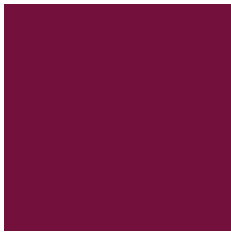
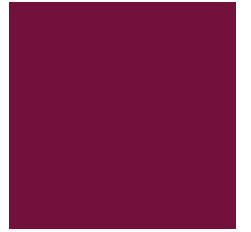




FRESHWATER SURF LIFE SAVING CLUB



SPONSORSHIP
OPPORTUNITIES



ABOUT FRESHWATER SLSC

Freshwater Surf Life Saving Club is one of the largest surf life saving clubs in Australia, with over 1,700 members at junior and senior levels. With more than 700 'Nippers', Freshwater SLSC has one of the largest junior lifesaver training programs in Australia.

Located on the beautiful Northern Beaches of Sydney, Freshwater Beach is patrolled by volunteer Surf Lifesavers on weekends and public holidays from September to April. In total Freshwater SLSC has 16 patrol teams and approximately 380 patrolling members, with each patrol rostered for duty around nine times throughout the season.

All Freshwater SLSC activities revolve around a strong commitment to surf life saving as demonstrated over the last 100 years with thousands of rescues executed and many more prevented. Freshwater SLSC prides itself on the fact that no lives have been lost by anyone swimming between the flags during patrol hours.



ABOUT FSLSC

Freshwater SLSC also boasts an impressive competitive record including: hundreds of NSW and Australian Championships, many members on the NSW and Australian SLS teams and seven Olympians.

Striving for excellence in all areas of operation, many dedicated Freshwater SLSC members have been honoured with life membership of Branch, NSW and Australian Surf Life Saving associations and awarded honours by the Commonwealth Government.

Freshwater SLSC continues to be dedicated to the safety and welfare of the bathing public and its members, education and training and the encouragement of healthy competition among its members.



SURF LIFE SAVING AUSTRALIA

Over 640,000 lives saved since 1907
155,000 members, 305 clubs
2.4 million patrol hours
38,000 active patrol members
40,000 nippers

Since 1907 Australia's surf lifesavers have saved more than one million lives. Surf Life Saving Australia has over 155,000 members, of all ages, in 305 surf life saving clubs around the Australian coastline.

Australia's trained surf lifesavers spend more than 2.4 million hours patrolling our beaches and many more hours behind the scenes. Each summer, they rescue around 10,000 people, provide first aid to 25,000 and give safety advice to more than 150,000 others.

As well as providing surf rescue services around the country, SLSA is also a significant provider of education services. 40,000 nippers learn basic surf safety skills and trained surf lifesavers visit schools throughout Australia. It's all part of our effort to equip young people with important lifesaving skills.

SURF
RESCUE



HISTORY

Freshwater Surf Life Saving Club has a proud history that spans over 110 years. Officially established on 6 December 1908, with approval for operation by the Surf Bathing Association of Australia granted on 10 December 1908, the club originally consisted of 20 members.

On Anniversary Day 1909, Freshwater held its first surf club carnival. A famous exhibition of surfboard riding in Australia took place in 1915 at Freshwater Beach, demonstrated by the world sprint swimming champion and legendary Hawaiian surfer, Duke Kahanamoku. Others had tried surfboard riding in Australia but none had mastered the art.

The exhibition included a spectacular tandem display which Duke performed with the then 15 year old Isabella Latham. Duke's custom made board became the property of Claude West, one of the Club's members, who later donated the board to the surf club where it is now on display in the clubhouse.

