



Team Gold Coast

GOLD COAST OUTRIGGER CANOE CLUB SPONSORSHIP PROPOSAL 2020 / 2021

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Dear Prospective Sponsor,

The Gold Coast Outrigger Canoe Club (GCOCC) strives to provide **opportunities for everyone** in our community to participate in **healthy, safe and inclusive outriggering activities** in a fun and family orientated environment. Our club offers the largest junior outriggering program on the Gold Coast (promoted within schools), has a successful para-athlete contingent along with world champion elite paddlers and Sunday morning novices.

The club is managed by dedicated volunteer staff, that tirelessly provide their skills, time and assistance to ensure the club can offer a variety of structured programs for these paddlers of all ages.

As we are a **local community sports club**, our major source of revenue has always been generated from membership fees and fundraising associated with hosting outriggering competitions and events. These funds are then reinvested into the club for the benefit of all members.

Like most community clubs, the COVID-19 curse has devastated our fundraising efforts. When our Club's 2020 event hosting calendar was cancelled, it stripped our club of close to \$50K of income needed to keep our club viable until next year.

So we've now diverted our 'on-water' fighting spirit to keeping our club alive through alternative fundraising measures. This Sponsorship Proposal is one of the new initiatives we are launching for the 2020.2021 financial year, and **we now seek support from generous individuals & businesses who can partner with us to keep our great programs going.**

We acknowledge seeking funds in these tough economic times won't be possible for some, (and for those we'd welcome you to come join us for some Sunday morning fun on the water), however if you can, we'd love to welcome you to our exclusive **Club of Corporate Sponsors** who will be showered in thanks and acknowledgement for any support you can give.

Kind regards,
Club President - Shania Paine
Gold Coast Outrigger Canoe Club

Club Secretary - Tonia Doyle
Gold Coast Outrigger Canoe Club

Why Get Involved As A Sponsor of This Great Sport of Outrigging?

(...if you are not familiar with this activity that we are so passionate about)



According to our sport's national body, (AOCRA - Australian Outrigger Canoe Racing Association: www.aocra.com.au), outrigger canoe paddling has its origins in the coastal culture of the Pacific rim region about 30,000 years ago, with canoes playing an integral role in the survival and transmigration of ancient Polynesian cultures, with the first canoe race, initially for men, in the Hawaiian Islands in Waikiki in 1917. All outriggering clubs nurture 'respect for the heritage and cultures' from which these craft originate.

Whilst outrigger canoe racing is a relatively young sport in Australia, since the first club formed in 1978 on the Gold Coast (and the first regatta was held in 1981), the sport has enjoyed rapid growth in recent years and there are now well over 60 clubs Australia wide. This provides potential sponsors with a great opportunity for exposure to a large community as our club consistently travels to these events country wide.

AOCRA states: "The future potential of the sport in this country is endless because of the climate and coastal environments that provide us with all manner of ocean conditions in which to play, practice and ultimately excel in outrigger canoe racing. The sport has come of age in Australia."

Why Sponsor the Gold Coast Outrigger Canoe Club?

(if we've not had the pleasure of welcoming you to our family previously...)



Our Gold Coast Outrigger Canoe Club was established in 2014 on the Gold Coast as a racing and social outrigger canoe club by a couple of families and has grown to be one of the strongest and friendliest clubs in SE Qld in less than 6 years.

We have a vision of providing anyone and everyone with the opportunity to enjoy the great sport of outriggering, no matter what age, gender, fitness level or competitive goals are held (or not). Central to this vision is our commitment to 'giving back' and this drives our champion paddlers to 'mentor' those new to the sport to 'be the best' they can be in meeting their outriggering goals. This also includes embracing our paddlers' entire family to 'get involved' (even if they are not wanting to get in a canoe) and all club events and family / corporate days see a great culture of inclusion and involvement.

