

An aerial photograph of the Palm Beach Golf Club and its surrounding coastline. The image shows a lush green golf course with several sand traps and trees, bordered by a wide, sandy beach. To the left of the beach is a calm bay with several sailboats and a small pier. In the background, a large, rocky headland with a lighthouse sits on the edge of the ocean. The sky is clear and blue.

# *Sponsorship Package*

PALM BEACH GOLF CLUB  
2020 /2021



DEAR SPONSOR,



ON BEHALF OF EVERYONE AT PALM BEACH GOLF CLUB, WE WOULD LIKE TO THANK YOU FOR CONSIDERING OR CONTINUING A SPONSORSHIP WITH OUR CLUB.

WITH YOUR FINANCIAL ASSISTANCE, WE ARE ABLE TO SUPPORT OUR CLUB, OUR MEMBERS, AND THE LOCAL COMMUNITY.

THANK YOU FOR HELPING US SUCCEED IN OUR ENDEAVOURS.

WE GREATLY APPRECIATE YOUR GENEROSITY AND HOPE FOR YOUR CONTINUED SUPPORT.

WE WOULD LIKE YOU TO CONSIDER SIGNING UP FOR A SPONSORSHIP FOR THE CURRENT FINANCIAL YEAR.

WE LOOK FORWARD TO OFFERING YOU A GREAT PACKAGE FOR THE COMING YEAR, WHERE YOU AND THE CLUB WILL BOTH BENEFIT.

PLEASE SEE THE FOLLOWING PACKAGE INFORMATION AND WE WOULD LOVE TO INVITE YOU FOR A COFFEE TO TALK ALL ABOUT YOUR COMPANY AND TAILOR THE PACKAGE TO YOUR NEEDS.



## About Palm Beach

PALM BEACH GOLF CLUB WAS ESTABLISHED IN 1924, AND HAS BEEN THE HEART OF THE COMMUNITY EVER SINCE. PALM BEACH IS A SOUGHT AFTER DESTINATION DUE TO ITS NATURAL BEAUTY AND BEACH SIDE LOCATION. BEING SITUATED IN THIS ICONIC LOCATION WE ENJOY VIEWS ONTO PITTWATER & ACROSS TO LION ISLAND.

OTHER THAN GOLF DAYS, WE HOST SEVERAL FUNCTIONS AND EVENTS, FOR BOTH THE MEMBERS AND THE LOCAL COMMUNITY.

THE GOLF CLUB'S RESTAURANT CONTINUES TO ATTRACT MANY LOCALS AND TOURISTS.

PALM BEACH GOLF CLUB HAS OVER 1,015 MEMBERS, AND WELCOMES 24,000 PEOPLE ONTO THE COURSE EVERY YEAR. THIS SHOULD INCREASE TO 36,000 AFTER OUR \$800,000 MAJOR RENOVATIONS ARE COMPLETED.

THE CLUB HOUSE AS WELL AS THE GOLF COURSE ARE OPEN TO THE PUBLIC 7 DAYS A WEEK.

OUR DEDICATED MANAGEMENT TEAM IS HERE TO ASSIST YOU WITH MAKING YOUR DECISION WITH THE SPONSORSHIP.