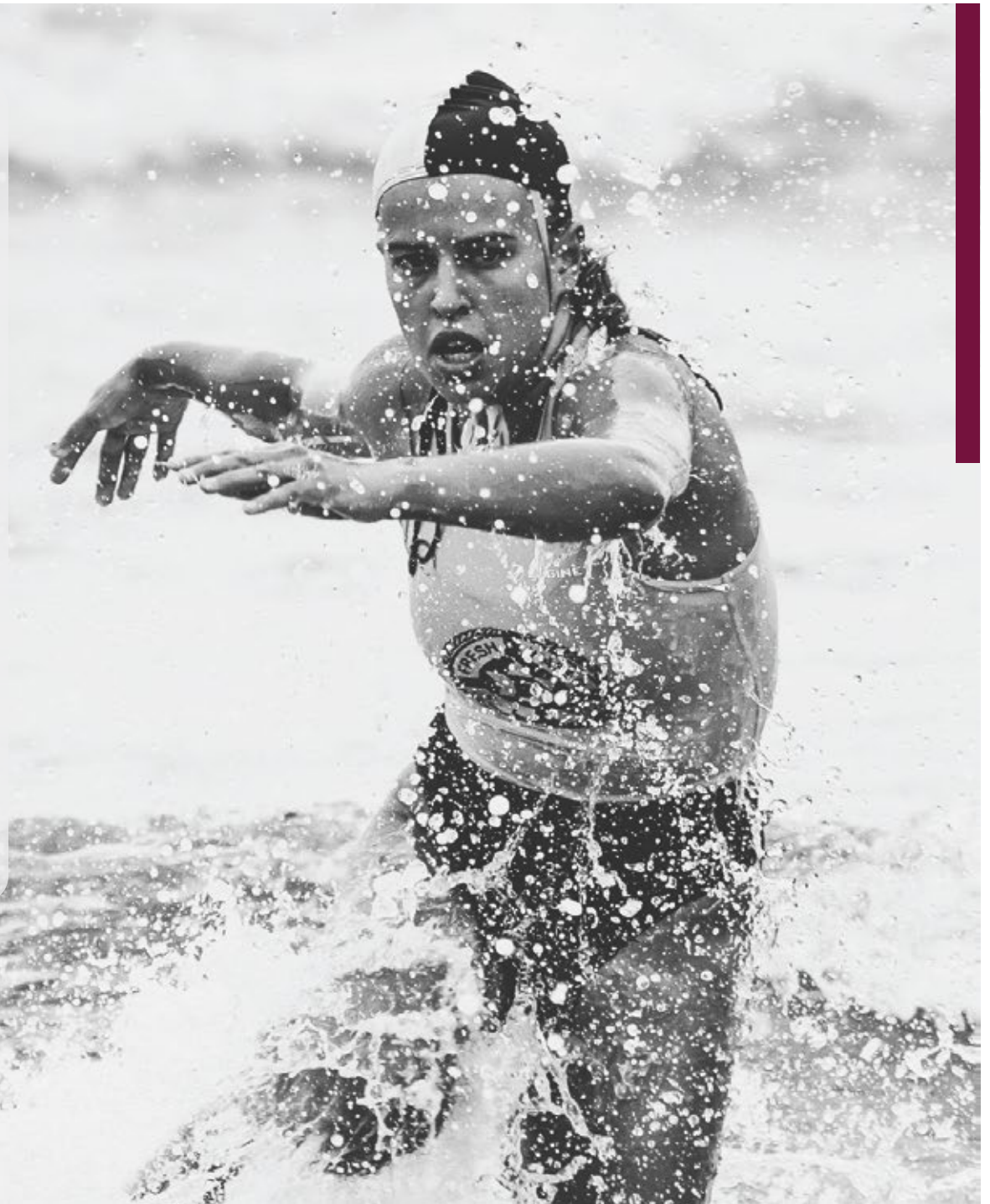
Demonstrating its commitment to celebrating and preserving the treasured history of Surf Life Saving, Freshwater SLSC has constructed an historical centre at the clubhouse.

CORE GOALS

- Maintain proud lifesaving record
- Equip patrols with required lifesaving education, training and equipment
- Encourage and facilitate healthy and balanced competitive participation
- Create an environment which is safe and inclusive and that sparks a passion for community service and team participation within the ranks of our junior members
- Assist our younger members to build skills that are transferable to other parts of their life

CORE REQUIREMENTS TO ACHIEVE GOALS

- Commitment to Surf Life Saving's "Vigilance & Service" motto
- Dedicated membership base
- Financial strength and stability





COMMUNITY
CITIZENSHIP

COMPETITION

SOCIAL

SURF LIFE SAVING

Approx 380 patrol members

Patrols – Sep to ANZAC
Day Long Weekend.

No lives lost by anyone
swimming between flags
during patrol hours.

Hundreds of rescues
each season.

ADMINISTRATION

COMMITMENT
TO HISTORY

OPERATIONS

AUSTRALIA DAY CARNIVAL

The longest running and one of the biggest local carnivals in Australia, with approximately 1,000 competitors across 100 clubs represented nationwide. Competitors from Under 15 to Opens.

BENNETT FAST & FURIOUS

Junior Ironman and board events.

MASTERS CARNIVAL

Over 30's swim, craft, board and beach events.

FRESHWATER BOAT CARNIVAL

Cream of NSW and interstate surf boat crews convene for this annual event.

BARNEY MULLINS SWIM CLASSIC

Annual 1.5 km memorial ocean swim attracting 500+ entries.

FRESHIE FESTIVAL

New event celebrating the local community and Freshie's place in Australian surfing. A great opportunity to showcase our sponsors and local businesses.



EVENTS



SPONSORSHIP

With Freshwater SLSC now over 110 years old and with our proud record of “no lives lost by anyone swimming between the flags during patrol hours”, there is no better time to affiliate your organisation with us and capitalise on the exposure being generated every week of the year.

