

**WEST BEACH**

S.L.S.C



**2022  
SPONSORSHIP  
PACKAGES**



*Saving lives since 1956*

Thank you for considering a business partnership with the West Beach Surf Life Saving Club.

West Beach has established a solid foundation as an outstanding club, creating a safe environment on and off our beaches, through patrols, training programs and education. Our challenge is to continually improve in all that we do. To achieve this, we need business partners' support.

We understand our business partners are a key ingredient to our success. Sponsors are important to us financially and can foster great partnerships with our club in the community.

We have reinforced to our members that their support of our sponsors is vital to the longevity of our club. As a result, our community patronises our business partners and our members are extremely appreciative of sponsors' support.

We believe we can provide you with a cost-effective advantage over your competitors. Sponsorship packages can be tailored to meet your requirements. In addition, some sponsorships are tax-deductible if claimed under marketing.

We appreciate the time you have taken to consider a partnership with our club and look forward to a long and mutually beneficial relationship.

Yours sincerely,

**Christine Newberry**

**Director of Partnerships**

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## **ABOUT WEST BEACH SURF LIFE SAVING CLUB**

**West Beach Surf Life Saving Club (The Club) is dedicated to protecting beach goers who frequent the West Beach coastline.**

We have been providing this service to our local community since 1956. We have almost 800 members voluntarily patrolling the beach every weekend and public holidays during the months October through April each year, keeping the area from Henley South (Torrens outlet) to the Marina, safe.

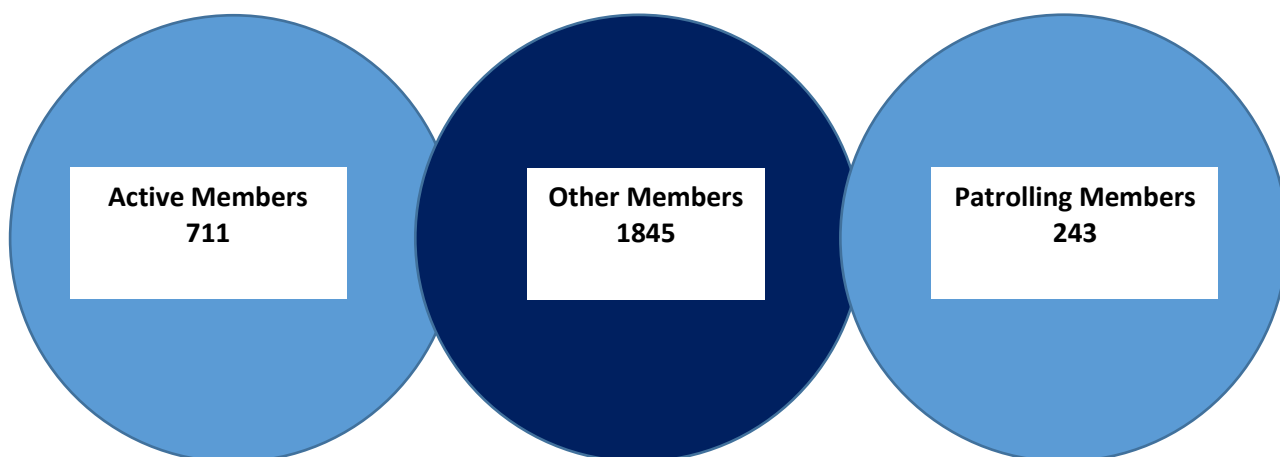


We achieve this with strong and dedicated base of vital volunteers. Our volunteers, provide an essential emergency service by enhancing aquatic safety, providing surveillance, protection, medical assistance, and rescue services through beach patrols.

We are proudly affiliated with Surf Life Saving Australia as part of the largest volunteer organisation in Australia.

We have a proud history and whilst ensuring public safety along the beach is the clubs key mission, we are also well known for our education programs provided to community groups and schools, training and development of volunteers who become life savers and our C.A.L.D. has provided essential water awareness, learning to swim and other training programs for migrants and refugees.

The Club's trained surf lifesavers compete at state and national levels each year. These competitions provide opportunities for our surf lifesavers to ensure their skills and training in lifesaving techniques is maintained to the necessary fitness levels and they are always "rescue ready" when and if required to save a life.



## OUR VALUES

### **Vision**

To create a safe beach environment where the local community strives for excellence in community safety, training, education, and active sport

### **Mission Statement**

To protect, serve and educate the West Beach and surrounding communities

## WHAT WE DO?

Surf Lifesaving creates a safe environment on and off our beaches, through patrols, training programs and education. Offering a place to belong, a place to grow and be safe. It provides mateship, education, experience. In doing so, Surf Life Saving gives back to the community.

Surf Life Saving is the largest volunteer movement of its kind in the world.

### **About Nippers**

West Beach SLSC Nippers participate each Saturday afternoon. We have an army of volunteers who ensure that the children are safe in the ocean environment. Our team contributes many hours in developing these young Nippers into the future lifesavers we need to protect our beach. As Nippers is held on a busy part of West Beach, activities are viewed by thousands of members of the public beachgoers enjoying the beach. In order to maintain our well-rounded success, we look to the help and support of our community.

### **About Surf Sports**

Surf Sports highlight the skills and physical abilities required to save a life. Disciplines vary from the famous Iron Man events to theory based First Aid events, an inclusive club welcoming all 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.



