

# SPONSORSHIP PROSPECTUS

2024 – 2025 SEASON

# PRESIDENT'S MESSAGE

Dear Prospective Sponsor and Partner,

Our Club relies on the support of community-minded organisations such as yours so that we can continue to provide volunteer lifesaving services to locals and tourists visiting Kings Beach.

By way of context, during each lifesaving season approximately 150,000 people visit Kings Beach and our volunteer lifesavers perform about 8,000 preventative actions.

The cost of purchasing new and maintaining existing lifesaving equipment is met by a number of means including Government grants, and sponsorship and donations. However, we in fact rely very heavily on the fundraising activities of our volunteer members in the absence of grants, sponsorships and donations as has been the case over the past number of seasons.

An example of the challenge we face is our need to fund upwards of \$75,000 in new and replacement equipment each season. Equipment such as Inflatable Rescue Boats (IRB's) and Side-by-Side Vehicle (SSV) are vital pieces of equipment in maintaining a safe environment for the beach-going public. It is imperative that this equipment is of a high standard and well maintained to ensure that we can act when the need arises.

In closing, I urge you to become a sponsor of our Club and to consider the options available within the Prospectus.

Yours sincerely,



**Brett Magnussen**  
President



## WHO ARE WE?

Metropolitan Caloundra Surf Life Saving Club (SLSC) is located at beautiful Kings Beach, Caloundra on Queensland's Sunshine Coast. Kings Beach is a popular beach for families, and services a growing catchment that includes the southern end of the Sunshine Coast, the Caloundra South development area, and the northern suburbs of Brisbane.

The Club, established in 1933, is a non-profit charitable organisation dedicated to providing volunteer surf lifesaving services to Kings Beach.

Metropolitan Caloundra SLSC is committed to Surf Life Saving Queensland's vision of "*zero preventable deaths in Queensland public waters*".

The Club has a current membership of approximately 900 members, starting as young as five years of age, and consisting of 200 active surf lifesavers, 400 nippers, and 300 associate members.

Metropolitan Caloundra SLSC also has a strong surf athlete program where our members compete at Branch (Sunshine Coast), State, National, and International levels.

Our Supporters' Club has more than 15,000 members primarily in the 36 to 75 age range.

The following statistics are worth considering:

- The Supporters' Club attracts in excess of 100,000 visitors annually.
- 150,000 beach-going visitors to Kings Beach each patrolling season, and growing.

**..... all of whom are potential customers to YOUR business.**

## WHAT DOES YOUR SPONSORSHIP MEAN?

Sponsorship enables our Club to deliver a safe environment to the community by providing a first class service, with up to date equipment, to the beach-going public at Kings Beach.

Sponsoring our Club is a unique way to align your business or brand with an iconic and admired community organisation.

Sponsorship allows our Club to update services, skills and equipment to contribute to volunteer surf lifesaving. This motivates and inspires our members to further develop levels of fitness, team-work, and discipline that enhance their effectiveness as surf lifesavers. This in turn encourages potential surf lifesavers and competitors to join our Club.

The contribution to the Caloundra Community from sponsorship of our Club enhances the safety of Kings Beach by providing the necessary training to develop the skills required to become a competent lifesaver. This also provides greater opportunities and pathways for the development of young members of the community and promotes the image of Kings Beach as a safe environment.

## SPONSORSHIP OPPORTUNITIES

The Metropolitan Caloundra SLSC has plenty of opportunities for your business to support our Club at all levels with a range of benefits to you. Following is a number of ways to get involved:

<i>Opportunity:</i>	<b>METS MATES</b>
<i>Your contribution:</i>	\$100 per annum (excluding GST)
<i>Your support helps by:</i>	Allowing us to purchase important lifesaving items, albeit smaller items, such as patrol packs, rescue tubes, and beach signage and flags. This is an easy way for individuals and families to get involved.
<i>In return for your support, you will receive:</i>	<ul style="list-style-type: none"> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o You will receive an official certificate of appreciation</li> </ul>

<i>Opportunity:</i>	<b>NIPPER SUPPORTERS</b>
<i>Your contribution:</i>	\$500 per annum (excluding GST)
<i>Your support helps by:</i>	Enabling us to provide weekly education, equipment and development opportunities to our nippers aged between 5 and 15 years of age and provides you the opportunity to support the future safety of our beach.
<i>In return for your support, you will receive:</i>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised on our Club public social media pages each quarter</li> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o Double membership to our Supporters Club, Kings Beach Surf Club</li> <li>o Your name/logo will be acknowledged at Nipper Sundays and at the Nipper Break-up and Presentation Day</li> <li>o You will receive an official certificate of appreciation</li> </ul>