Surf Lifesavers occupy iconic status in the Australian mindset. Many organisations have already capitalised on the positive associations by aligning their brand with surf clubs and Surf Life Saving competitors.

Freshwater SLSC is seeking sponsors that embrace and represent the core values of surf lifesaving. Sponsors make up a vital component of the club by underpinning all club events and activities through the provision of much needed equipment, clothing and funds.

SPONSORSHIP

All sponsors will receive maximum exposure and brand visibility for their valued sponsorship dollars. You will reach your audience by choosing a sponsorship option that suits your needs and reaches your desired market segment. It is our goal to provide you with the greatest publicity, marketing opportunity and exposure.

Current sponsorship opportunities are outlined below, or alternatively a unique sponsorship package can be developed and tailored to your organisation's needs and budget. Please note that all sponsorship level amounts are a guideline, and sometimes are provided as a combination of cash and "in kind" equipment. All sponsorships are subject to discussion and approval by the Club's Executive Committee.

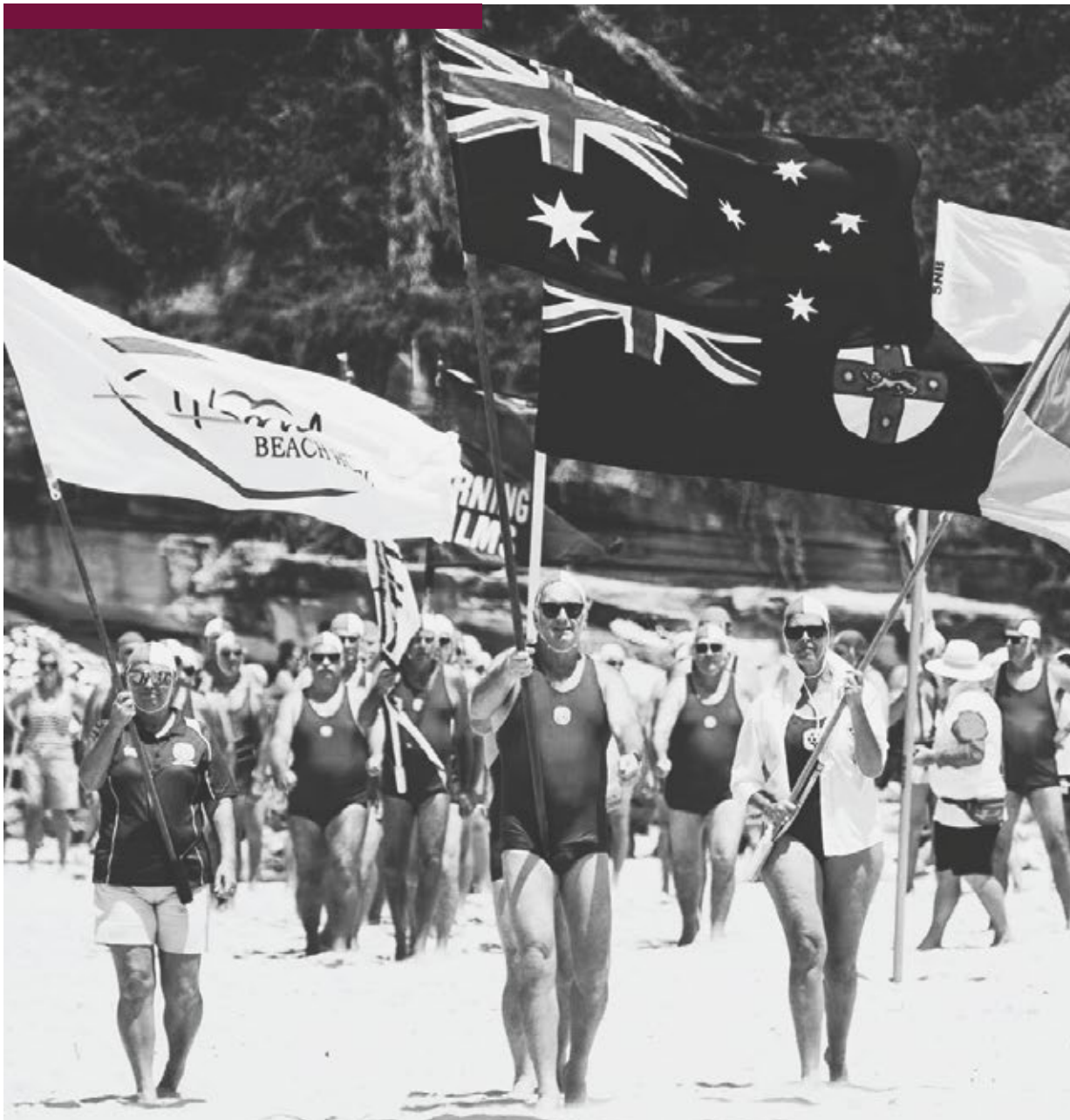


SPONSORSHIP LEVELS

MAJOR SPONSOR \$25,000 - \$30,000

- Positioned as one of the Club's Major Sponsors - maximum exposure to beach goers
- Premium placement of logo on banners - registration days, carnival days, nipper training days etc.
- Exclusive placement of logo on all club marketing collateral e.g. stationary, newsletters, advertisements, invitations etc.
- Logo on equipment sponsored. E.g “rubber duck”, patrol enclosure, rescue boards
- “Proud sponsor of Freshwater Surf Life Saving Club” and logo usage rights (subject to brand guidelines)
- Company mentioned/recognised in relevant media releases, advertising etc.
- Logo and link on FSLSC website homepage
- Featured on Sponsors page on club website – including paragraph of editorial
- Verbal recognition and endorsement from spokespersons at all FSLSC events
- Direct Marketing opportunities - through Club newsletters – such as special member offers etc
- Advertising entitlements -events, club newsletter. Access to targeted marketing segments.
- Sampling and product placement opportunities at events incl. registration days
- Unique offer to *Naming Rights for one the 6 major FSLSC Events throughout the year. See Event Naming Rights Sponsorship





OFFERED TO MAJOR SPONSORS \$7,500 +

- In addition to Major Sponsor benefits, Naming Rights to one annual event
- Acknowledgement as Major Sponsor in Official Carnival Program and any marketing materials produced
- Opportunity for representative to present winner medals for sponsored events
- Acknowledgment in media announcements
- Acknowledgment in PA announcements throughout the event day
- Access to highly targeted marketing segments
- Logo printed on event collateral i.e. tickets, invitations
