



Where Fiends Meet...

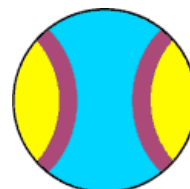
Sponsorship Prospectus 2013

Shelly Beach Surf Club is pleased to announce a sponsorship program designed to not only fund our community efforts now and into the future, but also provide sponsors a return for their investment.

We are offering local businesses the opportunity to join a structured advertising campaign designed to not only raise their business profile but also support your local surf life saving club.

Shelly Beach Surf Club at a glance...

- We commenced service to the community on Boxing day 1955
- Our club house is less than a year old and boasts a state of the art fit out
- The 2012 season Shelly Beach had in excess of 41,000 weekend visitors (* SurfGuard 2012)
- We have 551 registered members for the 2012 season
- We donated over 2000 volunteer patrol hours for the 2012 season
- We have 2 committees, Board of Management (Executive) and the JAC (Junior Activities Committee) and we consistently fill our committee positions
- We provide SLSA training to not only our own members but to other clubs and community groups
- We have 241 registered Nippers (5 to 14 year olds) and a structured program to assist our cadets (15 to 18 year olds) transition to the senior ranks.
- Our 13 and 14 year olds participate in the Rookie program which develops them and provides greater community contribution
- We are a small club but competitive club with a representation at Branch, State and National in most events including rescue, first aid, beach, surf, ski, boat and march past
- Shelly Beach is bordered by a lagoon, national park, caravan park and a golf course
- A modern cafe is located within the club and open direct to the public
- A licensed bar is available for members and their guests
- A state of the art function hall with stunning ocean views and bar facilities available for weddings, corporate events, general hire and community meetings (conditions apply)
- At the end of the 2012 season we have been able to procure a replacement patrol wagon.





Sponsorship Framework

Package	Description
Platinum	Donation of \$10,000 or above <ul style="list-style-type: none"> Major Sponsor <ul style="list-style-type: none"> Exclusive rights have business name on patrol wagon Exclusive visibility of logo on home page of website VIP invitation to all Surf Club events and presentations
Gold	Donations between to \$2,000 and \$9,999 <ul style="list-style-type: none"> Equipment, Cash or Event donation <ul style="list-style-type: none"> Rescue Boat (approx. \$8,000) Outboard motor (approx. \$2,500) Equipment naming rights Special Event sponsorship (i.e. Trivia Night or Fundraiser)
Silver	Donations between to \$250 and \$1999 <ul style="list-style-type: none"> Equipment, Cash or Event donation <ul style="list-style-type: none"> Rescue Boards / racing mal (approx \$1500) Racing Ski (from \$1,800) Equipment naming rights Special Event sponsorship (i.e. Trivia Night or Fundraiser)
Bronze	Donations up to \$249 <ul style="list-style-type: none"> Equipment or Cash donation

Sponsorships receive the following

- The right to have their details listed in the sponsorship section of the website. Includes logo, contact details and a link to their website (Note: Silver Package and Above)
- The right to have their business listed on the sponsorship board within the club *Electronic or Notice Board* (Note: Silver Package and Above)
- The right to have advertising material distributed as part of the function centre package info kit (Note: Silver Package and Above)
- The right to have their business listed on the sponsorship board located outside the club visible to motorists and pedestrians (Note: Platinum Package only)
- Sponsor's name will appear in the end of year report (All registered Sponsors)
- Equipment sponsors have the right to have their name / logo embossed on the piece of equipment

Further sponsorship benefits

- The Shelly Beach website is registered with Google Analytics and Ad words, Facebook and True Local ensuring maximum exposure for our Club and our sponsors
- All patrons within the surf club will have sponsorship exposure by way of notice board and/or electronic billboard
- We invite our sponsors to work with us so we can continually improve and maximise the mutual benefit to one another



Where friends meet...

Sponsorship Application Form

Name of Sponsor <small>(registered business name or individual)</small>	
ABN <small>(if applicable)</small>	
Contact Name and Details <small>(inc phone number)</small>	
Billing Address <small>(receipt will be sent here)</small>	
Email Address <small>(required for paypal payment)</small>	
Amount of Donation <small>(sponsorship can be split)</small>	
Equipment \$	
Cash \$	
Event Sponsorship \$	
Total Donation \$	
Special notes, instruction or questions	

AN INVOICE WILL BE ISSUED UPON RECEIPT OF THIS FORM

Please Print and Mail to

Att Sponsor Shelly Beach Surf Club
 PO Box 4065
 Bay Village, NSW

or Print, Complete, Scan and Email to marketing@shellybeachsurfclub.com

Terms and Conditions

- The term of all sponsorships is one (1) year. Each sponsorship year commences on the date of payment and is valid for 1 calendar year
- The sponsorship section of the website is reset on each sponsorship anniversary
- Cost of advertising material lies with the sponsor
- Shelly Beach Surf Club reserves the right to cancel sponsorship at anytime
- Naming rights of equipment is available when >50% of the cost is met by the sponsor
- All equipment sponsored remains the property of Shelly Beach Surf Club and is used in accordance with the Shelly Beach Board and Ski Policy
- Payment for all sponsorships must be paid/cleared prior to inclusion on website
- Payment toward equipment must be received before any naming right is granted.
- Naming rights on equipment is governed by SLA Policy 5.8 Competition Sponsorship