



## CLUB PRESIDENT

Ben Malady

0409 181 027

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56 Coral Esplanade

Cannonvale

Airlie Beach 4802

# SPONSORSHIP PROPOSAL

**CANNONVALE CANNONS SWIMMING CLUB INC.**

Proposal Valid To 30.06.2023

## PRESIDENTS MESSAGE

# HELP US PROVIDE LONG TERM OPPORTUNITIES FOR JUNIOR SWIMMING IN THE WHITSUNDAYS

*Cannonvale Cannons Swimming Club Inc. is a family oriented club located in the Whitsundays providing local children with a safe positive environment in which to enjoy the sport of swimming.*

We are a local junior community sporting club who raise revenue through club membership fees, fundraising activities, grants and support from local individuals and businesses. We invest our funds back into the club and our junior swimmers and are the largest junior swimming club in North Queensland.



*Our swimmers are successful, being noticed, being seen, and travelling the country which offers our sponsors great exposure.*

The Cannonvale Cannons Swimming Club has over 150 members. “The Cannons” are a very successful North Queensland Swimming Club. At this years NQ Championships held in Mackay the Cannons had five age champions and were awarded champion team, a credit to all of our junior swimmers.

Three of our swimmers represented the club and themselves at the recent Queensland Short course Championships, swimming in 21 events, bringing home 8 medals and swimming 17 Personal Best times. Our swimmers have competed at the last four National Championships bringing home four medals.

An amazing effort!

We are currently seeking financial support from local businesses to assist us with the operational expenses of our club and to ensure that it continues to grow and thrive into the future.

Contributions from local business will assist us in providing the best equipment needed for our swimmers and contributes to the investment required for our swimmers to attend numerous regional, state and national events.

Additionally local business support ensures the success of our two annual swimming carnivals that attract over 300 competitors and their families to our town.

We look forward to working with you.

Yours Sincerely,  
Ben Malady  
Club President

# SPONSORSHIP BENEFITS



Your investment will ensure that the Cannonvale Cannons Swimming Club Inc. have the resources and facilities to develop the potential of local juniors for decades to come.



## Community Involvement

Involvement with a well regarded and long term community organisation



## Positive Impact

Confidence that you are making a positive impact on the health and well-being of local children



## High Exposure

Exposure of your brand to a large audience across North Queensland



## Achieving Dreams

Satisfaction of helping young athletes progress and compete at a state and national level



## Tax Effective

All sponsorship funds contributed to the club are tax deductible



## Brand Association

Involvement in a lifestyle choice activity that promotes positive physical and mental health

As part of your sponsorship investment, it will soon be evident that – as well as being a very cost effective medium to expose your brand – this sponsorship is a form of social investment in an important community program that brings compelling benefits to both the community and the participants. Your sponsorship investment will have a significant effect in underwriting the financial future of the Cannonvale Cannons Swimming Club Inc.

We believe that our corporate packages offer a diverse range of investment opportunities starting from as low as \$500 ranging up to the Cannonvale Cannons Swimming Club Inc. Major Sponsor for \$6000. This year we have also introduced Supporter Sponsorship opportunities for our major events. These opportunities provide maximum exposure over the course of an event. All items are competitively priced and listed for your information, offering true value for money.

# CLUB SPONSORSHIPS

## CLUB SPONSOR

Our Diamond Sponsorship is the highest level of contribution with only one package available every two years. This sponsor receives maximum exposure and is an integral part of the club.

## PLATINUM

**\$6,000**

2 Year Period

*Major club sponsor with only one package available.*

*Note this package is available*

*2023.*

**SOLD OUT**



## SIGNAGE

- Banner signage option at pool during Cannons events
- Sponsor logo on main position of swimmer's club shirts (approx 180mm wide)

## MEDIA

- Sponsor logo in all media distribution
- Sponsor logo on club website
- Sponsor logo and mention in Club Newsletter
- Sponsorship shout out and mentions on Social Media 2 x month for season
- Logo in top position of presentation banner for club photographs

## EVENTS

- Naming rights of 2 x SKINS events
- Advertised during Cannons Swim Carnivals

## CLUB SPONSOR

Our Platinum Sponsorship Package is generously priced with loads of inclusions and opportunities for exposure. Perfect for small to medium enterprises.

