and women's annual championships, which include 75 and 40 teams respectively and run over a two week period. It is highly likely that we will see the top level of national and international hockey played here on a regular basis.

