



**Asia Pacific Cup (APO)
13-18 October**

Brisbane

Nissan Arena



A SHORT HISTORY OF POWERCHAIR FOOTBALL

Powerchair football emerged in France and Canada in the early 1980s and spread across Europe and to the USA and Japan. The international rules for powerchair football were developed in 2005, with the first Powerchair Football World Cup held in Japan in 2007.

The sport arrived in Australia in 2010, starting in Sydney and is now played across five states. The Australian Poweroos placed 7th at the 2011 FIPFA World Cup in France, 4th at the 2017 FIPFA World Cup in USA, and 6th at the 2023 FIPFA World Cup in Australia.



WHAT IS POWERCHAIR FOOTBALL?



Powerchair Football is a modified version of football (soccer) for powerchair users. The sport is played on a basketball court between two teams of 4, including the goalkeeper. Athletes use specially designed sports powerchairs fitted with metal footguards (the athletes' boots, so to speak) which are used to 'kick' an oversized football. Athletes pass, dribble, spin and strike the ball as they attempt to score more goals than their opponents.

POWERCHAIR FOOTBALL IN AUSTRALIA ?



International Bodies Supporting Powerchair Football



Australian Bodies Supporting Powerchair Football

APFA is part of the Asia Pacific Oceania Powerchair Football Zone (APO), pitting us alongside Japan, South Korea and New Zealand.

On the domestic front powerchair football is aligned with A-league clubs across Australia and it is growing. We are sure that this APO Cup will continue to provide pathways for more amazing athletes and supporters to become part of our powerchair football family. This support has in turn been adopted by to the lower levels, with several NPL clubs also stepping in to support their own teams in the last few years, helping to grow our sport at the grassroots level.

With your help, the APO Cup will be the kind of showcase event that will bring more boys and girls with all different kinds of disabilities to our sport and welcome more people to our powerchair football family.



WHAT IS THE ASIA PACIFIC OCEANIA CUP ?

The Powerchair Football Asia Pacific Oceania cup is the qualifier for the world cup

Four nations with the best players form Japan, South Korea, New Zealand and Australia play qualifiers, with the top two teams attending the World Cup

There are 8 players in each team with each team bring a delegations of coaches, official and families to support the event

The official 79 delegation includes:

Japan - 22

Korea - 22

Australia - 22

New Zealand – 13

Officials – 20 (being flown in from around the world)

Family and friends from the nations will attend Brisbane for the games.

16 games will be live streamed on You Tube 15,16,17 October



EVENT COSTS

Powerchair Football is a sport on the rise, but we need your help to allow this progress to continue. Staging any major event is an expensive exercise. In powerchair football, this is more expensive as all athletes require the support of family, friends and support workers to allow them to compete. This in turn increases accommodation costs.

In order to make the Asia Pacific Oceania Cup the spectacle it deserves to be, we need your generosity and support. Our elite athletes are proof that people of all physical abilities have immense talent and can achieve incredible things. Help us to inspire all powerchair users and let them dream about one day representing their country.

BUDGET AREAS / COSTINGS NEEDED

MAJOR COSTS

- Venue hire and operation
- Events (opening and closing, presentations, dinner)
- Accommodation
- Transport (minimal due to location – contingency needed)
- Meals
- Entertainment
- Merchandise
- Officials



EVENT PROCEEDINGS

Classification of players will be held 13 & 14 October
 - media opportunity for interviews with teams and player

Each team will have 8 games through out the tournament

3 games per day per team on 16 & 17 October

2 games on final day per team 18 October

Opening Ceremony

Attendance: The Brisbane Lord Mayor or QLD Sports Minister or QLD Football representatives

Possibly the opportunity for some for some of the Paralympic committee to attend?

Media Opportunity – Bring in a morning show, interviews available with players..

Closing Ceremony Dinner: 110 people – 32 players in wheelchairs

2025 APO Cup Draft Schedule					
Monday 13th October 2025					
Official Arrival day & Classification					
Tuesday 14th October 2025					
Classification & Team Practice Sessions					
Wednesday 15th October 2025					
Show Court					
1000	Opening Ceremony				
1100	1	v	2	Match 1	Pool A
1215	3	v	4	Match 2	Pool A
1430	1	v	3	Match 3	Pool A
1545	2	v	4	Match 4	Pool A
1800	1	v	4	Match 5	Pool A
1915	2	v	3	Match 6	Pool A
Thursday 16th October 2025					
Show Court					
1000	1	v	2	Match 7	Pool A
1115	3	v	4	Match 8	Pool A
1330	1	v	3	Match 9	Pool A
1445	2	v	4	Match 10	Pool A
1700	1	v	4	Match 11	Pool A
1815	2	v	3	Match 12	Pool A
Friday 17th October 2025					
Show Court					
1000	1st	v	4th	Match 13	Semi Final 1
1200	2nd	v	3rd	Match 14	Semi Final 2
1500	Runner Up SF1	v	Runner Up SF2	Match 15	3rd Place
1700	Winner SF1	v	Winner SF2	Match 16	Final
Trophy presentation on court post final					
Closing Ceremony Dinner					
Saturday 18th October 2025					
Pack up, Departure					



WHAT DOES THIS MEAN FOR BRISBANE ?