Our club offers these four paddler programs and our **Club of Corporate Sponsors** are therefore supporting a combination of and are able to participate to whatever level they choose within each, should you have a particular area of interest:

Our Juniors

GCOCC support our 'champions of tomorrow' within our crews of 'minnows' (8 & 9 year olds) and 'juniors' (10 to 19s) & in-conjunction with Paddle Queensland & AOCRA we aspire to see a paddling program within many more Gold Coast schools. These Juniors have been crowned the National Point Score Champion Club for marathons and sprints. Our elites dedicate their time training/mentoring our 'young 'un's'.

Our Para-Paddlers

GCOCC have a Para Va'a program for athletes with a disability which is fully integrated within our Club structure. Recently our Para Va'a team came 3rd in the open division of able-bodied paddlers at the Sydney Harbour Challenge. Many of our para-paddlers have gone on to represent Australia at world championships and Olympic Games events.

Our Elites

GCOCC is a club of many paddling champions and recently won the National Marathon Club Championship held in Port Macquarie along with numerous other prestigious competitions. We have teams competing in OC6, OC1/2 and V1 events across Sprint and Marathon distances up to World Championship level. Our club also finished on top of the National Medal Tally at the February 2020 National Sprints – bringing home 25 Gold, 9 Silver and 5 Bronze Medals.

Our Novices

For those that are simply wanting to get a little exercise on a Sunday morning (whilst enjoying the beauty of the Gold Coast Broadwater), our novices are a fun bunch that welcome anyone to come along & 'have a go' before committing to a full club membership & perhaps progressing on to competitive programs.

Become Part of Our GCOCC Club of Corporate Sponsors

Club Sponsorship Proposal Overview

GCOCC understands that in the current COVID-cursed economic climate, organisations require value for their hard earned sponsorship money. Therefore, the GCOCC committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

It is also important to GCOCC, that our sponsorship campaign is **more than a one-way street** of asking for money. We are driven to 'reward, acknowledge and thank', in whatever ways we can, those who graciously contribute a dollar or two in these tough times.

"We are **seeking a partnership arrangement with our Club of Corporate Sponsors** that's mutually beneficial."

As a member of the **GCOCC Club of Corporate Sponsors**, we guarantee to promote the generosity and quality of your brand, products and services throughout our club and wider paddling (and Gold Coast/ regional event) community at every opportunity.

You can rest assured that the GCOCC endeavours to create an environment that puts family, respect and healthy living values to the forefront and prides itself on acting with integrity, innovation, and teamwork in everything we do.



The opportunities that GCOCC can offer to those seeking to join our Club of Corporate Sponsors are included as follows:

MAJOR GCOCC SPONSORSHIP PACKAGE

Exclusive to one major sponsor for a 1, 2 or 3 year commitment.



1 year: \$ 10,000 / 2 years: \$18,000 / 3 years: \$26,000

Signage

- Sponsor signage on GCOCC Clubhouse located at Watersport Lane, Oxenford Watersports Centre, Coomera Lakes
- Sponsor logo on back of player uniforms and all attire. **For length of sponsorship.**
- Sponsor logo/name heading the Sponsorship Honour Board in clubrooms

Communications

- Major sponsor logo in all media distribution
- Major sponsor logo on club website
- Major sponsor logo on club facebook page
- Major sponsor logo on all club flyers and other communications

Events

- Naming rights (& signage feature) at major GCOCC Corporate Event Day. **(Details to be negotiated post COVID restrictions)**
- Major signage feature at all annual fundraising events
- Complimentary invitation to all GCOCC club event days (post COVID restrictions)

Membership

- Complimentary club membership for up to 4 employees or family members for the duration of the sponsorship period. [Excludes AOCRA compulsory membership]

PREMIUM GCOCC SPONSORSHIP PACKAGE

Exclusive to 32 premium sponsors for a 1, 2 or 3 year commitment.



