



2024

SPONSORSHIP PROSPECTUS

ABOUT US

We are New Zealand's premier Brazilian Jiu Jitsu competition circuit.

NZ Grappler drives the development of Brazilian Jiu-Jitsu (BJJ) in New Zealand through our **10+ annual tournaments, catering to all skill levels from children to adults, recreational to competitive.** BJJ in New Zealand has experienced significant growth in the past 5 years, thanks to the increased visibility of the sport through organisations like the UFC and One Championship. With approximately 250 gyms and 10,000 members nationwide, **BJJ is now among the fastest-growing sports in the country.**

Our tournament numbers have also grown significantly, **from 150 competitors in our first tournament to now tipping the scales at 1,000 competitors,** with their friends and family cheering them on in the stands. Our mission is to offer people a chance to showcase their hard work and test their skills. We aim to continue to innovate and create an engaging experience for competitors and spectators alike, and continue to foster the growth of BJJ in New Zealand.



EVENT INFO

- This year, we have a lineup of 12 events, with 7 taking place in Auckland, and the remainder scattered across various regions. (For specific locations and dates, please see our event calendar)
- Our events are classified in a tiered system, with the size and significance of the tournament serving as the determining factor. For instance, a regional tournament is a one-star event, whereas the tournament branded as the "Nationals" would be a large scale three-star event, with people from all over the country attending.
- Events typically commence at 9am and conclude around 4pm, with the schedule for the day dictating the exact duration.
- Our events attract a diverse group of individuals, both as competitors and spectators. In 2023, we welcomed 4,845 competitors over the year, along with an estimated 12,000 people as spectators.





2024 EVENT CALENDAR

2024 COMPETITION CALENDAR

24 FEB	SUMMER SLAM NO GI/GI Auckland, Barfoot & Thompson Stadium	★
3 MAR	SOUTHERN CHALLENGE NO GI/GI Christchurch, Ara Institute of Canterbury	★
9 MAR	SUMMER SCRAMBLE NO GI/GI Wellington, Kapiti College	★
13/14 APR	OCEANIA CHAMPS NO GI/GI Auckland, Barfoot & Thompson Stadium	★★★★
4 MAY	ADCC CUP NO GI Auckland, Due Drop Events Centre	
13 JUL	WINTER CHALLENGE NO GI/GI Dunedin (Venue to be confirmed)	★
10 AUG	NORTH ISLAND CHAMPS NO GI/GI Auckland, Barfoot & Thompson Stadium	★★
7 SEP	AJP TOUR NO GI/GI Auckland, Due Drop Events Centre	★★★★
21 SEP	CAPITAL CHALLENGE NO GI/GI Wellington, Kapiti College	★
5 OCT	SOUTH ISLAND CHAMPS NO GI/GI Christchurch, Ara Institute of Canterbury	★★
26 OCT	GI NATIONALS GI Auckland, Barfoot & Thompson Stadium	★★★
23 NOV	ADCC SOUTH PACIFIC INVITATIONAL NO GI Auckland, Due Drop Events Centre	



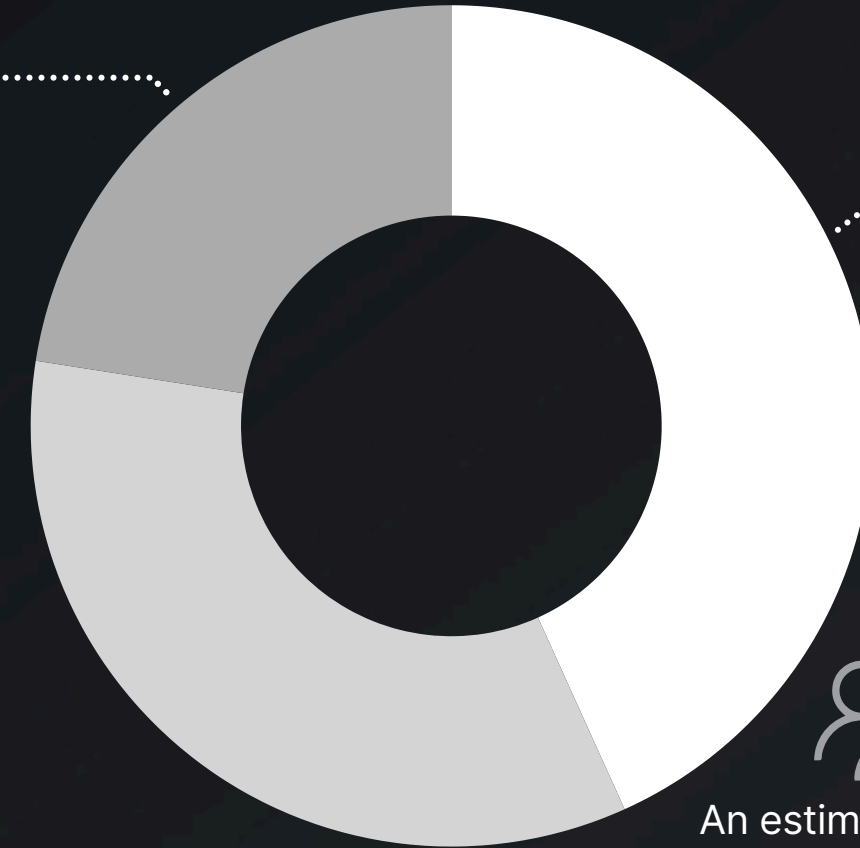
OUTREACH



Our participants, 4,845 people took part in our 2023 tournament circuit



15k+ followers across our social media channels



An estimated 12,000 people attended as spectators over our 2023 slate of events

As our audience continues to expand and diversify, we at NZ Grappler find ourselves united by a common thread: a shared love and passion for the art of Brazilian Jiu Jitsu. Central to our mission is the ongoing engagement and connection of our audience through the implementation of creative and forward-thinking strategies, both within the context of our events and through the various social media channels we utilise.

Our key demographic is predominantly male with women comprising the remaining 20%.



SPONSORSHIP OPPORTUNITIES

We understand that different businesses have different needs and budgets, which is why we welcome customised sponsorship packages

At our organization, we are deeply committed to fostering a sense of community and connection. As such, we welcome the opportunity to collaborate with like-minded organizations who share our passion for community building. This year, we have diligently curated a selection of sponsorship opportunities designed to bring businesses into our fold and establish mutually beneficial relationships as we continue to grow and evolve in this dynamic field. We offer a variety of pre-set sponsorship packages, each with its own set of benefits. However, we understand that every business has unique needs and we are happy to work with you to create a customized package tailored to your specific requirements and marketing budget.

Key opportunities include but are not limited to:

- Signage
- Naming rights.
- Posters
- Social Media posts
- Stalls.
- Branded medals and/or podium.
- Branded event t-shirts.
- Pop-up displays.
- Giveaways and spot prizes.
- Weigh-in displays.
- Scoring table displays.
- Registration sponsorships.



As a family business with strong community-centric values, we place an emphasis on community engagement and support. We take great pride in fostering the success of other NZ businesses at our events, and we welcome opportunities of collaboration with open arms. If you are interested in exploring the possibilities of working together, please do not hesitate to reach out:

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