

Sponsorship Prospectus 2021



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About the WHAKATANE SPORTFISHING CLUB INC.

The Whakatane Sportfishing Club Inc. is situated at 2 Muriwai Drive Whakatane and overlooks the Whakatane River and Pacific Ocean. We boast the most picturesque views in Whakatane from our Club Lounge, Conference Room and upstairs Anchorage Bar and Balcony.

Skippers Restaurant is our own onsite restaurant which delivers an amazing menu every day of the week. The quality is supreme and the pricing is second to none. Skippers can cater for anything from al-a-carte to buffet to private functions.

The Whakatane Sportfishing Club Inc. employs a staff of 20 whom have a firm focus on delivering the best experience we can for our members, guests and sponsors.

The Whakatane Sportfishing Club Inc. currently have a membership of around 5000 from both New Zealand and overseas. Approximately 50% of our members are active anglers whilst others choose to enjoy the amazing club facilities.

The Whakatane Sportfishing Club Inc. keep our members up to date on club activities and tournaments with our monthly newsletter and our extensive use of social media. We understand the importance of using social media as a communication tool in today's environment, so much so that we have a contracted Social Media Manager to provide us and our sponsors with maximum impact across all social media platforms.



What Can We Offer Our Sponsors?

The Whakatane Sportfishing Club Inc. understand the dynamics behind sponsorship and advertising in general. In fact, that is what our sponsorship agreements are, advertising to a captive, engaged audience.

Our aim is to give any sponsor the best valued exposure possible no matter what budget we are working with. We give your brand the opportunity to be aligned with the third largest sportfishing club in New Zealand and some have even said '*the best*'!

Our sponsors enjoy the use of our amazing club for a variety of functions, at no charge, and we work hard to take your event to the next level so you are represented in the best possible light.

Sponsorship Options

Platforms available, but not limited to, include the following:

* **Multimedia Display:** At least one of our several screens will display company logos at any one time in slideshow format. For Tournament Sponsors this includes extensive wide screen time during events. We currently have the largest HD widescreen in Whakatane.

* **Table Talkers:** Six panel table talkers where one section is dedicated to display our annual Marquee Sponsors. The other two sections promote the club facilities and Skippers Restaurant.

* **Website:** Our regularly updated website displays a sponsorship banner on the bottom of the first page providing a link to our annual Marquee Sponsors own website.

* **Monthly Newsletter:** Our monthly newsletter is distributed electronically to all our members and is also available in hard copy at the club. This also displays all our annual Marquee Sponsors logos and from time to time will feature a sponsor.

* **Social Media:** We have a contracted Social Media Manager to provide us and our sponsors with maximum impact across all social media platforms and have 6500 followers on Facebook and Instagram.

* **Local Radio and Newspaper Advertising:** Marquee and Tournament Sponsors will be included accordingly in any advertising we do on local radio or in the local newspaper.

* **P.A. Announcements:** Extensive mention over the club PA throughout selected events and tournaments accordingly for both our Marquee and Tournament Sponsors.

* **Company Product and Promotional Display:** Use of sponsors product and availability to display at events. We welcome associate suppliers and clients to take sponsorship packages in support of a Primary Sponsor. We also have an area for sponsors to permanently display business cards and promotional material.



WHAKATANE SPORTFISHING CLUB INC. OBJECTIVE: with any sponsorship agreement our goal is to ensure that sponsors get the best value for their money whilst maximising the return value to the club. Sponsors must feel they are getting the exposure they expect, as per a pre-signed agreement, so that both parties can build a continued viable commercial relationship.

Available Packages

* **Marquee Sponsor:**

This is a 12-month sponsorship arrangement whereby the sponsor receives extensive coverage across all platforms available to the club. With a membership of 5000 and external coverage this presents great exposure to a large, active and engaged audience. Marquee Sponsors are limited to a non-competitive environment. This package also gives the sponsor first right of refusal to sponsor any one of our amazing events or tournaments. We also welcome other options and ideas sponsors may have to promote their brand in conjunction with the Whakatane Sports Fishing Club Inc.

Tier 1: By negotiation

Tier 2: Product and/or Services

* **Tournament Sponsor:**

Many of the platforms available to Marquee Sponsors can be utilised during and after tournaments, four weeks before and two weeks after, by negotiation. Advertising would run for one month prior and two weeks after an event including the “thank yous”, results and photo’s etc. Negotiable. Extensive coverage via social media and advertising. Saturation over the duration of the event. We would invite sponsors suppliers and customers to take up Tier 2 and Tier 3 options.

Tier 1: Naming rights. Price by negotiation. Non-competitive sponsors.

Tier 2: Associate Sponsor. Unlimited.

Tier 3: Associate Sponsor. Product. Unlimited.

* **Club Sponsor:**

Raffles: Cards \$500 + gst per annum 1st June ~ 31st May

Grid Map: Sold at sponsors night via auction

* **Meal Pagers:**

Meal pagers are used to notify patrons their meal is ready for collection. Repetitive exposure for brand via labels on top of the pager.

10 Pagers: \$1000 + gst per annum

* **Weigh Station Signage:**

Weigh station sign is used for backdrop of all photos which are also used for social media and advertising. Weigh board displays the catch details.

Weigh Board: \$2000 + gst per annum

Weigh Station Backdrop Sign: \$1000 + gst per annum

Thank you to all our current sponsors for your continued support, we appreciate YOU!!!!

For more information contact the Club Manager Mark Read
Email mark@wsfc.co.nz or Mobile 027 304 8389