
SWR SURF LIFESAVING CLUB SPONSORSHIP PROPOSAL 2016-17



To discuss further please contact me on:

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Director of Marketing

Introduction

Surf Life Saving is Australia's major water safety, drowning prevention and rescue organisation and is one of Australia's largest volunteer movements.

South West Rocks Surf Life Saving Club is a not-for-profit organisation which relies on community generosity including donations, fundraising and corporate sponsorship.



Surf Life Saving is a community cause and it is sometimes easy to forget that Surf Lifesavers volunteer their time to patrol our beaches.

This time is given freely and willingly, at no cost to the public. However, lifesaving equipment, training, community education programs and the provision of support services costs money and this is where we seek support from the public.

A message from our President

We appreciate you taking the time to consider becoming a partner and supporter of the South West Rocks Surf Life Saving Club (SWR SLSC).

SWR SLSC club is a registered charity which has been dedicated to protecting our beaches for local residents and visitors since it was formed in 1919.

As a valued supporter of SWR SLSC you can aid us to provide training, personal development, education in the wider community and much needed medical and rescue life-saving equipment. This aids our patrolling volunteers who patrol our beaches from September through to April, as well as supporting our senior competitors and our large nipper contingent.

We are currently inviting local businesses and organisations to show your support of SWR SLSC for the 2016-17 season, we are looking to develop lasting relationships with local sponsors for mutual benefit over the years to come.

The red and yellow flags of our life savers have been etched into the hearts and minds of all Australians and this is your opportunity to stand up alongside a respected Australian institution.

So next time you are at the beach, watch out for us, look for the red and yellow flags and always swim between them – remember, if we can't see you, we can't save you.

I thank you for taking the time to consider our supporters proposal and to welcome you into the South West Rocks Surf Life Saving Club family.

Yours sincerely

Rod Mcdonagh
President and Life Member
South West Rocks Surf Life Saving Club



Proposal

Our Proposal has been structured to identify one 'Principal Sponsor', a select number of 'Major Sponsors' and multiple 'Minor Sponsors'. There is also the option to sponsor individual items of equipment or to provide services or products in keeping with the nature of your business.



We are looking to develop lasting relationships with local organisations and businesses in order to help supply these needs over the coming seasons. Any contribution is appreciated and will help us meet our targets to educate, prevent incidents and conduct rescue, in order to keep the public on our beaches safe.

Sponsorship Categories

- | | | |
|-------------------------------|---|---|
| Principal Sponsor (1) | - | We are seeking one principal sponsor for the 2016-17 season, with a sponsorship value of \$10,000 |
| Major Sponsor (2) | - | We are seeking a limited number of major sponsors for the 2016-17 season, with a sponsorship value of \$2,500 |
| Minor Sponsor (3) | - | We are seeking a number of minor sponsors for the 2016-17 season, with a sponsorship value of \$1000 |
| Supporter/In kind sponsor (4) | - | Negotiable |

Any donation is appreciated. We understand that all businesses work hard for their income. As seasonal changes and other factors can make donation of large amounts difficult, flexible payment plans can help to spread the cost over 12 months.

