



Sponsorship Proposal

Thank you for your interest in becoming a valued Sponsor of East Maitland Bowling Club Ltd. By supporting our Club, your business will benefit from exposure to more than 21,000 Members who enjoy the facilities, promotions and entertainment that we provide - every day of the year!

About East Maitland Bowling Club

East Maitland Bowling Club Limited is located in the heart of historic East Maitland, surrounded by established and developing suburbs, less than half an hour from the city of Newcastle. We are known for our friendly, welcoming staff, comfortable facilities and outstanding value.

Our modern, welcoming Club offers a range of activities and attractions, including:

- An annual calendar of Regional, State and National level Bowls competitions
- Quality functions and corporate event facilities
- Award winning dining at Billabongs Family Buffet Restaurant
- Light meals and snack from Griffins Cafe 147
- Live music in the main lounge area every Friday, Saturday and Sunday
- Daily, weekly, and monthly Members promotions
- A busy calendar of Member events and activities hosted at the Club
- Riley's Sports Bar with pool table, cocktail bar, TAB and keno facilities

For more than 100 years, our Club has been "the hub" of the community and supports a wide variety of local groups and organisations. Our Board of Directors, management and staff are passionate about serving our local community, providing a safe, welcoming, affordable venue that meets the needs of our Members and their guests.

Our Vision: "We are the club of choice through the social experience we offer and our relationship with the community."

Sponsorship Levels

All Sponsorships are offered for a minimum three (3) year period.

Gold level: \$15,000 plus GST

(or \$5,909.09 plus GST upon signing, remainder payable monthly over balance of 3 year term)

Silver level: \$9,000 plus GST

(or \$3,545.45 plus GST upon signing, remainder payable monthly over balance of 3 year term)

Bronze level: \$3,000 plus GST

(or \$1,182.82 plus GST upon signing, remainder payable monthly over balance of 3 year term)

If you have any questions or would like to discuss any aspect of this proposal, please contact:

Clay Parker

*Bowls Development & Sponsorship Officer
02 4933 4634 or 0457 001 223*

GOLD Level Sponsorship: \$15,000 plus GST

As a GOLD Level Sponsor, you will receive the following Sponsorship Benefits:

- ✓ Naming Rights – to two (2) of our (GOLD Level) Bowls Tournaments. Your company name and details will be promoted on the marketing material distributed regarding the specified tournament (as nominated in the agreement) for the following:
 - Men’s Border Pairs (3-day Tournament) Prize Money \$9,600
 - Men’s jailhouse Pairs (2-day Tournament) Prize Money \$3,480You will also be permitted to promote your business with displays and literature during the tournaments
- ✓ Club SHIRT advertising – Your company logo will be printed onto approx. 400 Club Pennant Shirts.
- ✓ Stairwell Sign – your company details displayed on our major advertising sign valued at approx. \$550*.
- ✓ Masterboard Signage – Four (4) major signs 100cm x 75cm displayed in the corners of our bowling greens Valued at approx. \$1,680*.
- ✓ Scoreboard displays – your company name and details will be displayed on the front of two (2) “on-the-green” scoreboards. Valued at approx. \$660*.
- ✓ Drink Stand advertising – your company name and details will be displayed on four (4) “on-green” drink stands. Valued at approx. \$440*.
- ✓ Club website – your company name/logo will be listed (with link) on our website’s SPONSORS page.
- ✓ Facebook post – your company name and details will be promoted via a Facebook post on our two (2) EMBC Facebook pages (potentially reaching approximately 9000 followers)
- ✓ Club presentation night – Your company will receive four (4) invitations to our Club Presentation Night (including meal and beverages) with the opportunity to address our members and present trophies to the championship winners. Valued at approx. \$400.
- ✓ Free use of Club function facilities – the use of our club function rooms as required (when available) to hold seminars and product promotion. Valued at approx. \$220 per function room.
- ✓ Free use of Bowling Green – for a company event such as Barefoot Bowls, including a Nationally Accredited lawn bowls coach available for tips. Drinks/food not included.

All SIGNS/SIGNWRITING must be paid for **in addition to this contract.*

IMPORTANT NOTE: Should East Maitland Bowling Club Ltd (Easts) be unable, for any reason, to fulfil any of the Sponsorship Benefits as listed above, your company will be contacted as soon as possible and alternative benefits will be offered. By signing the contract below, you accept that unforeseen circumstances may arise that could prevent Easts from fulfilling their obligations with regards to this Sponsorship Agreement and you agree to enter into negotiations to substitute one benefit for another, as proposed by Easts.

SILVER Level Sponsorship: \$9,000 plus GST

As a SILVER Level Sponsor, you will receive the following Sponsorship Benefits:

- ✓ Naming Rights – to two (2) of our (Silver Level) Bowls Tournaments. Your company name and details will be promoted on the marketing material distributed regarding the specified tournament (as nominated in the agreement) for the following:
 - End of Winter Mixed Versatility Fours (1-day Tournament) Prize Money \$2,900
 - End of Summer men’s Restricted Triples (1-day Tournament) Prize Money \$2,600
- ✓ Club SHIRT advertising – Your company logo will be printed onto the sleeve of the Club Pennant Shirts.
- ✓ Masterboard Signage – Two (2) major signs 100cm x 75cm displayed in the corners of our bowling greens Valued at approx. \$880. (Cost of signmaking must be paid in addition to this agreement.)
- ✓ Scoreboard displays – your company name and details will be displayed on the front of two (2) “on-the-green” scoreboards. Valued at approx. \$660. (One-off, up-front cost of signmaking must be paid in addition to this agreement.)
- ✓ Drink Stand advertising – your company name and details will be displayed on four (4) “on-green” drink stands. Valued at approx. \$440. (Cost of signmaking must be paid in addition to this agreement.)
- ✓ Club website – your company name/logo will be listed (with link) on our website’s SPONSORS page.
- ✓ Facebook post – your company name and details will be promoted via a facebook post on our two (2) EMBC facebook pages (potentially reaching approximately 9000 followers)
- ✓ Club presentation night – Your company will receive four (4) invitations to our Club Presentation Night (including meal and beverages) with the opportunity to address our members and present trophies to the championship winners. Valued at approx. \$400.
- ✓ Free use of Club function facilities – the use of our club function rooms as required (when available) to hold seminars and product promotion. Valued at approx. \$220 per function room.
- ✓ Free use of Bowling Green – for a company event such as Barefoot Bowls, including a Nationally Accredited lawn bowls coach available for tips. Drinks/food not included.

