



SOUTH CURL CURL **SLSC**

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# Sponsorship Proposal





# About South Curl Curl SLSC

Established in 1918, for over 100 years, South Curl Curl Surf Life Saving Club has patrolled its beach and adjacent coastline. We are a non-profit charitable organisation located at South Curl Curl Beach on Sydney's Northern Beaches. We have over 900 members ranging from age 5 to ~90 years who are dedicated to providing lifesaving services to the public who visit our beach, and opportunities for family community participation and development of important life skills.

In addition to our lifesaving activities we also hold other events throughout the year including the annual public swim from South Curlly to Freshwater, and a variety of fundraising events for charity (like the 24 Hour Row for Gotcha 4 Life, to raise awareness and support for mental health difficulties!) to give back to our community.

Our rowers and Champion Lifesavers compete at all levels, across branch, state, and national competitions. We have a proud history of strong results, including many branch, state, and Australian representatives. We also have a competitive Masters team. All these events provide great opportunities for sponsors.

Our foundations are the life and culture of the club ensuring we:

1. Maintain our proud lifesaving record
2. Equip our surf patrols with qualified members supported by the appropriate equipment
3. Maintain a healthy and balanced approach to competition and club participation
4. Respect the skills and abilities of individuals, and encourage team participation
5. Support and mentor our younger members to build skills that are transferable elsewhere.





**OUR FOUNDATIONS ARE OUR OARS**

Life Saving

Junior Activities

Competition in Surf boats & Champion Lifesaver

Member Engagement





# Lifesaving

We have one of the highest patrol numbers on the Northern Beaches. There are 26 active patrols with 260 active volunteer members patrolling our challenging beach during Summer, every weekend and public holiday.

Through our members, the club is committed to maintaining the spirit of Surf Life-Saving via promotion of beach safety, member competency in the beach / surf environment, surf sports competition and surf lifesaving education in the community.

Rescue gear and equipment represents the greatest single cost to running a surf lifesaving Club. Given the extreme elements to which they are required to withstand, constant maintenance is needed to keep all pieces of equipment in working order and ready to launch at any given time. In addition to equipment costs, it must be noted that each patrolling volunteer Surf Lifesaver must have their Bronze Medallion. This involves over 40 hours of assessment in many areas including CPR, rescue techniques, First Aid and fitness testing and must be updated each year. The cost of maintaining a Surf Life Saver's training is in excess of \$850 p/a, but the benefits are enormous!

Our ATV and IRB rescue craft are important for quick responses to rescues and treatment of patients across our long stretch of beach. It is critical that these rescue crafts are replaced every few years and constant maintenance is performed to ensure crafts are rescue ready.





## Nippers Program

The Nippers program is the grassroots level of the surf lifesaving movement. Our Club has strong Nipper & Ripper programs that are fun whilst providing education about surf safety, skills and beach awareness. We were one of the first clubs to offer an All Abilities Nipper Group we call Rippers.

We also prioritise Surf Sports for our older juniors develop their skills, fitness and teamwork to assist in future life saving duties in a variety of surf conditions.

Partnering with the South Curl Curl Nippers will provide you with an opportunity to align your business with an inclusive grassroots community program. The size and reach of our Nipper program will ensure that there is a suitable partnership option for your business.

## Nipper Sponsorships

- Branding on foam nipper boards
- Branding on a competition or nipper tent
- High vis nippers vests
- Age manager rash vests





### 'Rippers' Disability Nipper Group

South Curl Curl offers a modified nipper program for children & youth with a disability.

The program has been developed to allow inclusion for all children & youth aged 5 to 15 and aims to teach the following skills:

- Surf awareness
- Beach safety

The Rippers group are supported by volunteers from South Curl Curl Surf Lifesaving Club, however family members are actively encouraged to participate with their child so everyone has the opportunity to share in the excitement as each member masters new skills throughout the season.

Our main focus is to make sure members are actively learning whilst having fun!

### 'Ripper' Nipper Sponsorships

- Tear drop banners
- High vis nippers vests
- Age manager rash vests

'Rippers' Disability  
Nipper Group





# Competition & Champion Life Saver

## Champion Lifesavers

The Champion Lifesaver event provide our surf life saving members (from U15 to Masters) with the opportunity to demonstrate, in a competitive manner, the physical, lifesaving, and knowledge skills required to be a lifesaver. Our Champion Lifesavers compete in swim, board, tube rescue, beach sprint, resuscitation, and theory components. We have an extremely strong Champion Lifesaving group who are consistently achieving great results at branch, state, and national levels - so much so, that all our Nippers are wanting to sign up and the team is growing!