The total value of the event will be around \$500K, which includes flights, domestic travel, sightseeing, food, accommodation, transport. In total we think around 220 people will be playing, officiating, supporting the competition. Fans will flock to the Nissen Center to cheer on the teams.

Nissan Arena: Booked for 5 days, with lunch provided at the venue.

Accommodation Breakfast and Dinner: 50 Accessible hotel rooms have been booked for the delegation. Emporium in South Bank & xxx Family and friends will book other accommodation across Brisbane.

Tourism: 3 nations are flying in will have the opportunity experience what Brisbane has to offer, which will provide additional discretionary spend.

Transport: 32 Players have 2 wheelchairs (64 wheelchairs in total) Japan, Korea, New Zealand need transport to and from the venue and airport around 24 players. Most transport only takes one wheelchair.

Closing Dinner: We need to find a venue for 110 people, which can fit 32 wheelchairs.



HOW CAN YOU ASSIST?

This is a great opportunity for Brisbane to test out smaller Paralympic event within the city to see how things work with hosting 32 players who have the logistics of bring 2 wheelchairs, support workers to an event.

Government: Informing the Lord Mayor opening/ speaking at the opening the ceremony

Funding: Are there any grants available to assist with event costs? Do you have corporate sponsors that may be interested in being involved with the event

Media: Providing guidance in contacting the right people to promote the event. Assist with sending out media for the event

Advertising the event in local publications

Transport: Assisting with finding options for accessible transport to showcase how easy it is for people with disabilities to get around Brisbane

Tourism: For our visiting teams is there a pack that could be put together for all teams on things to do and see in Brisbane, we could send this out prior to the teams arriving and provide and welcome packs during classification days. Is there a little memento that could be given at the closing dinner.

If funding is available there is the opportunity to have exhibitions, logo placement around the venue, along with promotion across the channels.



APFA OWNED CHANNELS



SPONSORSHIP OPPORTUNITIES

GOLD SPONSOR - \$50K

Event Coverage	
Major partner coverage across all touch points	✓
Courtside Advertising	✓
One page in Event Program	✓
Photo Opportunity with the Australian Poweroos	✓
Prominent presence on APFA website	✓
Logo on all, Volunteers Uniform	✓
Scoreboard signage on streaming broadcast	✓
Scoreboard logo	✓
Naming Rights for 'top scorer' award	✓
Exhibition / Stall at Nissen Arena	✓
Logo on official merchandise	✓
Prominent positioning on wrap up video, to be distributed around the world	✓

Online Coverage	
FIPFA and APFA Website Coverage	✓
Live Broadcast Shout out	✓
Social Media Thanks	✓
Event Access	
Invitation to Opening Ceremony and Closing Dinner	✓
VIP Reserved Seating	✓
Invitation to Closing Ceremony	✓
Merchandise	
Logo on Event Merchandise	✓
Name on Event Banners	✓

SPONSORSHIP OPPORTUNITIES

SILVER SPONSORS - \$20K

Courtside Advertising	✓
Half page in Event Program	✓
Photo Opportunity with the Australian Poweroos	✓
Prominent presence on APFA website	✓
Scoreboard logo	✓
Naming rights for 'APO MVP' Award	✓
Logo on official merchandise	✓
Prominent positioning on wrap up video, to be distributed around the world	✓

Online Coverage	
FIPFA and APFA Website Coverage	✓
Live Broadcast Shout out	✓
Social Media Thanks	✓
Event Access	
Invitation to Opening Ceremony and Closing Dinner	✓
VIP Reserved Seating	✓
Invitation to Closing Ceremony	✓
Merchandise	
Logo on Event Merchandise	✓
Name on Event Banners	✓

SPONSORSHIP OPPORTUNITIES

BRONZE SPONSOR - \$10K

Event Coverage	
Courtside Advertising	✓
Quarter Page in Event Program	✓
Photo Opportunity with the Australian Poweroos	✓
Prominent presence on APFA website	✓
Naming rights for 'Best Goals' Award	✓
Prominent positioning on wrap up video, to be distributed around the world	✓

Online Coverage	
FIPFA and APFA Website Coverage	✓
Live Broadcast Shout out	✓
Social Media Thanks	✓
Event Access	
Invitation to Opening Ceremony and Closing Dinner	✓
VIP Reserved Seating	✓
Invitation to Closing Ceremony	✓
Merchandise	
Name on Event Banners	✓✓

SPONSORSHIP OPPORTUNITIES

Bespoke Opportunities

The board are keen to work with companies to drive the event forward, if there are any other ideas or opportunities that you feel we could work on to bring the APO to life we are happy to hear them.

In kind assistance with media, venue contacts, tourism information, advertising the event across Brisbane with your channels.



GET IN TOUCH

Kristy Yeadon, APFA President

Joanne Power, APFA Vice President



president@apfa.org.au
vicepresident@apfa.org.au



+61 408 884 385
+61 447 008 306



www.apfa.org.au