



Sponsorship proposal

2015 Members' Charity Golf Day

Friday, 27 March 2015

The Vines Golf and Country Club



Members' Charity Golf Day

Event overview

Run by CCI for over 21 years, this popular annual event provides the perfect opportunity for participants to network with new or potential clients and strengthen relationships with existing business contacts in a relaxed and informal environment.

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

This event is also a major charity fundraiser for CCI's chosen Charity of the Year for 2015 (due to be announced in late December 2014), with proceeds from the day donated to this worthy cause.

Audience and exposure

In the lead up to the Members' Charity 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 thousands of Western Australian businesses.

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 exposure to a targeted audience.

Sponsorship opportunities

There are a selection of sponsorship options available for this event, each providing the sponsors with various levels of exposure. Packages include joint naming rights for the event, a gold and hole sponsorship package as well as in-kind sponsorship. Sponsorship contribution will provide the financial support needed for this event to take place and associate the sponsor's organisation with this worthy and charitable cause.

Joint Naming Rights sponsorship package (exclusive)

The Joint Naming Rights sponsor receives the following benefits and exposure in return for a contribution of \$5,500 (including 10% GST):

- ▶ Joint naming rights with CCI.
- ▶ Logo on golf balls given to the players on the day.
- ▶ Complimentary team of four to participate in the CCI Charity Golf Day tournament – an opportunity to network with participants (valued at \$1250.00).
- ▶ Opportunity to address participants during the morning briefing or presentation ceremony.
- ▶ Prominent placement of a pull up banner during the morning briefing and presentation ceremony.
- ▶ Placement of one outdoor banner at a hole on the course.
- ▶ Opportunity to provide sample product or promotional material in Players' Gift Packs. (Approx 150 items)
- ▶ Opportunity to hold a business card draw, provide a prize and keep the business cards.
- ▶ Acknowledgement in the opening and closing speeches on the day.
- ▶ Company banner at post-game lunch and presentations.

Sponsors logo:

- ▶ Company logo/name mention will appear in all promotional activities including:
 - Invitations to the event distributed by post and sent to approximately 6,000 contacts.
 - Invitations to the event distributed by email (HTML format) and sent to approximately 8,000 contacts.
 - Name badges.
 - Acknowledgement in pre and post-event editorial in Business Pulse, CCI's corporate magazine (mailed to 6,600 members).
 - Acknowledgement on the CCI online event registration page.

Partnership with CCI:

- ▶ Opportunity to partner with CCI, a highly respected WA brand in the business community.
- ▶ Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event.
- ▶ Detailed sponsorship report and corporate gift acknowledging sponsorship support received from your company at the end of the event.
- ▶ First right of refusal for 2016.

Gold sponsorship package (six available)

Gold sponsors receive the following benefits and exposure in return for a contribution of \$2,500 (including 10% GST):

- ▶ 10% off the price of one team at the golf day – an opportunity to network with participants (valued at \$125.00)
- ▶ Placement of one outdoor banner at a hole on the course.
- ▶ Placement of one pull-up banner at the morning briefing.
- ▶ Opportunity to provide sample product or promotional material in Players' Gift Packs. (Approx 150 items)
- ▶ Acknowledgement in the opening and closing speeches on the day.
- ▶ Company banner at post-game lunch and presentations

Sponsors Logo:

- ▶ Company logo/name mention will appear in all promotional activities including:
 - Invitations to the event distributed by post and sent to approximately 6,000 contacts.
 - Invitations to the event distributed by email (HTML format) and sent to approximately 8,000 contacts.
 - Acknowledgement in pre and post-event editorial in Business Pulse, CCI's corporate magazine (mailed to 6,600 members).
 - Acknowledgement on the CCI online event registration page.

Partnership with CCI:

- ▶ Opportunity to partner with CCI, a highly respected WA brand in the business community.
- ▶ Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event.
- ▶ Certificate acknowledging sponsorship support received from your company at the end of the event.
- ▶ First right of refusal for 2016.

Hole sponsorship package (ten available)

Hole sponsors receive the following benefits and exposure in return for a contribution of \$880 (including 10% GST):

- ▶ Placement of one outdoor banner at the sponsored hole on the course.
- ▶ Opportunity to provide sample product or promotional material in Players' Gift Packs. (Approx 150 items)
- ▶ Company banner at post-game lunch and presentations

Partnership with CCI:

- ▶ Opportunity to partner with CCI, a highly respected WA brand in the business community.
- ▶ Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event.
- ▶ First right of refusal for 2016.

