

Shelly Beach

S.L.S.C

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.

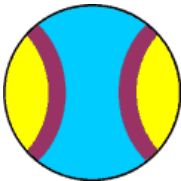
Shelly Beach Surf Club at a glance...

- We commenced service to the community on Boxing day 1955
- The 2011 season Shelly Beach had in excess of 38,000 weekend visitors¹
- We have 466 registered members for the 2011 season
- We donated 2750 volunteer patrol hours for the first half of the 2011 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 206 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)



¹ Source SurfGuard SLSA statistics March 2011

Sponsorship Framework

	Package	Description
	Platinum	Donation of \$10,000 <ul style="list-style-type: none"> • Cash donation • Major Sponsor <ul style="list-style-type: none"> • Exclusive visibility of 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

Note: prices and statistics current as at March 2011 and are subject to change

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
- The right to have their business listed in the foyer of the surf club (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: Silver Package and Above)
- 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 vehicular traffic entering Shelly Beach must pass by the Club House so for local advertising this is a captive audience
- We invite our sponsors to work with us so we can continually improve and maximise the mutual benefit to one another

Terms and Conditions

- The term of all sponsorships is one (1) financial year. (i.e. 1st of July through to the 30th of June).
- The sponsorship section of the website is reset each year
- 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 contributed 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 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

Shelly Beach Sponsorship Application

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		
Payment Type <small>(please circle one)</small>	Cheque	Credit Card (via Paypal)
Note: to pay with a credit card (via paypal) you must have a valid email address		

Please Print and Mail to

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

or Print, Scan and Email to

marketing@shellybeachsurfclub.com

Note: If paying via Paypal an electronic invoice will be sent to the email provided. If paying by cheque please include payment with application form and mail to the address above

Please allow 5 business days for processing and up to 10 business days for receipt to be received



“Shelly Beach Where Friends Meet...”