



**PENINSULA SURFRIDERS
CLUB INC.**
ABN: 13 433 757 669
INC: A0008907A

P.O. Box 679
Mornington 3931
Victoria, Australia

Incorporated in Victoria
Established in 1974

[Name]

[New sponsor name and address]

[Dear]

As the commencement of the 2009-10 Peninsula Surfriders Club contest season draws closer, I would like to extend this opportunity for your brand to be affiliated with the club.

Background

The PSC was established in 1974 and has a long tradition of success and community involvement as the only major surfing club on the Mornington Peninsula.

The major objective of the PSC is the development and promotion of surfing on the Mornington Peninsula and members today are proud of its heritage and outlook. This involves regular competition and social events, coaching and encouragement of junior surfing in particular, as well as supporting and assisting environmental and social groups in the area.

The PSC now owns its Club house on Truemans Road Fingal (road to Gunnamatta) which is utilised by club members, families, friends and the surfing and local community in general for functions and a place to get together. It is estimated that the Club House has over 8000 visitors annually.

Sponsorship opportunity

As a non-profit organisation, we rely heavily on our three major sources of income – financial membership, fundraising, and sponsorship.

PSC would like to extend the opportunity to your company to become a part of this longstanding and successful movement through the sponsorship link.

PSC 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 access these segments at a local and state level. The PSC is its own community and also taps the broader local and surfing community generally through its own contests, affiliated contests and other social events. Not only club members participate but also family and friends. In addition general on lookers visiting the popular beaches that our contest are held over the spring to autumn months are exposed to the PSC and appear to very much enjoy the atmosphere around the events.

www.psc.org.au



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Sponsorship benefits include:

1	Promotional opportunities at contest days (min of 10 competitions including 5 aggregate, junior and micro junior, teams titles, tag teams and the 70's single fin classic) through signage and sponsor promotion over the p.a. system . Signage opportunities at the clubhouse at Truemans Road Fingal (road to Gunnamatta).
2	PSC website exposure and link to your homepage.
3	Media opportunities and photo opportunities, with frequent coverage in local newspapers and infrequent television, internet and radio exposure.
4	Innovative brand exposure and merchandising opportunities.
5	Newsletter advertising and regular mentions/ promotion (distributed 6 times per year).
6	A corporate day for your staff, clients or suppliers at the PSC Clubhouse (Sponsor to cover the catering costs only).
7	Adds contemporary value and street credibility to a brand.

The benefits to a business can be summarised as follows:

- Increased brand awareness via signage, media and website exposure, and word of mouth amongst the club and its contacts.
- Brand image enhancement and credibility through being involved with the action/ contemporary/ youth sports market that surrounds surfing.
- Sales opportunities and market interactivity at club events and through the clubs publishing.

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Currently, two arranged packages are available for sponsors of the PSC:

1. \$1,000 or more annual sponsorship: Premium Package. This package combines all the benefits listed above, as well as naming rights to an award or column in the aggregate season or newsletter – regular promotion of this award or column on competition days PA system and website/ newsletter.
2. \$500 annual sponsorship: Whitewash package. Combines all listed benefits, excluding naming rights to award or column.

Also, a negotiable amount at the discretion of the sponsor is also available for customised combinations of benefits and involvement/ exposure.

The club prides itself on doing the utmost to recognise and return in-kind support to its sponsors.

The broad market that is reached through PSC (highlighted below), as well as its prominent position en route to Gunnamatta surf beach (Parks Victoria statistics show a daily average of 1,008 visitors to Gunnamatta – 367,994 annually, making it the most popular on the Mornington Peninsula for both local and travelling surfers and beach-goers) allow for maximum exposure of your brand.

PSC users and visitors:

- Over 150 members annually.
- an average of 8,000 unique visitors to the clubhouse premises annually 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
- 120 copies of club newsletter distributed 6 times each year (multiplied by average of 3 pass-on readers, around 360 readers of each newsletter).
- Thousands of visitors to Gunnamatta or Rye Back Beach on the days club or affiliated contests are run.

For more information see our website, www.psc.org.au, or contact me on 0418563352; peninsulasc@hotmail.com.

We look forward to your response and commencing a long and mutually beneficial relationship with your company.

Regards,

Lachy McDonald
PRESIDENT
PENINSULA SURFRIDERS CLUB

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