<b>Opportunity:</b>	<b>SURF SPORTS SUPPORTERS</b>
<b>Your contribution:</b>	<p>A number of one-off options are available, including (all ex GST):</p> <ul style="list-style-type: none"> <li>o Pack of 5 nipper foam boards: \$2,500</li> <li>o Single nipper fibreglass board: \$1,200</li> <li>o Racing Malibu board: \$2,500</li> <li>o Surf ski: \$3,500</li> <li>o Double ski: \$5,000</li> <li>o Surf Sports craft gear trailer: \$20,000</li> <li>o Surf boat: \$35,000</li> <li>o Inflatable Rescue Boat (IRB) and motor: \$18,000</li> <li>o 6 x 3m tent: \$1,000</li> </ul>
<b>Your support helps by:</b>	Supporting our Surf Sports program including nippers, youth, open, and masters competitors. Surf Sports is an excellent pathway for lifesaving. It provides you with an opportunity to be selective and ensure that your money goes directly to the craft / equipment that you are most passionate about. For the more expensive craft, more than one sponsor is possible to provide for a more affordable solution.
<b>In return for your support, you will receive:</b>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised on our Club public social media pages each quarter</li> <li>o Your name/logo will appear on the Mets web site</li> <li>o Your name/logo will appear on the craft / equipment that you select</li> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o Double membership to our Supporters Club, Kings Beach Surf Club</li> <li>o You will receive an official certificate of appreciation</li> </ul> <p><i>Note that your name/logo will remain visible for the life of the craft / equipment and as such represents an excellent investment.</i></p>

<b>Opportunity:</b>	<b>LIFESAVING SUPPORTERS</b>
<b>Your contribution:</b>	\$2,500 per annum (excluding GST) – 4 x opportunities available
<b>Your support helps by:</b>	Supporting our volunteer lifesaving service where we need to purchase and or maintain critical equipment (first aid kits, resuscitation kits, spinal boards, and radios), rescue boards, and large items such as Side-by-Side Vehicles and the Patrol Trailer / Arena.
<b>In return for your support, you will receive:</b>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised on our Club public social media pages each quarter</li> <li>o Your name / logo will appear on the Mets web site</li> <li>o Your name/logo will appear on the Patrol Trailer which is permanently placed on the beach during patrol hours</li> <li>o Your name/logo will appear as a Lifesaving Sponsor and will scroll on the Supporters Club TV (in the bar / bistro)</li> </ul>

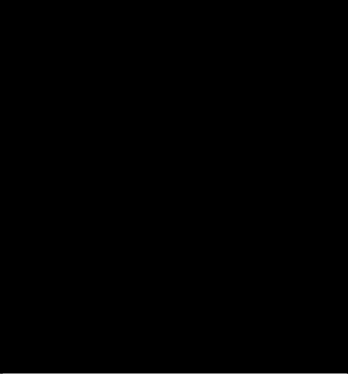
<p><i>Opportunity:</i></p> <p><i>Your contribution:</i></p> <p><i>Your support helps by:</i></p> <p><i>In return for your support, you will receive:</i></p>	<ul style="list-style-type: none"> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o Double membership to our Supporters Club, Kings Beach Surf Club</li> <li>o You will receive an official certificate of appreciation</li> </ul>
	<b>UNIFORM SUPPORTERS</b>
	<p>A number of options are available, including:</p> <ul style="list-style-type: none"> <li>o Club Polo shirt: <ul style="list-style-type: none"> <li>- Business logo on sleeve (screen printed): \$1,000 each per annum (excluding GST)</li> <li>- Business logo on chest opposite the Club logo (embroidered): \$2,000 per annum (excluding GST)</li> <li>- Business logo on back of shirt (screen printed): \$500 per annum (excluding GST)</li> </ul> </li> <li>o Club high-viz (pink) rashie: <ul style="list-style-type: none"> <li>- Logo on front: \$1,000 per annum (excluding GST)</li> <li>- Logo on back: \$1,200 per annum (excluding GST)</li> <li>- Or, logo on back and front: \$2,000 per annum (excluding GST)</li> </ul> </li> <li>o Club State Championships Uniform: \$2,000 per annum (excluding GST)</li> <li>o Club Australian Championships Uniform: \$2,000 per annum (excluding GST)</li> </ul>
	<p>Providing a Club uniform that is worn by Members of all ages and our supporters (ie, parents, family members, other Club supporters).</p> <ul style="list-style-type: none"> <li>o Your name/logo will be advertised on our Club public social media pages each quarter</li> <li>o Your name / logo will appear on the Mets web site</li> <li>o Your name/logo will appear on the uniform / clothing item that you have selected</li> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o Double membership to our Supporters Club, Kings Beach Surf Club</li> <li>o You will receive an official certificate of appreciation</li> </ul> <p><i>Note that your name/logo will remain visible for the life of the clothing item and as such represents an excellent investment.</i></p>

<i>Opportunity:</i>	<b>BRONZE SUPPORTERS</b>
<i>Your contribution:</i>	\$2,000 per annum (excluding GST) – maximum of 8 opportunities
<i>Your support helps by:</i>	Providing us with the resources to save lives.
<i>In return for your support, you will receive:</i>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised as a Bronze sponsor on our Club public social media pages each month</li> </ul>



