



Sponsorship Proposal



COOGEE BEACH

SURF LIFE SAVING CLUB



About Coogee Beach SLSC

The Coogee Beach Surf Life Saving Club is a dedicated volunteer organisation providing opportunities for Family participation and life development, where each family member can find something of interest, regardless of age or ability.

We are dedicated to protecting beach goers who frequent the beautiful Cockburn coastline - from Woodman Point to North of Port Coogee and C.Y. O' Connor Beach - by providing an essential emergency service and enhance aquatic safety: providing surveillance, protection, medical assistance, and rescue services through beach patrols.

We have been carrying out this service to our local community for the past 20 years. We have over 1400 club members with over 250 voluntarily patrolling the beach every weekend and public holidays during the months October through to April each year.



Our Values

Club Vision:

Saving Lives and Building Better Communities

Club Mission:

To provide quality surf lifesaving services and community education programs to the City of Cockburn and surrounding areas whilst providing a safe and family friendly club that promotes beach safety, surf sports competition and surf lifesaving education.



Friends of Coogee Beach

Becoming a valued sponsor is a unique opportunity to align your business or brand with an iconic and admired community group, along with receiving all the benefits of gaining business from Coogee Beach's 1400+ members.

Sponsorship of Coogee Beach Surf Life Saving Club is vital for our efforts in patrolling and keeping the beach safe through continued volunteer lifesaver training and the purchase of essential lifesaving, first aid and rescue equipment.

We are always on the lookout for local and state businesses to support the activities of the club.

When you become a sponsor no matter how big or small, you become a friend for life.





Sponsorship Options

Choose to sponsor our Nippers program or Surf Sports

Nippers

Affectionately known as our Woodside Nippers Age Groups, these programs are designed for developing aquatic safety, surf awareness, team leadership and communication skills.



Surf Sports

Surf Sports showcase the skills and physical abilities required to save a life. Disciplines vary from the famous Iron Man events to theory based First Aid events, and welcome male and female competitors in categories from Under 9 to 70+.

Competition carnivals are a huge part of Surf Life Saving. Not only does the competition of Surf Sports keep everyone fit, active and at the top of their game, but it brings life savers together generating a strong community atmosphere.



Sponsorship Packages

Sponsorship packages are for 12 months of the season commencement in September, membership registration takes place early October so for ample impact it's best to get in early for the summer season. (All package prices are exclusive of GST, some signage costs may be payable by the sponsor.)

Gold Sponsorship \$10,000 + GST

- \$150 Club Restaurant voucher
- One discounted venue hire
- Website and newsletter advertising
- Teardrop banner advertising on entry to beach
- Sponsor of the month
- Two invitations to Club Annual Dinner
- Logo branding on Foam Nippers board
- Social access

Silver Sponsorship \$5,000 + GST

- \$100 Club Restaurant voucher
- One discounted venue hire
- Website and newsletter advertising
- Logo branding on Nippers setup trailers
- Sponsor of the month
- Two invitations to Club Annual Dinner
- Social access

Bronze Sponsorship \$2,000 + GST

- \$50 Club Restaurant voucher
- One discounted venue hire
- Website and newsletter advertising
- Sponsor of the month
- Two invitations to Club Annual Dinner
- Social access



Sponsorship Packages (cont.)

Sponsorship packages are for 12 months of the season commencement in September, membership registration takes place early October so for ample impact it's best to get in early for the summer season.

CLOTHING & MERCHANDISE

- \$5,000 + GST
- Business name and logo on clothing
- Beach Vehicle Signage



AGE GROUP SPONSOR

- \$2,000 + GST
- Woodside Nipper Age Group Naming Rights
- Advertising at entry of beach
- Age Group Sponsor Signage

EQUIPMENT

- \$500 - \$30,000 + GST
- Life of Vehicle advertising
- Venue Advertising
- Banner Signage



Surf Club Equipment

Foam Boards	\$680
First Aid Supplies	\$600
Single Size Tent	\$500
Nipper Boards	\$1,300
Defibrillator	\$1,500
Rescue Boards	\$1,800
Double Size Marquee	\$2,200
Beach Wheelchair	\$5,000
All Terrain Vehicle	\$25,000





