

2022

Sponsorship Packages



Building for the club and the community

westbeachslsc.com.au

INTRODUCTION

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
0419 618 704
partnerships@westbeachslsc.com.au



ABOUT WEST BEACH SLSC

West Beach Surf Life Saving Club (The Club) is dedicated to protecting beach goers who frequent the West Beach coastline. We are proudly affiliated with Surf Life Saving Australia as part of the largest volunteer organisation in Australia.

This is achieved through a strong and dedicated base of vital volunteers providing an essential emergency service by enhancing aquatic safety - providing surveillance, protection, medical assistance, and rescue services through beach patrols.

We have been providing this service to our local community since 1956. We have over 800 active members voluntarily patrolling the beach every weekend and public holidays during the months October through April each year.

We have a proud history and whilst ensuring public safety along the beach is our clubs key mission, the Club's trained surf lifesavers compete at state and national levels each year. These competitions provide opportunities for our surf lifesavers to test their skills and training amongst other lifesavers to ensure they are fit and "rescue ready" at all times.

We are known for our education programs provided to community groups and schools, our CALD (Culturally and Linguistically Diverse) program that provides essential water awareness, learning to swim and other training programs for migrants and refugees, newly arrived in South Australia.



OUR VALUES

Mission Statement

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

Vision

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

WHAT WE DO?

Surf Lifesaving provides a safe environment both on and off our beaches, with patrols, training programs and education.

Offering a place to belong, a place to grow and be safe, we provide mateship, education, and a community - where we give back - we are a part of 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 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, 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, which provides 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. All staff have been redeployed to Beachside Restaurant and Café, which is our new home during our redevelopment. Only 50 metres up the road, it is already exceedingly popular with the West Beach locals.



Currently serving over 2000 people a week, the café will be expanded with the redevelopment and will continue to grow to provide excellent food, a function and conference space for the whole community.

NEW BUILDING DEVELOPMENT 2022/2023



West Beach Surf Life Saving Club has commenced our building redevelopment – the most ambitious in the club’s history. Demolition has commenced and with completion anticipated for August 2023, we will be providing a brand-new facility which will provide modern, equitable and state of the art.

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

It will be home to a new café, offering function and conference facilities all with breathtaking views of the ocean.

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

BECOME A SPONSOR

Support the club the supports the community

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 in some way to 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 C.A.L.D for recent migrants and their families

Training and development for elite athletes and teams

Maintenance of lifesaving equipment including rescue boards, inflatable rescue boats, first aid equipment, rescue tubes and much more

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

There are a range of sponsorship options available that can all be tailored to suit your business to ensure you receive maximum exposure and brand visibility.

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LEVEL	PLATINUM		GOLD		SILVER		BRONZE		ASSOCIATE	
Investment per annum	\$20,000		\$10,000		\$5,000		\$2,000		\$1,000	
Logo on WB Café Menus: Your logo on Café Menu and Table number.	✓									
Major Signage Opportunities: Signage on club tents, beach feathers, prominent signage on club owned competition and training and patrol equipment.	✓		✓							
Discounted Venue Hire: Discounted rates on hire of the function area.	✓	25%	✓	10%						
Social Membership: General membership. Use of member shower and changing room facilities.	✓	x2	✓	x1	✓	x1				
Minor Signage Opportunities: Signage on club owned competition, training and patrol equipment, club tents and gear trailers.	✓		✓		✓		✓	minor	✓	minor
In House Signage: Prominent in-house signage positions listed on sponsor's board.	✓		✓		✓		✓		✓	minor
Promotion on Club Website: Corporate logo and hyperlink to your website or Facebook on West Beach SLSC website.	✓		✓		✓		✓		✓	logo only
Plaque for your Business: Plaque or certificate to display at your business in recognition of your support.	✓		✓		✓		✓		✓	Certificate
Invitation to club-hosted events: Invited to attend all events hosted by the club, including social, fundraising and competitions.	✓	x2	✓	x2	✓	x1	✓	x1	✓	x1
Annual Club Dinner: Invitation to the Annual Club Presentation Dinner.	✓	2 free	✓	1 free	✓		✓		✓	

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

SPECIFIC SPONSORSHIP PACKAGES

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:

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



PRODUCTS IN KIND SPONSORSHIP

We accept a number of product in kind donations. Current availabilities are:

- 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



BECOME A SPONSOR TODAY

We are happy to work with you to find a package that will suit your needs.

To discuss our sponsorship packages further please contact
0419 618 704 or email partnerships@westbeachslslc.com.au



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.



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