## DIAMOND

# \$4,000

2 Year Period

*Second major club sponsor with only two packages available.*

*Please note this package is available from July 2023.*

## CLUB SPONSOR

Our Ruby Sponsorship is ideal for small business' who are in the growth stage and looking to commence community involvement with a local sporting club.

## RUBY

# \$2,500

2 Year Period

*Third major club sponsor with only four packages available.*

*Please note this package is available from July 2023.*



## SIGNAGE

- Sponsor logo on swimmer's club shirts (approx 90mm wide)

## MEDIA

- Sponsor logo in all media distribution
- Sponsor logo on club website
- Sponsor logo and mention in Club Newsletter
- Sponsorship shout out and mentions on Social Media 1 x month for season
- Logo on presentation banner for club photographs

## EVENTS

- Advertised during Cannons Swim Carnivals
- Sponsor signage option at pool during Cannons events

## SIGNAGE

- Sponsor logo on sleeve of swimmer's club shirts

## MEDIA

- Sponsor logo in all media distribution
- Sponsor logo on club website
- Sponsor logo and mention in Club Newsletter
- Sponsorship shout out and mentions on Social Media 1 x month for season
- Logo on presentation banner for club photographs

## EVENTS

- Advertised during Cannons Swim Carnivals

## CLUB SPONSOR

Our Bronze Sponsorship package is our entry level of sponsorship and is ideal for sole traders, freelancers or start up business'.

## SILVER

# \$2,000

2 Year Period

*Fourth level of sponsorship available with only one package available.*

*Please note this package is available from July 2023.*



## SIGNAGE

- Sponsor logo on sleeve of swimmer's club shirts

## MEDIA

- Sponsor logo in all media distribution
- Sponsor logo on club website
- Sponsor logo and mention in Club Newsletter



# STATE AND NATIONAL CHAMPIONSHIPS SPONSORSHIPS

## STATE AND NATIONAL CHAMPIONSHIPS SPONSOR

**GOLD**

**\$1,000**

1 Season

*Major State and National Championships Sponsor with only one package available.*



### SIGNAGE

- Sponsor logo on main position of State Sprint Championships, State Short Course Championships, State Open Water Championships, State Short Course Championships and State Long Course Championships shirts.

### MEDIA

- Sponsor logo in all media distribution
- Sponsor logo on club website
- Sponsor logo and mention in Club Newsletter
- Sponsorship shout out and mentions on Social Media 2 x monthly for entire season
- Logo on presentation banner for club photographs

### EVENTS

- Naming rights of 1 x SKINS events
- Sponsor signage option at pool during Cannons events

## STATE AND NATIONAL CHAMPIONSHIPS SPONSOR

### SILVER

# \$750

1 Season

*Major State and National Championships Sponsor with only two packages available.*

## STATE AND NATIONAL CHAMPIONSHIPS SPONSOR

### BRONZE

# \$500

1 Season

*Major State and National Championships Sponsor with only two packages available.*



### SIGNAGE

- Sponsor logo on back of State Sprint Championships, State Short Course Championships, State Open Water Championships, State Short Course Championships and State Long Course Championships shirts.

### SIGNAGE

- Sponsor logo on sleeve of State Sprint Championships, State Short Course Championships, State Open Water Championships, State Short Course Championships and State Long Course Championships shirts.

### MEDIA

- Sponsor logo in all media distribution
- Sponsor logo on club website
- Sponsor logo and mention in Club Newsletter
- Sponsorship shout out and mentions on Social Media 1 x monthly for entire season

### MEDIA

- Sponsor logo in all media distribution
- Sponsor logo on club website
- Sponsor logo and mention in Club Newsletter



## SUPPORTER SPONSORSHIP OPPORTUNITIES

We also offer one-off sponsorship opportunities throughout the year for our major events.

These opportunities provide maximum exposure over the course of an event.

