

COMMUNITY
LIVING
AUSTRALIA

2020 CHARITY GOLF DAY

SPONSORSHIP PROSPECTUS

Raising Money for People with Disability



Friday 20 March

Murray Bridge
Golf Club



2020 CHARITY GOLF DAY

Event Overview

Run by Community Living Australia, this popular annual event provides the perfect opportunity for participants to network with new or potential clients and to strengthen relationships with existing business and community contacts in a relaxed and informal environment while raising money for a great cause.

On the day teams of four take part in an 18-hole, Ambrose competition. Participants will enjoy breakfast on arrival, beverages on the course throughout the day and can attend a BBQ lunch and presentation ceremony in the afternoon.

This event is a major charity fundraiser for Community Living Australia supporting its work in assisting both children and adults living with disability to live fulfilling and inclusive lives in the community.

Audience and Exposure

In the lead up to the Golf Day, strategically planned promotional activities are undertaken to ensure that the event is marketed to the right audience.

These activities provide the sponsors with exposure to the Murray Mallee and broader South Australian business and not-for-profit community.

The target audience for this event includes:

- Directors
- Chief Executive Officers
- Senior Executives
- Small, medium and large-sized member companies

Logo placement on all marketing collateral, including invitations, advertisements and other sponsorship benefits such as signage and networking opportunities at the event, will see the sponsors achieve high exposure to a targeted audience.



SPONSORSHIP PROSPECTUS

Sponsorship Opportunities

There is a selection of sponsorship options available for this event, each providing sponsor partners with various levels of exposure. There are four sponsorship options available including:

- 'Gold' sponsorship – x7 available
- 'Hole' sponsorship – x10 available
- 'Refreshments Package' sponsorship – x1 available
- Or 'Prize and Auction' items sponsorship – unlimited

These options/packages are outlined in greater detail on the following pages.

Contact Details

If you have any questions regarding the Golf Day, please contact Lloyd Oppelaar - Marketing Coordinator on 8536 5888 or lloyd.oppelaar@claustrail.com.au.

Alternatively, please visit our website claustrail.com.au/events/golfdays2020 for more information.



2020 CHARITY GOLF DAY

Refreshments Package Sponsorship (one available) - \$1,000

This package provides all coffee, tea, wine (red and white), beer and soft drinks for the breakfast, course refreshments, presentation and post golf BBQ (quantity determined closer to the event date once final numbers are confirmed) and includes the following benefits:

- Free entry of one team of four at the golf day – an opportunity to network with participants
- Placement of pull up banners at the breakfast, presentation and BBQ (banners to be supplied)
- Opportunity to provide sample product or promotional material in Players' Gift Packs
- Acknowledgement in the opening and closing speeches on the day
- Company logo/name mention will appear in all promotional activities including:
 - Promotional posters
 - Acknowledgement on radio announcements, print advertisements, public relations and social media and the Community Living Australia Annual Report
 - Acknowledgement in pre and post-event editorial
 - Acknowledgement on the online event registration page and website

Partnership with Community Living Australia:

- Opportunity to partner with Community Living Australia, a highly respected, local brand known for supporting the local community
- Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event
- Certificate acknowledging the sponsorship support received from your company at the end of the event
- First right of refusal for 2021



SPONSORSHIP PROSPECTUS

Gold Sponsorship (seven available) - \$1,000

Gold sponsors receive the following benefits and exposure in return for a tax-deductible contribution of \$1,000:

- Free entry of one team (4 people) at the golf day – an opportunity to network with participants
- Placement of outdoor banners at a hole on the course (banners to be supplied)
- Placement of one pull-up banner at the morning briefing (banner to be supplied)
- Company banner at post-game lunch and presentations (banner to be supplied)
- Opportunity to provide sample product or promotional material in Players' Gift Packs
- Acknowledgement in the opening and closing speeches on the day
- Company logo/name mention will appear in all promotional activities including:
 - Promotional posters
 - Acknowledgement on radio announcements, print advertisements, public relations and social media and the Community Living Australia Annual Report
 - Acknowledgement in pre and post-event editorial
 - Acknowledgement on the online event registration page and website

Partnership with Community Living Australia:

- Opportunity to partner with Community Living Australia, a highly respected, local brand known for supporting the local community
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2020 CHARITY GOLF DAY

Hole Sponsorship (ten available) - \$500

Hole sponsors receive the following benefits and exposure in return for a tax deductible contribution of \$500:

- 50% off the price of one team at the golf day (4 people) – an opportunity to network with participants
- Placement of outdoor banners at the sponsored hole on the course (banners to be supplied)
- Opportunity to provide sample product or promotional material in Players' Gift Packs
- Company banner at post-game lunch and presentations

Partnership with Community Living Australia:

- Opportunity to partner with Community Living Australia, a highly respected, local brand known for supporting the local community
- Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event
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SPONSORSHIP PROSPECTUS

Prize/Auction Item Sponsorship - Any Value

Throughout the day there will be two additional competitions – the '*Longest Drive*' and '*Nearest to the Pin*' as well as a '*Fundraising Auction*' at the conclusion of the event. There will also be prize packs for the winning, runner-up, most entertaining and losing teams on the day.

If you would like to donate goods or currency to contribute to any of these prizes or the Auction, it would be greatly appreciated. Your sponsorship be it goods or currency will ensure no golfer goes home empty handed at the end of the day and will also support us to raise additional funds for this great cause. Donations of any size are welcomed.

Benefits include:

- 25% off the price of one team of four at the golf day – an opportunity to network with participants
- Opportunity to provide sample product or promotional material in Players' Gift Packs
- And acknowledgement at the relevant prize presentation or auction stall location

Partnership with Community Living Australia:

- Opportunity to partner Community Living Australia, a highly respected, local brand known for supporting the local community
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SPONSORSHIP ACCEPTANCE FORM

I agree to (please tick the appropriate sponsorship option and complete the details below):

Gold \$1,000: ☐

Hole \$500: ☐

Refreshment \$1,000: ☐

Prize Sponsorship for Auction
(Please indicate exactly what the item is):

Business:

Your Name:

Signature:

Date:

For more information regarding the types and benefits of sponsorship, please refer to the sponsorship prospectus.

What to do next...

If you're interested in sponsoring this fantastic event please complete this form and return it to:

- lloyd.oppelaar@claut.com.au
- PO Box 1166 Strathalbyn, SA, 5255
- a Community Living Australia Office
- or register online at <https://www.trybooking.com/BHRQA>

Want to find out more information, visit our website at claut.com.au/events/golfday2020 or call us on **08 8536 5888**.