## **SURF CLUB CAFE**

West Beach Surf Life Saving Club proudly runs The Surf Club Café. Providing casual beachfront dining with endless sea views in addition to seven-day dining - the Surf Club Café is a respected employer of over 40 people.

Currently serving over 2000 people a week, the café will be expanded with the redevelopment and will continue to grow and be part of the community.



## NEW DEVELOPMENT 2022/2023

West Beach Surf Life Saving Club is undertaking the most ambitious building redevelopment in the club's history, committing to a complete redevelopment of the current facility which will provide modern, equitable and state of the art facilities. From humble beginnings in 1956 at the Tin Shed, we are proudly BUILDING FOR THE COMMUNITY

Demolition set for July 2022 with completion due in 2023.

This new facility will ensure that members have access to modern facilities from which we continue our vital work in serving the community, providing surf sports activities, and training our future lifesavers. It will also deliver a new facility for the wider community, where we can host community training, meetings, and functions for all.

It will also be home to a new café and various function facilities with breathtaking views of the ocean.

If you would like to donate to our capital development appeal, please click here for more details ([link to information](#))



## BECOME A SPONSOR ...THE CLUB THAT SUPPORTS THE COMMUNITY

**A commercial relationship requires a commitment to success.**

**The relationship must be a 'win-win' for all parties and must be worked at to be successful.**

- The club supports our corporate partners wherever possible through club purchases. We promote our corporate partners and the goods and services they provide at every opportunity.
- Our brand-new clubrooms will have multiple screens to continually highlight our valued sponsors business.

The relationship is not just financial. Our corporate partners have found it rewarding to become actively involved with the club, whilst creating increased opportunities. whilst networking with other supporters,



Sponsorship of the Club is vital for our efforts in patrolling and keeping the beach safe. Becoming a valued sponsor is a unique opportunity to align your business or brand, with an iconic and admired community group and to contribute to protecting and saving lives on the beach.

Your sponsorship helps us to maintain our high level of service to the community. Sponsorship funding is directed according to your preference toward the following services:

Volunteer lifesaver training (basic and advanced)

- Purchase of essential lifesaving, first aid and rescue equipment
- Water safety education programs for our (Community and Linguistically Diverse) C.A.L.D group who are recent migrants and their families
- Maintenance of lifesaving equipment including rescue boards, inflatable rescue boats, first aid equipment, rescue tubes and much more
- Training and development for elite athletes and teams

Sponsorship of the Club boosts brand advertising with exposure to a targeted local market as well as wider exposure via our website and social media. This heightens awareness of your company and its contribution to the community.

The relationship is not just financial - our corporate partners have found it rewarding to become actively involved with the club, thus creating increased opportunities whilst networking with other supporters.

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

## SPONSORSHIP PACKAGES

Sponsorship packages are for a 12-month period. All amounts include GST.

LEVEL	PLATINUM	GOLD	SILVER	BRONZE	ASSOCIATE
<b>Investment per annum</b>	<b>\$20,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,000</b>	<b>\$1,000</b>
<b>Logo on WB Café Menus:</b> Your logo on Café Menu and Table number	✓				
<b>Major Signage Opportunities:</b> Signage on club tents, beach feathers, prominent signage on club owned competition and training and patrol equipment	✓	✓			
<b>Discounted Venue Hire:</b> Discounted rates on hire of the function area	✓ 25%	✓ 10%			
<b>Social Membership:</b> General membership. Use of member shower and changing room facilities.	✓ x 2	✓ x 1	✓ x 1		
<b>Minor Signage Opportunities:</b> Signage on club owned competition, training and patrol equipment, club tents and gear trailers	✓	✓	✓	✓ minor	✓ minor
<b>In House Signage:</b> Prominent in-house signage positions listed on sponsor's board.	✓	✓	✓	✓	✓ minor
<b>Promotion on Club Website:</b> Corporate logo and hyperlink to your website or Facebook on West Beach SLSC web site.	✓	✓	✓	✓	✓ logo only
<b>Plaque for your Business:</b> Plaque or certificate to display at your business in recognition of your support.	✓	✓	✓	✓	✓ certificate
<b>Invitation to club-hosted events:</b> Invited to attend all events hosted by the club, including social, fundraising and competitions.	✓ x 2	✓ x 2	✓ x 1	✓ x 1	✓ x 1
<b>Annual Club Dinner:</b> Invitation to the Annual Club Presentation Dinner	✓ 2 free	✓ 1 free	✓	✓	✓



## SPECIFIC SPONSORSHIP PACKAGES - SURF CLUB EQUIPMENT

Foam Nipper Boards	\$500
First Aid Supplies	\$500
Single Size Tents	\$500
Fibreglass Nipper Boards	\$1,250
Defibrillator	\$1,500
Rescue Boards	\$1,500
Double Size Marquee	\$2,000
Set of Boat Oars	\$4,000
All-Terrain Vehicle	\$25,000



## PRODUCT IN KIND SPONSORSHIP

We Goods in kind donations. Current availabilities:

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

## THANK YOU

We sincerely thank you for considering supporting our club and hope to welcome you to our respected group of supporters. 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 the Club, we are happy to work with you to find a package that will suit your needs.

To discuss further please contact:

[partnerships@westbeachslsc.com.au](mailto:partnerships@westbeachslsc.com.au)