### CANNONS WINTER CARNIVAL

Includes; Naming rights of entire carnival; Sponsorship shout-out and mentions on social media pre and post carnival , Sponsor logo in all media distribution pre and post carnival, Logo and mention in club newsletter pre and post carnival.

**\$2,000**

*1 available*

### CANNONS SUMMER CARNIVAL

Includes; Naming rights of entire carnival; Sponsorship shout-out and mentions on social media pre and post carnival , Sponsor logo in all media distribution pre and post carnival, Logo and mention in club newsletter pre and post carnival.

**\$2,000**

*1 available*

### CLUB NIGHT SPONSORS

Includes; Naming rights of 5 x Club Nights; Naming Rights of PB Awards (presented following week); Sponsor logo on club website; Logo and mention in club newsletter for five weeks.

**\$500**

*5 packages available*

### SKINS EVENTS CANNONS SUMMER CARNIVAL

Includes; Naming rights for an individual SKINS race; Advertised during Cannons Swim Carnivals; Sponsorship shout-out and mentions on social media pre and post carnival.

**\$200**

*12 packages available*

## CLUB BUDGET

### WHERE OUR FUNDS ARE SPENT

It takes more than just a team of volunteers to successfully take a local sporting club to great heights. Financial contributions are paramount to creating a club that operates and presents well and which families enjoy being a part of.

Club Uniforms Hats and Caps	<b>\$5200</b>
Carnival Hosting Expenses	<b>\$3300</b>
Coaching Expenses Regionally	<b>\$12500</b>
Coaching Expenses State and National	<b>\$8900</b>
Equipment Purchases	<b>\$5500</b>
Presentation Dinner	<b>\$3800</b>