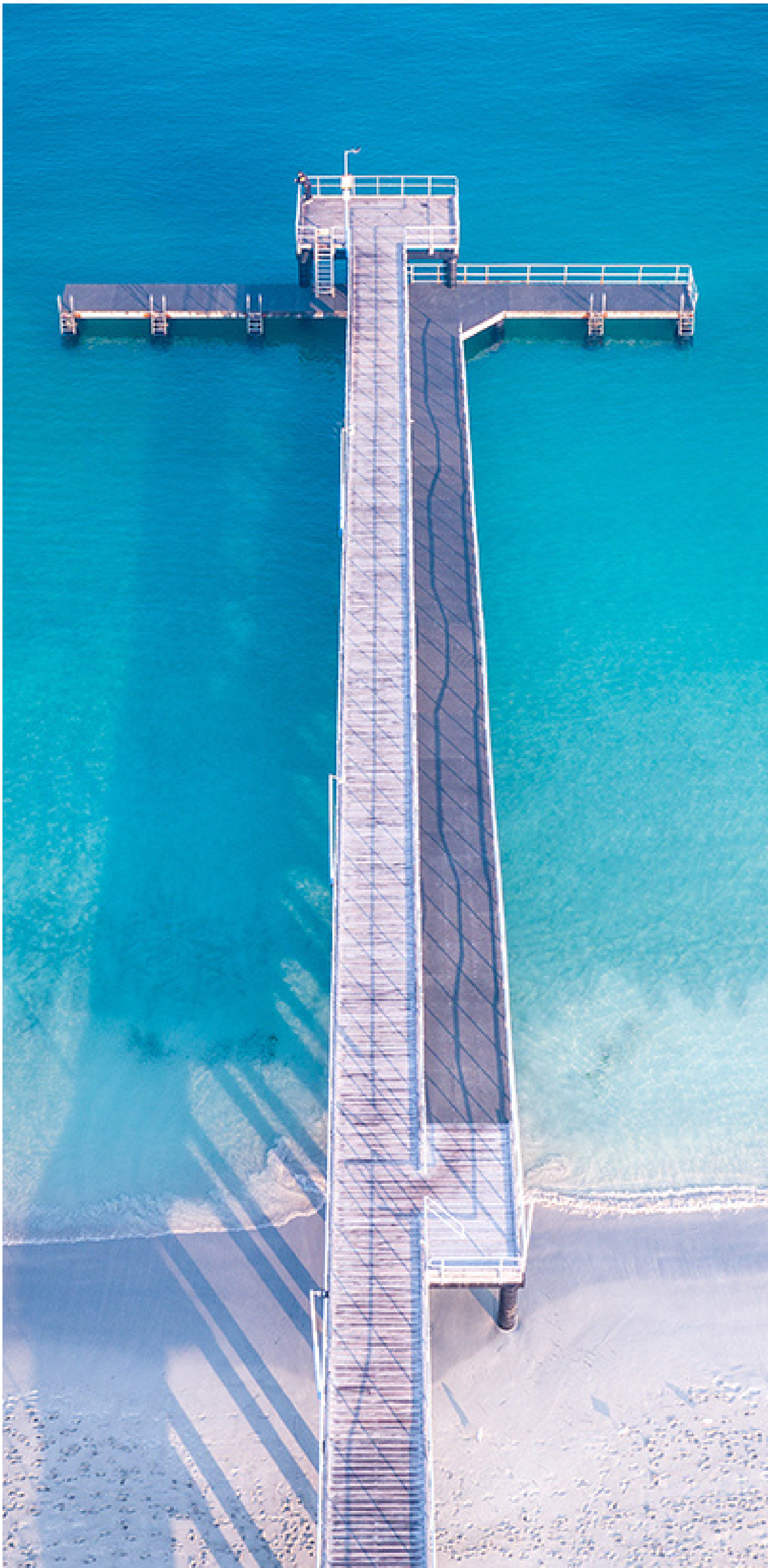
Product In Kind

We accept a limited number of product in kind donations

The current openings are for:

- Buns & Sausages for our Nipper BBQ's
- Food & Drink Supplies
- Professional Services
- Sponsorship and Marketing Activities
- SEO / Webservices and Marketing
- Public Relations
- Graphic Design
- Printing Services
- Vehicle Maintenance & Servicing
- Donations for raffle prizes & fundraising
- TV & AV Equipment
- Volunteer Support





Thank you for your interest in supporting our great club
No matter your desire, whether it be to save a life or raise
the profile of your business, we look forward to partnering
with you.

If you are interested in supporting Coogee Beach SLSC, I
am sure we can find a suitable package that will best suit
your needs. To discuss further, please contact:

Meiling Sparrow

Director Finance

msparrow@cbslsc.com.au

Coogee Beach SLSC office

clubadministrator@cbslsc.com.au

08 9494 1433





Marketing Stats

- We have nearly 500 nipper members ranging from 5-years to 13 years.

- Our website has on average 276,000 visits annually, and approx 210,000 hits.

- Newsletter database -

Nipper & Surf Sports – Direct Marketing 1,341 audience members

Surf Club – All Members 2,546 audience members

40% often are engaged and open / click emails (average of over 1,500 opens per campaign)

3% click rate the proportion of members who follow a hypertext link to an external site or link

Average of 3mins 42 seconds spent reading time per campaign.

- Beachgoers stats - Number of beachgoers during Patrol hours are approximately 200,000.