



SPONSORSHIP OPPORTUNITIES

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, sponsorship and donations. However, we in fact rely heavily on the fundraising activities of our volunteer members in the absence of grants and sponsorships 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 IRB's and ATV's 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 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,

Jim Chisholm

President

Metropolitan Caloundra Surf Lifesaving Club





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 free 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 in excess of 900 members, starting as young as five years of age, and consisting of more than 160 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 70,000 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 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 a number 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:

MET CALOUNDRA SLSC	Platinum Plus	Platinum	Gold	Silver	Bronze
PROPOSED SPONSORSHIP OPPORTUNITIES	\$20,000 pa	\$15,000pa	\$8,000pa	\$4,000pa	\$2,000pa
	Max. 1	Max. 2	Max. 4	Max. 6	Max. 8
Use of club Training / Meeting room	7 days	5 days	3 days	2 days	1 days
Promotion on club website	Logo Weblink	Logo Weblink	Logo	Logo	Logo
Sign on Mets Supporters Club facing beach	4500 x 835	2245 x 835	1120x 835	✗	✗
Sign on club boatshed	4500 x 835	2245 x 835	1120x 835	1120 x 410	410 x 410
Nippers Day (Beach Flags, Acknowledge at Muster, on Nippers Board, Nipper of the week presentation)	4 days per year	3 days per year	2 days per year	1 days per year	✗
Sign on Nippers Trailer and Lifesavers Trailer	✓	✓	✓	✗	✗
Promotion on Club TV	Full screen High rotation	Full screen High rotation	Full screen High rotation	1/2 screen Medium Rotation	1/2 screen Medium Rotation
Promotion on club Annual Report	✓	✓	✓	✓	✓
Promotion on club email signatures	✓	✓	✓	✗	✗
Promotion on club newsletters	6 per year	4 per year	2 per year	1 per year	✗
Social media posts with agreed content	6 per year	4 per year	3 per year	2 per year	1 per year
Membership to Mets on Kings	4 memberships	2 memberships	2 memberships	1 memberships	
METS Annual Dinner Table / Tickets	2 tables	1 tables	3 tables	2 tables	1 tables
Club Award of your choice	✓	✓	✗	✗	✗
Appreciation Certificate	✓	✓	✓	✓	✓
Priority for annual sponsorship	✓	✓	✓	✓	✓
Priority for uniform sponsorship	✓	✓	✓	✓	✗

MET CALOUNDRA SLSC

PROPOSED SUPPORTER OPPORTUNITIES

Surf Boat \$35,000	SSV / ATV \$25,000	Arena Trailer \$25,000	IRB & Motor \$18,000	Nipper Gear Trailer \$18,000	Double Surf Ski \$5,000
Single Surf Ski \$3,500	Nipper Foam Boards (x5) \$2,500	Racing Malibu Board \$2,500	Rescue Boards \$1800	Nipper Fibreglass Board \$1,200	Tent / Gazebo 6m x 3m \$1,500 each
Tent / Gazebo 3m x 3m \$800 each	Nipper Foam Boards (x1) \$500	Nipper Boogie Boards (x5) \$500			

- Supporter name/logo will appear on the Mets web site
- Supporter name/logo will appear on the Patrol Trailer which is permanently placed on the beach during patrol hours and the Nippers Trailer which travels all over QLD (Please note: this only applies to items supporters who have donated over \$2,500)
- Supporter name/logo will appear as a Lifesaving Sponsor and will scroll on the Supporters Club TV (in the bar / bistro)
- Supporter name/logo will be acknowledged in our Annual Report
- Double membership to Mets on Kings (Please note: this only applies to items supporters who have donated over \$2,500)
- 2 x tickets to the Club's Annual Dinner (Please note: this only applies to items supporters who have donated over \$2,500)
- Supporter will receive an official certificate of appreciation
- Supporter name/logo will appear on the craft / equipment that you select

Note that the Supporters name/logo will remain visible for the life of the craft / equipment and as such represents an excellent investment.

Others ways you can support the club:

- Vouchers: We welcome the receipt of vouchers from local businesses. The vouchers are used as weekly encouragement awards and the like for our nippers.
- Goods and services: We would gratefully accept goods and services as the basis for nipper raffles.

MET CALOUNDRA SLSC

PROPOSED UNIFORM SUPPORTER OPPORTUNITIES

Club Polo Sleeve Screen printed logo \$1,000 pa	Club Polo Chest Embroidered \$1,500 pa	Club Polo Back Screen printed logo \$500 pa	Club Hi Vis Rashie Front Screen printed logo \$1,000 pa	Club Hi Vis Rashie Back Screen printed logo \$1,200 pa
Club Hi Vis Rashie Back & Front Screen printed logo \$2,000 pa	Club State Youth Uniform \$2,000 pa			

- Supporter name/logo will appear on the Mets web site
- Supporter name/logo will be acknowledged in our Annual Report
- Double membership to Mets on Kings
- Supporter will receive an official certificate of appreciation
- Supporter name/logo will appear on the uniform / clothing item that you have selected

Note that the Supporters name/logo will remain visible for the life of the clothing item and as such represents an excellent investment.

Please note that other uniform opportunities are available, including:

- Other items of Club apparel.
- National (The Aussies) Team Uniforms.
- Qld State Junior Championship Team Uniforms.
- Winter Uniforms for Pool Rescue teams.

Other surf sports team uniforms as may be required, including IRB, Beach, Surf Boats.



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:

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