

Sponsorship & Advertising Packages 2012

The Surfers Paradise Golf Club, a members club since 1967, offers a range of business sponsorships designed to enhance the prestige and effectiveness of your company's marketing and promotional efforts. The Club is offering invaluable sponsorship opportunities, which includes spectacular levels of client satisfaction with durability far beyond conventional promotional aids. Each sponsorship level represents exceptional value, advertising and the ability to link with other promotional opportunities presented throughout each year. Specifically designed to enhance the service levels to our growing membership (which is limited), by encouraging the use of our membership owned golf course & clubhouse facility as a valuable business networking hub.

Business sponsorship affords excellent exposure for your company over 12 months with outstanding goodwill representing extreme cost-efficiency. In fact, the total cost is the same or less than you might spend on a once off advertising space.

Please find enclosed some of the various different types of sponsorships that we have on offer and the associated benefits and price of such sponsorship. These opportunities are quite flexible and if you have other requirements or wish to tailor a package to suit your organisation, please give us a call to discuss further.



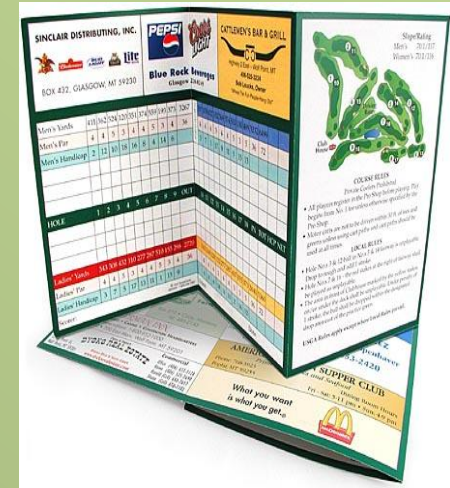
Scorecard Sponsorship

Sponsorship cost - \$2,500 (plus GST) per year or \$6,000 (plus GST) for 3 years.

The Club uses in excess of 55,000 scorecards each year through its competition and social play, and this is ever expanding. What better way to give exposure to your business than to every player, every day, via the scorecard. This Sponsorship also includes 3 invitations to play in the club's 2012 Pro-am playing with a PGA Professional.

The benefits of this sponsorship include:

- **Company Logo & Contact Details** – printed on over 70,000 cards each year.
- **In house Advertising** – Available to you would be the opportunity to advertise within the club when opportunity arises.
- **Website Advertisement** - Your business will be provided with the opportunity to have static advertising and a link to your own website with over 5000 hits a week, by members and visitors.
- **2012 Pro-Am Invitation** – opportunity to play in the 2012 Pro-Am with a PGA professional and 3 friends or business clients.



Tee Signage Sponsorship

Sponsorship cost - \$2,000 (plus GST) per year or \$5,000 (plus GST) for 3 years.

A permanent tee sign erected with your company's name, logo and contact details provided by the club. This Sponsorship also includes 3 invitations to play in the club's 2010 Pro-am playing with a PGA Professional. Tee signage is a great way to present your company to our golfers. Imagine having one of the holes known as your company hole.

The benefits of this sponsorship include:

- **Company Logo & Contact Details** – printed on tee sign with exposure to 50,000 golfers per annum.
- **In house Advertising** – Available to you would be the opportunity to advertise within the club when opportunity arises.
- **Website Advertisement** - Your business will be provided with the opportunity to have static advertising and a link to your own website with over 5000 hits a week.
- **2012 Pro-Am Invitation** – opportunity to play in the 2012 Pro-Am with a PGA professional and 3 friends or business clients.



Sand Bucket Sponsorship

Sponsorship cost - \$2,000 (plus GST) per year for 2 year minimum.

Every player who uses the course must carry a sand bucket. With over 55,000 rounds of golf played on the course each year, this amounts to tremendous advertising of your company, via its logo and contact details being printed to every sand bucket. We will endeavour to provide sand buckets of a colour to suit your company needs, and will have at least two hundred buckets in circulation at any one time.