	<ul style="list-style-type: none"> <li>o Your name / logo will be advertised as a Bronze sponsor on the Mets web site</li> <li>o Your name/logo will appear as a Bronze Sponsor and will scroll on the Supporters Club TV (in the bar / bistro)</li> <li>o Your name/logo will be advertised as a Bronze sponsor in the Club's monthly newsletter to Members</li> <li>o Your business' advertising signage on the Lifesaving Building (410 x 410mm)</li> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o Double membership to our Supporters Club, Kings Beach Surf Club</li> <li>o You will receive an official certificate of appreciation</li> </ul>
<i>Opportunity:</i>	<b>SILVER SUPPORTERS</b>
<i>Your contribution:</i>	\$4,000 per annum (excluding GST) – maximum of 6 opportunities
<i>Your support helps by:</i>	Providing us with the resources to save lives.
<i>In return for your support, you will receive:</i>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised as a Silver sponsor on our Club public social media pages each month</li> <li>o Your name / logo will be advertised as a Silver sponsor on the Mets web site</li> <li>o Your name/logo will appear as a Silver Sponsor and will scroll on the Supporters Club TV (in the bar / bistro)</li> <li>o Your name/logo will be advertised as a Silver sponsor in the Club's monthly newsletter to Members</li> <li>o Your business' advertising signage on the Lifesaving Building (1120 x 410mm)</li> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o Double membership to our Supporters Club, Kings Beach Surf Club</li> <li>o You will receive an official certificate of appreciation</li> </ul>

<i>Opportunity:</i>	<b>GOLD SUPPORTERS</b>
<i>Your contribution:</i>	\$8,000 per annum (excluding GST) – maximum of 4 opportunities
<i>Your support helps by:</i>	Providing us with the resources to save lives.
<i>In return for your support, you will receive:</i>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised as a Gold sponsor on our Club public social media pages each month</li> <li>o Your name / logo will be advertised as a Gold sponsor on the Mets web site</li> <li>o Your name/logo will appear as a Gold Sponsor and will scroll on the Supporters Club TV (in the bar / bistro)</li> </ul>

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- o Your name/logo will be advertised as a Gold sponsor in the Club's monthly newsletter to Members
  - o Your business' advertising signage on the Lifesaving Building facing Kings Beach (1120 x 835mm)
  - o Your name/logo will be acknowledged in our Annual Report
  - o 2 x double memberships to our Supporters Club, Kings Beach Surf Club
  - o You will receive an official certificate of appreciation



<i>Opportunity:</i>	<b>PLATINUM SUPPORTERS</b>
<i>Your contribution:</i>	\$15,000 per annum (excluding GST) – maximum of 2 opportunities
<i>Your support helps by:</i>	Providing us with the resources to save lives.
<i>In return for your support, you will receive:</i>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised as a Platinum sponsor on our Club public social media pages each month</li> <li>o Your name / logo will be advertised as a Platinum sponsor on the Mets web site</li> <li>o Your name/logo will appear as a Platinum Sponsor and will scroll on the Supporters Club TV (in the bar / bistro)</li> <li>o Your name/logo will be advertised as a Platinum sponsor in the Club's monthly newsletter to Members</li> <li>o Your business' advertising signage on the Lifesaving Building facing Kings Beach (2245 x 835mm)</li> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o 4 x double memberships to our Supporters Club, Kings Beach Surf Club</li> <li>o You will receive an official certificate of appreciation</li> </ul>

<i>Opportunity:</i>	<b>PLATINUM PLUS SUPPORTERS</b>
<i>Your contribution:</i>	\$20,000 per annum (excluding GST) – maximum of 1 opportunity
<i>Your support helps by:</i>	Providing us with the resources to save lives.
<i>In return for your support, you will receive:</i>	<ul style="list-style-type: none"> <li>o Your name/logo will be advertised as a Platinum Plus sponsor on our Club public social media pages each month</li> <li>o Your name / logo will be advertised as a Platinum Plus sponsor on the Mets web site</li> <li>o Your name/logo will appear as a Platinum Plus Sponsor and will scroll on the Supporters Club TV (in the bar / bistro)</li> <li>o Your name/logo will be advertised as a Platinum Plus sponsor in the Club's monthly newsletter to Members</li> <li>o Your business' advertising signage on the Lifesaving Building facing Kings Beach (4500 x 835mm)</li> <li>o Your name/logo will be acknowledged in our Annual Report</li> <li>o 6 x double memberships to our Supporters Club, Kings Beach Surf Club</li> <li>o You will receive an official certificate of appreciation</li> </ul>

Please note that we also welcome the receipt of goods and services and vouchers from local businesses. This support is gratefully accepted for use at Friday evening and Saturday afternoon raffles at our Supporters Club or used as encouragement awards for our nippers for which your business will be acknowledged as a preferred supplier.

## THANK-YOU

Thank-you for considering sponsorship of Metropolitan Caloundra Surf Lifesaving Club.

We welcome the opportunity to discuss our sponsorship options with you, or alternatively, to tailor a package that suits your business requirements.

## CONTACT US

For further information, please contact Kay or Kate at the lifesaving office on:

Telephone: 07 5491 8418, option 3

Email: [admin@caloundrasurfclub.com.au](mailto:admin@caloundrasurfclub.com.au)