ALL SPONSORS WILL BE ENTITLED TO THE FOLLOWING BENEFITS:	
ALL	MAY BE CLASSED AS TAX DEDUCTIBLE GENERAL BUSINESS EXPENSE (PLEASE SEEK INDEPENDENT FINANCIAL ADVICE)
ALL	SPONSOR LOGO DISPLAYED ON THE BEACH FACING ASPECT SIDE OF BUILDING, INDICATING SPONSORSHIP CATEGORY
ALL	SPONSOR NAME & LOGO IN CLUB ANNUAL REPORT
ALL	SPONSOR LOGO ON TELEVISION LOOP IN CLUBHOUSE AT BAR
ALL	SPONSOR LOGO ON WEBSITE WITH DESCRIPTION AND LINK TO SPONSORS WEBSITE
ALL	CERTIFICATE OF APPRECIATION
ALL	PERMISSION TO STATE YOUR BUSINESS IS A SPONSOR OF SWR SLSC FOR THE 2016-17 SEASON
ALL	PERMISSION TO USE SWR SLSC LOGO IN MARKETING MATERIAL FOR THE DURATION OF SPONSORSHIP PERIOD
ALL	SPONSOR BROCHURES, CARDS, LOGOS TO BE DISPLAYED IN ENTRANCE TO SURF CLUB ON SPONSORS BOARD
IN ADDITION TO THE ABOVE BENEFITS PRINCIPAL, MAJOR & MINOR SPONSORS ARE ENTITLED TO THE FOLLOWING BENEFITS:	
1,2,3	SPONSOR LOGO ON SIDE OF UTE
1,2,3	SPONSOR LOGO ON SIDE OF ATV
1,2,3	SPONSOR LOGO ON SIDE OF PATROL TRAILER
1,2,3	TICKETS TO: PRESENTATION NIGHT
1,2,3	TICKETS TO: OTHER EVENTS WHEN HELD e.g. BALL, CLUBMANS LUNCH
1,2,3	OPPORTUNITY FOR: DISPLAYS AT EVENTS HOSTED BY SWR SLSC
1,2,3	OPPORTUNITY FOR: DIRECT MARKETING TO MEMBERS VIA EMAIL, FACEBOOK, OTHER MEDIA e.g. NEWSLETTER (if/when circulated)
1,2,3	OPPORTUNITY FOR: LOGO ON BAR CONSUMABLES e.g. COASTERS, NAPKINS
IN ADDITION TO THE ABOVE, PRINCIPAL & MAJOR SPONSORS ARE ENTITLED TO THE FOLLOWING BENEFITS:	
1,2	1 x COMPLIMENTARY CONFERENCE ROOM HIRE WITH FOOD PROVIDED AT A DISCOUNTED RATE
1,2	2 x SWR SLSC BRANDED POLO SHIRT
1,2	2 x COMPLIMENTARY ADULT MEMBERSHIPS TO SWR SLSC
IN ADDITION TO THE ABOVE BENEFITS THE PRINCIPAL SPONSORS IS ENTITLED TO:	
1	BUSINESS LOGO ON BOARD OVER SURF CLUB BAR
PRINCIPAL SPONSORS AND EQUIPMENT/ GEAR SPONSORS ARE ENTITLED TO THE FOLLOWING BENEFITS:	
1,4	OPPORTUNITY FOR: LOGO ON NEW EQUIPMENT
1,4	OPPORTUNITY FOR: LOGO ON NEW UNIFORM
1,4	OPPORTUNITY FOR: LOGO ON SURF CLUB MERCHANDISE
1,4	OPPORTUNITY FOR: LOGO ON PROW/SIDE/OARS/SWEEP OAR OF ROWING BOAT

SWR SLSC Key Facts

- An affiliation with SWR SLSC is an affiliation with a respected local charity
- Our 2015 Active Membership base was 351 adults and children
- Annual visitor numbers to SWR Main beach of
- We hosted the 2016 NSW Country Championships, attracting 1500 competitors and around 5000 visitors in total from across NSW.
- We are due to host the 2017 NSW Country Championships
- Smaller Carnivals and events such as Bay to Boulders swim attract around 200+ competitors along with supporters and families
- Services provided by SWRSLSC:
 - o Engaging with the public to educate on beach safety
 - o Nippers and seniors training and competition at all Branch carnivals, as well as representing at both State and Country levels.
 - o In addition the SWR boat crews represented at the Australian Championships as well as the North Coast Boat Series.
 - o Provide venue hire for weddings, Christmas parties, wakes and corporate bookings such as council, government agencies and private companies.
 - o Merchandising opportunities are available
 - o Bar and Bistro are open 7 days a week in peak season and Thursday to Sunday during the off season.
 - o Website is currently undergoing redesigned and is due to be up and running before the start of Patrols in September

For sponsorship enquiries or to tailor a package to your needs please contact Rory Dewhurst

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