The benefits of this sponsorship include:

- **Company Logo & Contact Details** – printed on all sand buckets for 2 years.
- **In house Advertising** – Available to you would be the opportunity to advertise within the club when opportunity arises.
- **Website Advertisement** - Your business will be provided with the opportunity to have static advertising and a link to your own website with over 5000 hits a week, by members and visitors.
- **2012 Pro-Am Invitation** – opportunity to play in the 2012 Pro-Am with a PGA professional and 3 friends or business clients.

Fixture Book Advertising

Sponsorship cost – from \$250 (plus GST) per year, per page.

Events Open	Date	Status	Title
Wed Nov 12 Ladies All Day	Tue 11/11/09	Closed All	All Day Stableford
Wed Nov 12 All All Day	Wed 12/11/09	Closed Ladies All Day	Par - A, B & C Divisions Shotgun Start 8.00am - 9/19 Holes, Intermediates Included, Women's Annual Meeting and Annual Presentation of Trophies 1.30pm
Thu Nov 13 All All Day	Wed 10/11/09	Closed All	All Day Social Play
Fri Nov 14 All All Day	Thu 13/11/09	Closed All	All Day Stableford
Fri Nov 14 All All Day	Fri 14/11/09	Closed All	All Day Twilight Golf 4.00pm - 6.00pm Twilight Golf and Dinner
Sat Nov 15 All All Day	Fri 14/11/09	Closed All	All Day Stableford
Sun Nov 16 All All Day	Sat 15/11/09	Closed All	All Day Stableford Yara Yara v Commonwealth Interclub, Entries open Saturday 12 October

The program book is produced each year outlining the total program of events for the incoming year. Every member of the Club receives one of these books and uses it as their “bible” throughout the year. We produce over 1,100 of these books each year, which represents great value for your advertising dollar.

We have available the following sections:

Back Cover (full colour): \$500 (plus GST)

Inside Front or Inside Back Cover (full colour): \$300 (plus GST)

Inside the book (black and white): \$250 (plus GST) – Limited to 12 advertisers only.

Club Championships – Men

Sponsorship cost \$2,000 (plus GST)

Held in May each Year over four days on three weekends this event attracts a field of over 200 players each day of the tournament.

The Men's Club Championships are the prime event on the men's golfing calendar. Battled out over 72 holes or four days on three consecutive weekends, this event is played in grades of A, B, C, and D grade for Gross and nett events in each grade. It culminates in the victor of the Gross event being named the Club Champion – an honour in any golf club. This is by far the most popular event attracting over 200 players each day. This Sponsorship also includes 3 invitations to play in the club's 2012 Pro-am playing with a PGA Professional.

The benefits of Sponsorship will include the following:

- **Official Sponsor** – The Club Championships would be advertised amongst the members as the Club Championships proudly sponsored by (your Company Name);
- **Publicity** – Full in-house publicity will be provided to your Company, highlighting your involvement;
- **Advertising** – On course advertising will be made available to your company including the facility to erect banners in prime locations on the course. Acknowledgement will be two (2) weeks prior to the event;
- **Marketing opportunities** – Facilities to promote your Company within the Clubhouse on the four days and to enhance its network in the Gold Coast region;
- **Presentations** – The Club would welcome a Senior Representative of your Company to be a part of the Club's presentation at the conclusion of the event, which may involve a Company introduction and the presenting of trophies;
- **Contribution toward Prizes** – the majority of funds provided by your sponsorship will go toward purchase of prizes for the event.
- **2012 Pro-Am Invitation** – opportunity to play in the 2012 Pro-Am with a PGA professional and 3 friends or business clients.



Monthly Medals – Men's

Twelve (12) events are held throughout the year on a Saturday for the Men, attracting fields in excess of 200 players. Sponsorship cost - \$3,500 (plus GST).

This event is run in conjunction with the Saturday men's event once per month (generally the first Saturday of the Month) and culminates in the Medal of Medals event at year end. It attracts around 200 men each event. This Sponsorship also includes 3 invitations to play in the club's Legends Pro-am playing with a PGA Professional.