Print sponsorship package (one available)

This package is in kind (valued at \$2,500) (including 10% GST) for the printing of event invitations.

- ▶ 10% off the price of one team at the golf day – an opportunity to network with participants (valued at \$125.00)
- ▶ Placement of one outdoor banner at a hole on the course.
- ▶ Opportunity to provide sample product or promotional material in Players' Gift Packs. (Approx 150 pieces)
- ▶ Acknowledgement in the opening and closing speeches on the day.

Sponsors logo:

- ▶ Company logo/name mention will appear in all promotional activities including:
 - Invitations to the event distributed by post and sent to approximately 6,000 contacts.
 - Invitations to the event distributed by email (HTML format) and sent to approximately 8,000 contacts.
 - Acknowledgement in pre and post-event editorial in Business Pulse, CCI's corporate magazine (mailed to 6,600 members).
 - Acknowledgement on the CCI online event registration page.

Partnership with CCI:

- ▶ Opportunity to partner with CCI, a highly respected WA brand in the business community.
- ▶ Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event.
- ▶ Certificate acknowledging sponsorship support received from your company at the end of the event.
- ▶ First right of refusal for 2016.



Mailhouse sponsorship package (one available)

This package is in kind (valued at \$2,500) (including 10% GST) for the coordination of mailing the event invitations.

- ▶ 10% off the price of one team at the golf day – an opportunity to network with participants (valued at \$125.00)
- ▶ Placement of one outdoor banner at a hole on the course.
- ▶ Opportunity to provide sample product or promotional material in Players' Gift Packs. (Approx 150 pieces)
- ▶ Acknowledgement in the opening and closing speeches on the day.

Sponsors logo:

- ▶ Company logo/name mention will appear in all promotional activities including:
 - Invitations to the event distributed by post and sent to approximately 6,000 contacts.
 - Invitations to the event distributed by email (HTML format) and sent to approximately 8,000 contacts.
 - Acknowledgement in pre and post-event editorial in Business Pulse, CCI's corporate magazine (mailed to 6,600 members).
 - Acknowledgement on the CCI online event registration page.

Partnership with CCI:

- ▶ Opportunity to partner with CCI, a highly respected WA brand in the business community.
- ▶ Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event.
- ▶ Certificate acknowledging sponsorship support received from your company at the end of the event.
- ▶ First right of refusal for 2016.

Wine sponsorship package (one available)

**This package provides all wine (red and white) for the presentation cocktail reception*
(*quantity determined closer to the event date once final numbers are confirmed)**

- ▶ 10% off the price of one team of four at the golf day – an opportunity to network with participants (valued at \$125.00).
- ▶ Placement of one pull up banner at the presentation ceremony.
- ▶ Opportunity to provide sample product or promotional material in Players' Gift Packs. (Approx 150 pieces).
- ▶ Acknowledgement in the opening and closing speeches on the day.

Sponsors logo:

- ▶ Company logo/name mention will appear in all promotional activities including:
 - Invitations to the event distributed by post and sent to approximately 6,000 contacts.
 - Invitations to the event distributed by email (HTML format) and sent to approximately 8,000 contacts.
 - Acknowledgement in pre and post-event editorial in Business Pulse, CCI's corporate magazine (mailed to 6,600 members).
 - Acknowledgement on the CCI online event registration page.

Partnership with CCI:

- ▶ Opportunity to partner with CCI, a highly respected WA brand in the business community.
- ▶ Opportunity to reach a targeted audience through the promotional activity organised for the event and networking with participants at the event.
- ▶ First right of refusal for 2016.

Please complete this agreement form indicating the sponsorship package your company would like to take and return by email to sponsorship@cciwa.com or phone (08) 9365 7500 for more information.

2015 CCI Members Charity Golf Day Sponsorship Agreement Form

Company name: _____

Contact name: _____

Position: _____

Email: _____

Phone: _____

Address: _____

I/We would like to select the following sponsorship package:

** Please note the below costs include 10% GST*

- Naming Rights Sponsor - \$5,500 (exclusive)
- Gold Sponsor - \$2,500 (six available)
- Hole Sponsor - \$880 (10 available)
- Print Sponsor – In kind valued at \$2,500 (one available)
- Mailhouse Sponsor – In kind valued at \$2,500 (one available)
- Wine Sponsor – Wine provider (one available)

Signature: _____

Date: _____