Single signage panel: 1 year: \$ 750 / 2 years: \$1,250 / 3 years: \$1,500

Double signage panel - half canoe: 1 year: \$1000 / 2 years: \$1600 / 3 years: \$2000

Signage

- Sponsor signage 150cm x 30cm on GCOCC canoe external body
- Sponsor logo/name predominantly featured on the Sponsorship Honour Board in GCOCC clubrooms

Communications

- Premium sponsor logo in all media distribution
- Premium sponsor logo on club website
- Premium sponsor logo on club facebook page
- Premium sponsor logo on all club flyers and other communications

Events

- Signage opportunity at our GCOCC Corporate Event Day. **(Details to be negotiated after COVID restrictions lifted.)**
- Signage feature at all annual fundraising events
- Invitation to all GCOCC club event days (post COVID restrictions)

Membership

- Complimentary club membership for up to 1 employee or family member per panel for the duration of the sponsorship period [Excludes AOCRA compulsory membership]

GOLD GCOCC SPONSORSHIP PACKAGE

Exclusive to 8 X gold sponsors for a 1, 2 or 3 year commitment.



1 year: \$ 500 / 2 years: \$800 / 3 years: \$1,000

Signage

- Sponsor signage 150cm x 20cm on GCOCC canoe ama
- Sponsor logo/name featured on the Sponsorship Honour Board in GCOCC clubrooms

Communications

- Sponsor mini-logo in all media distribution
- Sponsor mini-logo on club website
- Sponsor mini-logo on club Facebook page
- Sponsor mini-logo on all club flyers and other communications

Events

- Signage opportunity at our GCOCC Corporate Event Day.
- Signage opportunity at all annual fundraising events
- Invitation to all GCOCC club event days (post COVID restrictions)

Membership

- Complimentary club membership for up to 1 employee or family member for the duration of the sponsorship period provided the 3 year package is taken [Excludes AOCRA compulsory membership]

IN KIND SPONSORSHIP – To be negotiated individually.

The supply of an IN KIND sponsorship arrangement can be made in the following ways:

- Club Event Shirts Sponsor
- Club Paddler Bag Sponsor
- Club Services Sponsor eg marketing, signwriting, accounting etc
- Club Apparel Sponsor eg Club training shirts and hooded jumpers
- Goods and services eg event food,
- Any other general equipment requirements eg hardware / cleaning products

Please note that the GCOCC is flexible and open to any and all types of IN KIND or other SPONSORSHIP opportunities and will endeavour to offer options for all interested parties through mutual benefit discussion.

Donation

If you would like to donate to the GCOCC but are unable to commit to any of the sponsorship categories listed in this proposal please feel free to contact the club and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact:

**Club President - Shania Paine
Club Secretary - Tonia Doyle
Gold Coast Outrigger Canoe Club**



GOLD COAST OUTRIGGER CANOE CLUB SPONSORSHIP ACCEPTANCE FORM

SPONSORSHIP CATEGORIES

- EXCLUSIVE MAJOR SPONSOR
 - PREMIUM SPONSOR – please note below if one signage panel or two required
 - GOLD SPONSOR PACKAGE
 - IN KIND SPONSORSHIP (PLEASE STATE TYPE OF SPONSORSHIP/DONATION)
 - PRIVATE DONATION
-

I commit to provide sponsorship of the **Gold Coast Outrigger Canoe Club**, 2020.2021 **Club Sponsorship Program** noted above to the value shown:

Sponsorship Value: \$ _____

Details: _____

Organisation / Business Name: _____

Organisation / Business ABN #: _____

Signature: _____ Date: ____ / ____ / ____

Contact Name: _____ Position Title: _____

Address: _____

Tel: () _____ Fax: () _____

E-mail: _____

Please note : Payment is required within 2 weeks of acceptance.

Electronic Funds Transfer:

**Bank Acct Name: Gold Coast
Outrigger Canoe Club**

Bank: Bendigo Bank

BSB: 633-000

Account Number: 151067949

Cheques should be made payable to:

**Gold Coast Outrigger
Canoe Club**

Address:

PO Box 14, Chevron Island
QLD 4217

Please return form to secretary@goldcoastoutriggers.com