

[Sponsors name]



Peninsula Surfriders Club

EST 1974

www.psc.org.au



The Peninsula Surfriders Club





Peninsula Surfriders Club Background

The **Peninsula Surfriders Club** was established in 1974 and is incorporated as a non-profit organisation and is one of Australia's leading board riding clubs with a long tradition of success both in and out of the water. The primary objective of the Peninsula Surfriders club is the development of surfing for all ages on the Mornington Peninsula. The PSC organise numerous sporting events that take its members around Victoria and interstate for national competitions.

The club conducts a range of tournaments throughout the year that include:

- Five Aggregate Contests.
- Novelty and Junior Contests.
- Team Titles.
- Tag Team Titles.
- 70's Single Fin Classic
- Retro Surfing Festival

These contest are not only enjoyed by the contestants but also family members, friends and general onlookers who might be visiting the beach for the day.





Community Involvement

Peninsula Surfriders Club has been active **in the community** throughout its long history.

The PSC provides youth with the opportunity to become involved in an organisation that competes on a regular basis and offers awards for excellence within that structure.

This has been extended recently to club sponsorship of professional coaching for club members to take the level surfing expertise on the Mornington Peninsula to the next level.

We pride ourselves on integrity and honesty which is reflected in the character of our membership.

The PSC has also been involved with local residents in an effort to reduce the effluent discharged into Gunnamatta Beach. This has become an important environment issue for which local member, Greg Hunt, has worked hard to correct. The PSC has also taken the initiative to work with National Parks on the surrounding bush landscape.

Together we have planted over 100 native grasses and shrubs to help retard the erosion of Gunnamatta's sand dunes.

In recent years the Peninsula Surfriders Club acquired a six acre property on Trueman's road, Fingal (the road to Gunnamatta) which is the club's headquarters and is utilised by club members, families, friends and the local community on certain functions. The PSC now owns this property and it is estimated the clubhouse has 8,000 unique visitors annually. The objective of the PSC is to maximise utilisation of this facility to further its goals.

The club holds regular committee meetings to discuss and establish strategies that can involve and help the local community.

The following points are the result of such initiatives:

- Recognition from **National Bank Community Awards** for involving young adults in well organised and structured activities
- Recognition from Vic Health and the Active Club Workshops held by Sports Medicine Australia
- Competition held at Point Leo for junior members of the PSC
- Camping trips for junior members of the PSC
- Encourage families to become involved in events run by the PSC
- Construction of a skating ramp at our clubrooms.



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The Sponsorship Benefits

Peninsula Surfriders Club membership and support base offers potential sponsors the opportunity to tap into a broad customer target market. Ranging from the youth market (including female surfers, one of the fastest growing segments of the sport) to the mature age senior surfer, sponsorship can provide you with the right vehicle to tap into these segments at a local and state level.

Peninsula Surfriders Club users and visitors:

- Over 150 members annually
- An average of 8,000 unique visitors to the clubhouse premises for functions and surf related purposes; and
 - over 10,000 unique visitors annually to the PSC website ranging between 750 - 1350 genuine visits per month
 - 150 copies of the club newsletter distributed 6 times per year (estimated reading of 360 per newsletter).

Sponsorship benefits include:

1. General signage opportunities, (Clubhouse, Club Trailer, Competition days and Presentation night). This also includes promotion over our P.A. system at club contests.
2. PSC website exposure and link to your homepage - psc.org.au
3. Media opportunities and photo opportunities
4. Innovative brand exposure and merchandising opportunities
5. Newsletter advertising (distributed 6 times per year)
6. A corporate day for your staff, clients or suppliers at the Peninsula Surfriders Clubhouse. (Sponsor to cover the catering costs only.)
7. Adds contemporary value and street credibility to a brand
8. Membership Card incorporating **your Company Logo or name.**



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The Sponsorship Benefits

Peninsula Surfriders Club is looking forward to establishing a long term relationship with your company.

Your contact point for more information...

Peninsula Surfriders Club President:

Lachy Mc Donald

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PSC Administration

Peninsula Surfriders Club

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PSC Website: www.psc.org.au