**\$2800**

Medals and trophies for carnivals and end of year presentations

**\$4600**

Pool hire of the Cannonvale Swim Centre



**\$4400**

Skins Prize Money

**\$2000**

Registrations and Affiliations with State and National Swimming Organisations

## SEASON EVENTS AND TIMELINE

**12-14**  
Aug 2022  
Queensland Short Course Championship  
Brisbane Aquatic Centre  
**BRISBANE**

**01-02**  
Oct 2022  
Pioneer  
LC Transition Meet  
Pioneer Swim Centre  
**MACKAY**

**15**  
Oct 2022  
Herbert River Family  
LC Transition Meet  
Hinchinbrook Aquatic Centre  
**INGHAM**

**5-6**  
Nov 2022  
Gardens  
Open LC Preperation Meet  
Long Tan Pool  
**TOWNSVILLE**

**26-27**  
Nov 2022  
Bowen Family  
LC Transition Meet  
Bowen Swimming and Leisure Centre  
**BOWEN**

**11**  
Dec 2022  
Club Relays  
McDonald's Queensland Champs  
Brisbane Aquatic Centre  
**BRISBANE**

**04-05**  
Sep 2022  
Tourist Benchmark Transition Meet  
Tobruk Memorial Baths  
**TOWNSVILLE**

**15**  
Oct 2022  
Queensland OWS Championships  
Oz Ski Resort  
**COOLUM**

**22-23**  
Oct 2022  
GBR 48TH Transition Meet  
Mackay Aquatic and Recreation Complex  
**MACKAY**

**19**  
Nov 2022  
Whitsunday  
LC Transition Meet  
Proserpine Swimming Pool  
**PROSERPINE**

**29-30**  
Nov 2022  
Charters Towers  
LC Transition Meet  
Kennedy Regional Memorial Pool  
**CHARTERS TOWERS**

**10-16**  
Dec 2022  
McDonald's Queensland Championships  
Brisbane Aquatic Centre  
**BRISBANE**

**14-15**  
Jan 2023  
Burdekin Sprint  
LC Transition Meet  
Ayr Swimming Pool  
**AYR**

**21-22**  
Jan 2023  
Cannonvale Cannons  
SC Transition Meet  
Cannonvale Swim Centre  
**AIRLIE BEACH**

**28**  
Jan 2023  
Mirani Family  
LC Transition Meet  
Mirani Swimming Pool  
**MIRANI**

**12-13**  
Feb 2023  
RMHC Queensland  
Sprint Championships  
Brisbane Aquatic Centre  
**BRISBANE**

**04-05**  
Mar 2023  
North Queensland  
LC Championships  
Long Tan Pool  
**TOWNSVILLE**

**07-15**  
Apr 2023  
Australian Age Championships  
Gold Coast Aquatic Centre  
**GOLD COAST**

**5**  
Jun 2023  
Pioneer  
SC Transition Meet  
Mackay Aquatic and Recreation Complex  
**MACKAY**

*Swim Meets are held across the  
entire calendar year throughout  
Queensland in both metro and  
regional settings.*

**04-05**  
Feb 2023  
Townsville Tourist  
LC Transition Meet  
Tobruk Memorial Baths  
**TOWNSVILLE**

**28**  
Feb 2023  
Collinsville  
SC Preperation Meet  
Collinsville Pool  
**COLLINSVILLE**

**TBC**  
Mar 2023  
Cannonvale Cannons  
Club Championships  
Cannonvale Swim Centre  
**AIRLIE BEACH**

**17 - 20**  
Apr 2023  
Australian Open Championships  
Gold Coast Aquatic Centre  
**GOLD COAST**

**30-31**  
Jul 2023  
Gardens  
SC Transition Meet  
Long Tan Pool  
**TOWNSVILLE**

# TERMS AND CONDITIONS

By completing the Agreement Form you agree to the following sponsorship terms and conditions.

1

## Intellectual Property

The Sponsor's logo will be supplied by the Sponsor and will appear on all agreed materials as per Sponsorship category. A vector file of the logo is required. If you cannot supply a vector file we will not be responsible for poor reproduction of logo.

2

## Cancellation and / or Postponement of an Event

We reserve the right to change details of the Event if necessary. In the event that we postpone an Event, all fees paid by you for such Event by such postponement date will be credited towards the rescheduled date for the Event.

3

## Term of Agreement

Club Sponsorship is for two seasons and State and National Sponsorship is for one season. Supporter Sponsorships are valid for the duration of the events. Carnival sponsorship includes 2 weeks pre and post carnival.

4

## Promotion of Sponsorship

The Sponsor shall have the right to advertise and promote the Sponsorship in a choice of mediums including: Press, television, radio and social media. No materials incorporating the Club's logo may be used without the prior written approval of the Club.

5

## Renewal and Termination

The Club agrees that it will approach the Sponsor first in relation to any renewal on any subsequent Club sponsorship. The Club reserves the right to terminate an agreement if the Sponsor fails to pay within the agreed terms; has attracted negative attention in the media; or is the subject of regulatory or legal investigation.

# AGREEMENT FORM

I commit to provide sponsorship of the Cannonvale Cannons Swimming Club 2022/23 Club Sport Program in the following sponsorship category:

## SPONSORSHIP CATEGORY

- Platinum Club  Diamond Club  Ruby Club  Silver Club
- Gold State and National Team  Silver State and National Team  Bronze State and National Team
- Carnival Sponsor Summer  Carnival Sponsor Winter  Club Night  SKINS

## SPONSORS INFORMATION

Business Name :

Contact Name :

Email :

Address :

Address :

City :

State :

Post Code :

Country :

## PAYMENT AND FEES DETAILS

Sponsorship Value :

Add Ons / Extras :

Payment Method :

Taxes :

Deposit :

Balance :

## AGREEMENT

Name :

Position :

Signature :

Date :

## PAYMENT

Payment is requested within 2 weeks of acceptance.

Cannonvale Cannons Swimming Club Inc  
Bank: Bendigo  
BSB: 633 000  
Account Number: 158 018 580

Cheques should be made payable to:  
Cannonvale Cannons Swimming Club Inc  
P O Box 31  
Cannonvale QLD 4802

THANK YOU



**CONTACT**

56 Coral Esplanade  
Cannonvale  
Airlie Beach 4802

**CLUB PRESIDENT**

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