- Prominent signage in the registration and presentation areas acknowledging sponsorship
- Product placement and giveaway opportunities at the event
- Prominent signage on beach
- Hospitality in the club house overlooking the afternoon's races
- Recognition on Club Sponsor Board as a Major Sponsor
- Acknowledgment in the Freshwater SLSC Annual Report

EVENT NAMING RIGHTS SPONSOR

GOLD SPONSOR \$15,000

- Placement of logo on banners - registration days, carnival days, nipper training days etc.
- Logo on 5 (five) pieces of equipment sponsored
- “Proud sponsor of Freshwater Surf Life Saving Club” and logo usage rights (subject to brand guidelines)
- Featured on Sponsors page on club website – including paragraph of editorial
- Access to highly targeted marketing segments
- Sampling and product placement opportunities at events incl registration days

SILVER SPONSOR \$10,000

- Placement of logo on banners - registration days, carnival days, nipper training days etc.
- Logo on 1 (one) equipment sponsored
- “Proud sponsor of Freshwater Surf Life Saving Club” and logo usage rights (subject to brand guidelines)
- Featured on Sponsors page on club website
- Access to highly targeted marketing segments
- Sampling and product placement opportunities at events incl registration days

BRONZE SPONSOR \$5,000

- Access to highly targeted marketing segments
- Sampling and product placement opportunities at events incl registration days

NOTE

All three categories will be acknowledged in the Freshwater SLSC Annual Report and will be invited to club social activities and hospitality.



NIPPERS SUPPORTER

SUPPORTER \$1,000 - \$5,000

There are a range of items which are open to sponsorship and branding opportunities which we need to replace regularly. These include:

- Age caps, high visibility singlets, age manager shirts, rescue boards, water safety vests - \$5,000 for each category
- Junior Gear Trailor - signage - \$5,000
- State Titles Team Wear - \$5,000
- Education & Travel for Junior Development - \$2,500
- Junior Presentation - \$2,500
- Selected, targeted items suiting your individual budget
- Signage in the registration area acknowledging supporter
- Giveaway opportunities * subject to FSLSC approval
- Hospitality in the club house overlooking the events
- Acknowledgement in the Freshwater SLSC Annual Report
- Donations of all denominations are welcome





FIRST AID TRAINING EQUIPMENT

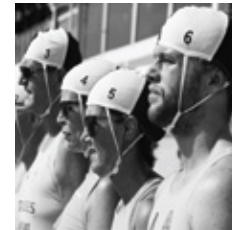
SUPPORTER
\$1,000 - \$5,000

Each year we need to upgrade our First Aid training equipment including the following:

- First Aid Kit: \$300 (x1)
- Training Defibrillators: \$200 - \$400 (x2)
- Airbag sets for training: \$50 -100 (x2)
- OxyViva Oxygen Units: \$4500 (x1)
- OxySox backback units: \$800 (x1)
- Radios: \$800 each (x 2)
- Mannequin for CPR training: \$2000 (x2)
- Range finder to set assessment courses for BM and SRC: \$200 (x1)



FRESHWATER SURF LIFE SAVING CLUB



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