# CONTENT

## OF WHY TO BE OUR SPONSOR



EVENT OVERVIEW OF PALM BEACH GOLF CLUB



TARGET MARKET OF PALM BEACH GOLF CLUB



BENEFITS AND ROI

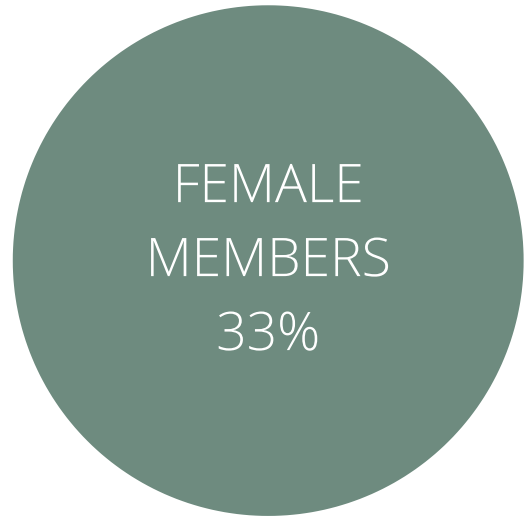


PRICE PACKAGES OF PALM BEACH GOLF CLUB



PROMOTIONAL IDEAS

# EVENT OVERVIEW OF PALM BEACH GOLF CLUB



MALE  
MEMBERS  
67%

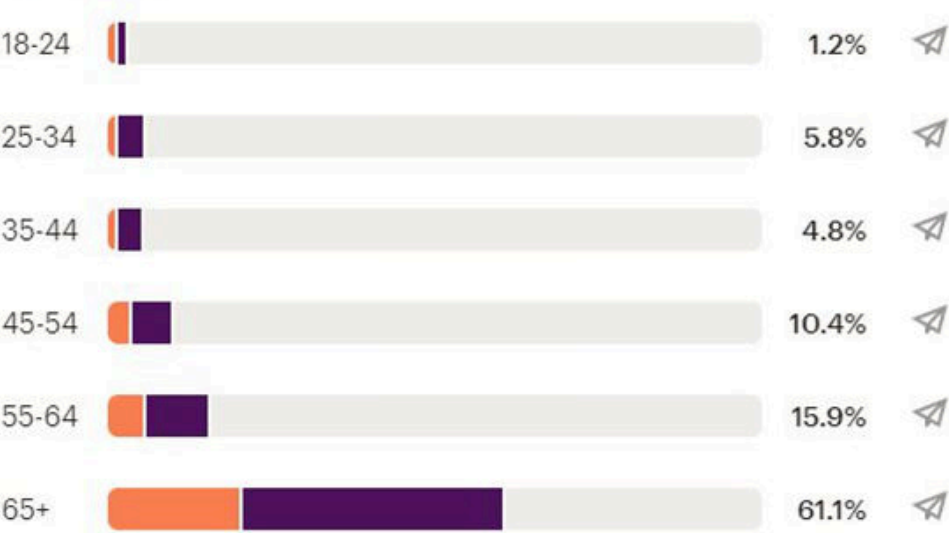
GOLF PLAYING  
MEMBERS  
365



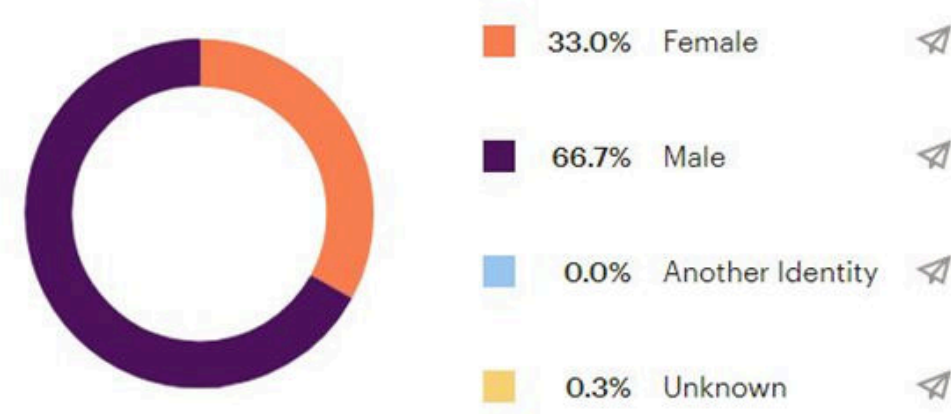
# TARGET MARKET OF PALM BEACH GOLF CLUB

## AGE RANGE AND GENDER

Age Range



Gender



# TARGET MARKET OF PALM BEACH GOLF CLUB

HIGH ENGAGEMENT WITH THE NEWSLETTER

OUR DATABASE IS CONTINUOUSLY GROWING AND CURRENTLY TARGETS OVER 600 PEOPLE

YOUR LOGO WILL BE ON EACH NEWSLETTER WITH LINKS THROUGH TO YOUR WEBSITE.

## EMAIL MARKETING ENGAGEMENT

YOUR SUBSCRIBERS HAVE INCREASED BY HOW OFTEN THEY OPEN AND CLICK YOUR EMAILS

71%

### OFTEN

YOUR PERCENTAGE OF SUBSCRIBERS WHO ARE HIGHLY ENGAGED AND OFTEN OPEN AND CLICK YOUR EMAILS.



13%

### SOMETIMES

YOUR PERCENTAGE OF SUBSCRIBERS WHO ARE MODERATELY ENGAGED AND SOMETIMES OPEN AND CLICK YOUR EMAILS.



14%

### RARELY

YOUR PERCENTAGE OF SUBSCRIBERS WHO ARE NOT VERY ENGAGED AND RARELY OPEN AND CLICK YOUR EMAILS.



## TOP LOCATIONS

BASED ON YOUR CONTACT'S IP ADDRESS WHEN THEY INTERACT WITH YOUR EMAILS AND SIGNUP FORMS

1.

**AVALON, NSW**

AUSTRALIA



2.

**MONA VALE, NSW**

AUSTRALIA



3.