IMPORTANT NOTE: Should East Maitland Bowling Club Ltd (Easts) be unable, for any reason, to fulfil any of the Sponsorship Benefits as listed above, your company will be contacted as soon as possible and alternative benefits will be offered. By signing the contract below, you accept that unforeseen circumstances may arise that could prevent Easts from fulfilling their obligations with regards to this Sponsorship Agreement and you agree to enter into negotiations to substitute one benefit for another, as proposed by Easts.

BRONZE Level Sponsorship: \$3,000 plus GST

As a Bronze Level Sponsor, you will receive the following Sponsorship Benefits:

- ✓ Naming Rights – to one (1) of our (Bronze Level) Bowls Tournaments. Your company name and details will be promoted on the marketing material distributed regarding the specified tournament (as nominated in the agreement) and may be one of the following:
 - Ball and chain Mixed Pairs (1-day Tournament)
 - End of Winter Mixed Pairs (1-day Tournament)
 - Footballers Day (1-day Tournament)
- ✓ Scoreboard displays – your company name and details will be displayed on the front of two (2) “on-the-green” scoreboards. Valued at approx. \$660. (One-off, up-front cost of signmaking must be paid in addition to this agreement.)
- ✓ Drink Stand advertising – your company name and details will be displayed on two (2) “on-the-green” drink stands. Valued at approx. \$440. (Cost of signmaking must be paid in addition to this agreement.)
- ✓ Club website – your company name/logo/link will be listed on our website’s SPONSORS page.
- ✓ Facebook post – your company name and details will be promoted via a facebook post on our two (2) EMBC facebook pages (potentially reaching approximately 9000 followers)
- ✓ Club presentation night – Your company will receive two (2) invitations to our Club Presentation Night (including meal and beverages) with the opportunity to address our members and present trophies to the championship winners. Valued at approx. \$200.
- ✓ Free use of Club function facilities – the use of our club function rooms as required (when available) to hold seminars and product promotion. Valued at approx. \$220 per function room.
- ✓ Free use of Bowling Green – for a company event such as Barefoot Bowls, including a Nationally Accredited lawn bowls coach available for tips. Drinks/food not included.

IMPORTANT NOTE: Should East Maitland Bowling Club Ltd (Easts) be unable, for any reason, to fulfil any of the Sponsorship Benefits as listed above, your company will be contacted as soon as possible and alternative benefits will be offered. By signing the contract below, you accept that unforeseen circumstances may arise that could prevent Easts from fulfilling their obligations with regards to this Sponsorship Agreement and you agree to enter into negotiations to substitute one benefit for another, as proposed by Easts.

Sponsorship Agreement

GOLD Level Sponsorship: \$15,000 plus GST

- Yes! Please sign me up as a GOLD Level Sponsor. I agree to pay the total amount of \$15,000 (plus GST).
- I wish to pay this amount as a one-off payment of \$5,909.09 (plus GST) upon signing this contract, and the balance by way of monthly instalments of **\$259.74** (plus GST) to be paid over 35 months.
- I understand the first monthly instalment will fall due in the first month after the signing of this agreement.
- I have read the IMPORTANT NOTE above and agree to abide by the conditions described therein.
- My company will have Naming Rights for theBowls Tournament.

SILVER Level Sponsorship: \$9,000 plus GST

- Yes! Please sign me up as a SILVER Level Sponsor. I agree to pay the total amount of \$9,000 (plus GST).
- I wish to pay this amount as a one-off payment of \$3,545.45 (plus GST) upon signing this contract, and the balance by way of monthly instalments of **\$155.85** (plus GST) to be paid over 35 months.
- I understand the first monthly instalment will fall due in the first month after the signing of this agreement.
- I have read the IMPORTANT NOTE above and agree to abide by the conditions described therein.
- My company will have Naming Rights for theBowls Tournament.

BRONZE Level Sponsorship: \$3,000 plus GST

- Yes! Please sign me up as a BRONZE Level Sponsor! I agree to pay the total amount of \$3,000 (plus GST).
- I wish to pay this amount as a one-off payment of \$1,182.82 (plus GST) upon signing this contract, and the balance by way of monthly instalments of \$51.95 (plus GST) to be paid over 35 months.
- I understand the first monthly instalment will fall due in the first month after the signing of this agreement.
- I have read the IMPORTANT NOTE above and agree to abide by the conditions described therein.
- My company will have Naming Rights for theBowls Tournament.

Company name:..... Phone:.....

Address: ABN:

Person Authorised to sign:..... Date:

Signature:.....

Contract period (start/end dates):

Co-signed: Date:

Steve Duggan, CEO East Maitland Bowling Club Ltd

Please ensure your full company details, including name, phone number, address, website address, company LOGO and any other relevant information is forwarded to Easts within 7 days of signing this agreement: bowls@embc.com.au