The benefits of Sponsorship will include the following:

- **Official Sponsor** – The Monthly Medal would be advertised amongst the members as the Saturday Monthly Medal proudly sponsored by (your Company Name);
- **Publicity** – Full in-house publicity will be provided to your Company, highlighting your involvement;
- **Advertising** – Available to you would be the opportunity to advertise within the club when opportunity arises. You will also have your company logo inserted in our program book next to the event;
- **Use of Company Logo** – Your Company logo will be embroidered onto a quality Golf Polo shirt for the winner of each event throughout the year;
- **Marketing opportunities** – Facilities to promote your Company within the Clubhouse on the day of the event and to enhance its network in the Gold Coast region are available;
- **Presentations** – The Club would welcome a Senior Representative of your Company to be a part of the Club's presentation at the conclusion of each event, which may involve a Company introduction and the presenting of trophies; and
- **2012 Pro-Am Invitation** – opportunity to play in the 2012 Pro-Am with a PGA professional and 3 friends or business clients.



Single Monthly Medals – Men's Or Women's

Twelve (12) events are held throughout the year on a Saturday for the Men, attracting fields in excess of 200 players. Sponsorship cost - \$250 (plus GST).

This event is run in conjunction with the Saturday men's event once per month (generally the first Saturday of the Month) and culminates in the Medal of Medals event at year end. It attracts around 200 men or Women to each event.

The benefits of Sponsorship will include the following:

- **Official Sponsor** – The Monthly Medal would be advertised amongst the members as the Saturday Monthly Medal proudly sponsored by (your Company Name);
- **Publicity** – Full in-house publicity will be provided to your Company, highlighting your involvement;
- **Marketing opportunities** – Facilities to promote your Company within the Clubhouse on the day of the event and to enhance its network in the Gold Coast region are available;

Men's Pennant Team Sponsorship

Sponsorship cost - \$2,500 (plus GST).

The benefits of Sponsorship will include the following:

- **Publicity** – The ability to display any of your sales and advertising brochures within the Clubhouse as appropriate. Exposure via our website including a link to your site;
- **Logo on Shirts** – The men's Pennant Teams consist of 7 players each and we submit up to eight teams, all of whom will be provided a team uniform (polo shirt) with your company logo on the right sleeve. This provides exposure of your company throughout the Gold Coast region over the play period, and further at the conclusion of the tournament as the shirts are generally a favourite and worn by the players at every opportunity; plus
- **2012 Pro-Am Invitation** – opportunity to play in the 2012 Pro-Am with a PGA professional and 3 friends or business clients.

EVENT SPONSORSHIP

Pro-Am Naming Right Sponsorship - Major Sponsorship

Sponsorship cost - \$10,000 (plus GST) per year.



The benefits of the Pro-Am Naming Right - Major Sponsorship will include the following:

- **Naming Rights** – The Pro-Am would be known as and advertised as the 2012 (your Company Name) Pro-Am;
- **Membership** – 12 months Full golf Membership of Surfers Paradise Golf Club. (Includes Joining Fee)
- **Company Logo & Contact Details** – printed on tee sign with exposure to 50,000 golfers per annum
- **Publicity** – Full pre-tournament publicity will be given to the press and other media to provide your Company with the maximum exposure for their involvement. The PGA will also be available to assist the Club with all media as required. Player profiles and photographs are available from the PGA for pre-tournament promotion;
- **Advertising** – On course advertising will be made available to your company including the facility to erect banners in prime locations on the course. Acknowledgement will be two (2) weeks prior to the event;
- **In house Advertising** – Available to you would be the opportunity to advertise within the club when opportunity arises, which may include our website;
- **Marketing opportunities** – Facilities to promote your Company within the Clubhouse on the day and to enhance its network in the Gold Coast region. The Club provides other sponsors and their guests with a Sponsors Package which will contain your Company's advertising materials, specials or offers or promotional items;
- **Presentations** – The Club would welcome a Senior Representative of your Company to be a part of the Club's presentation at the conclusion of the event, which may involve a Company introduction and the presenting of trophies;
- **Pro-Am field** – The Club would extend an invitation for four tee spots of (12) players of your Company's choice to play in the Pro-Am field, along-side the highest ranked PGA professionals or the PGA professionals of your choice (if available). The invitation also includes complimentary invitations to the presentation dinner;
- **Sponsors Package** – The Club will provide each of your involved players a Sponsors Package which will include a Pro-Am Polo Shirt, Golf Balls, Tees and a Drink voucher *plus* the invitation for your players to attend the presentation dinner;