**NEWPORT, NSW**

AUSTRALIA





# BENEFITS/ROI AND PRICES

## SUPPORT OUR GOLF CLUB



MAJOR  
SPONSORSHIP  
\$4,500 (Ex. GST)

- BRANDING AT THE PROSHOP BOARD
- SCORE CARDS PRINTED X2000
- BRANDING ON SPONSORS BOARD, LOCATED NEAR THE FIRST TEE
- LUNCH FOR FOUR PEOPLE VALUED AT \$45PP
- 6X ROUNDS OF GOLF, FOUR PEOPLE PER ROUND
- TEAM OF FOUR PEOPLE AT GOLF DAY VALUED AT \$99PP
- GOLF BALLS PRINTED (200 BALLS)
- INVITATION FOR FIVE PEOPLE TO OUR SPONSOR DINNER
- BUSINESS LOGO AND WEBSITE LINK ON THE PALM BEACH GOLF CLUB CORPERATE PARTNER PAGE
- NO VENUE HIRE FEE FOR GOLF EVENTS
- MONTHLY ADVERTISING/PROMOTION IN THE NEW MONTHLY NEWSLETTER, HYPERLINK TO COMPANY WEBSITE
- OPPORTUNITY TO SPONSOR A MAJOR GOLF COMPETITION
- ADVERTISING WITH FLYERS THROUHOUT DECICATED EVENTS IN THE CLUBHOUSE
- FULL PAGE ADVERTISMENT IN THE 2020 PROGRAMME BOOK (500 COPIES)

### OPTIONAL

- 2X DISCOUNTED FULL GOLF MEMBERSHIPS VALUED AT \$1375EACH FOR \$750EACH



# BENEFITS/ROI AND PRICES

## SUPPORT OUR GOLF CLUB



TEE  
SPONSORSHIP  
\$2,500 (Ex. GST)

- EXCLUSIVE BRANDING ON SELECTED TEE
- EXPOSURE ON SPONSORS BOARD, LOCATED NEAR THE FIRST TEE
- LUNCH FOR TWO PEOPLE VALUED AT \$45PP
- 4X ROUNDS OF GOLF, FOUR PEOPLE PER ROUND
- INVITATION FOR FIVE PEOPLE TO OUR SPONSOR DINNER
- BUSINESS LOGO AND WEBSITE LINK ON THE PALM BEACH GOLF CLUB CORPORATE PARTNER PAGE
- NO VENUE HIRE FEE FOR GOLF EVENTS
- WEBSITE EXPOSURE - LISTED ON OUR GOLF SUPPORT WEBSITE
- MONTHLY ADVERTISING/PROMOTION IN THE NEW MONTHLY NEWSLETTER, HYPERLINK TO COMPANY WEBSITE
- OPPORTUNITY TO SPONSOR A MAJOR GOLF COMPETITION
- ADVERTISING WITH FLYERS THROUHOUT DECICATED EVENTS IN THE CLUBHOUSE
- HALF PAGE ADVERTISMENT IN THE 2020 PROGRAMME BOOK (500 COPIES)

### OPTIONAL

- 1X DISCOUNTED FULL GOLF MEMBERSHIPS VALUED AT \$1375EACH FOR \$750EACH

# BENEFITS/ROI AND PRICES

## SUPPORT OUR GOLF CLUB

GOLF CART  
SPONSORSHIP  
\$750 (Ex. GST)

- EXCLUSIVE BRANDING ON SELECTED CART
- LUNCH FOR TWO PEOPLE VALUED AT \$45PP
- ROUNDS OF GOLF (4)
- INVITATION FOR TWO PEOPLE TO OUR SPONSOR EVENING
- WEBSITE EXPOSURE - LISTED ON OUR GOLF SUPPORT WEBSITE
- MONTHLY ADVERTISING/PROMOTION IN THE NEW MONTHLY NEWSLETTER, HYPERLINK TO COMPANY WEBSITE
- ADVERTISING WITH FLYERS THROUHOUT DEDICATED EVENTS IN THE CLUBHOUSE





## *Our Restaurant*

OUR RESTAURANT, WHICH CAN BE USED FOR TEAM BUILDING  
SEMINARS AND COMPANY FUNCTIONS (SUBJECT TO AVAILABILITY)

FOR MORE INFORMATION, PLEASE CONTACT

TANJA GRUBER  
FUNCTIONS@PALMBEACHGOLF.COM.AU  
(02) 9974 4079



# PBGC SPONSORSHIP APPLICATION

## COMPANY DETAILS

PBGC thanks you for your involvement and we look forward to a valued and mutually rewarding association with your business.

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Contact Number: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

## PAYMENT METHOD

Tax receipt will be posted or emailed within 7 days of processing of payment. Tax invoices will be issued within 7 days of processing this form.

Cash    Cheque    Invoice

Signature: \_\_\_\_\_

Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

# SPONSORSHIP OPTION

## SPONSORSHIP DETAILS

Please circle:

Number of Cart Sponsorships: 1 2 3 4 5 6

Cost at \$750ea \_\_\_\_\_

Tee Sponsorship: Y / N

Cost of \$2,500

Major Sponsorship: Y / N

Cost of \$4,500

\*Proposed Cost is subject to availability of preferred options. Final cost will be confirmed.

Total Cost: \$ \_\_\_\_\_

Company Website address to be linked on  
Palm Beach Golf Club's Website:

\_\_\_\_\_  
\_\_\_\_\_