## Competition Equipment

To best support our competitors, we need to ensure we have safe, high quality equipment for training and competition purposes.

Here are some examples of the equipment of team needs on a regular basis:

- Bennett racing mals: \$2000 (per board)
- Repairs to racing mals: \$500-\$1000 (per season)
- Competitor racing fins: \$100 (each set)
- Resuscitation manikin \$800 (each)

## Gear Trailer Sponsorship - next availability 2028

Our new gear trailer was a major purchase in 2023 - it is a great new asset to the club and will service competitors, and nippers alike. Making transportation of boards, IRB's, tens, and other lifesaving and competition gear to training days at Manly Dam, competitions all over Australia, to training camps, and our annual Nippers and Family camp a breeze!

Sponsorship cost: \$5,000 (per space)

What this includes:

- Sponsor logos on a spot on the gear trailer for 5 years.
- Gear trailer is parked near SCC SLSC café, in an area with extremely high foot traffic.
- Trailer is driven around SNB for training, within state for competition, training camps and interstate for national events.



# Surfboats

## Surf Boats

Surf boats are a historical rescue tool that have been on our beaches, and used by lifesavers for years. Whilst the need for traditional surf boats for rescues diminished with the introduction of IRBs, engagement and enthusiasm for Surf Boat competition remains strong. We have a highly competitive, and strong surf boat division, with over 45 boat rowers that consistently perform with impressive results in competition at regional, state and national levels.

To keep up with the demand, and to make sure our gear is in tip-top shape to give us the best chance at competition, the following gear can get pretty costly. We are always so incredibly grateful to our sponsors who allow us to maintain our reputation as a competitive boatie club, and to keep us fit, healthy, and having fun while we do it!

## Surf Boat Sponsorship

We aim to replace one of our three (soon to be 4) boats every two years. Our boats are made locally, right around the corner in Brookvale by local manufacture Perry Surfboats.

**Major Sponsorship cost: \$10,000+**

Large sponsorship logo placed on the boat (bow)

**Minor Sponsorship cost: \$5,000**

Smaller sponsorship logo placed on the boat (stern, or top of bow box)

Our boats are parked in our boat garage on Carrington Parade, and are constantly being driven around, and out on the water around the Northern Beaches. Our boats are also driven around wider Sydney, within state, and interstate for competition events.

## Oars Sponsorship

We can take up to 1000 strokes per training session, with most crews training three times a week, and each set of oars is used by at least two crews - that means our oars get a good workout. As a result, they are on high rotation to prevent against unwanted breakages from wear and tear. We source our oars from the reputable Croker Oars.

**Sponsorship cost: \$3,000+**

Sponsorship logo placed on the oars









## OCEAN THUNDER SURF BOAT SERIES

*(not available for the 23/24 season due to competition not scheduled)*

Ocean Thunder is a series of high profile professional Surf Boat events, featuring 24 Elite Open Men's Crews and 20 Elite Women's Crews from Surf Life Saving Clubs across Australia. Over four rounds, Ocean Thunder showcases extreme, impactive, and entertaining surf boat racing. Competitors will race off the beach, through the surf break, and return for a beach run finish in a unique short course format built specifically for the Ocean Thunder Surf Boat Series.

The Series is televised a number of times per round on FoxSports, and the full package of series finals is televised on Channel 9 once a year.

South Curl Curl has had some wonderful results at the Ocean Thunder Series over the past few years, check them out below! (The better the crews do, the more your company/sponsorship gets televised).



### 2022/2023

Rd 1: Open Men 1st, Open Women 2nd  
Rd 2: Open Women finalists  
Rd 3: Open Women 3rd  
Rd 4: Open Women 1st  
Overall: Open Women 1st

### 2021/2022

Rd 1: Open Women 1st, Open Men finalists  
Rd 2: Open Men 1st, Open Women 3rd  
Rd 3: Open Women 2nd, Open Men finalists  
Overall: Open Women 2nd, Open Men 2nd

### Sponsorship cost:

\$5,500 + any branded merchandise you wish to provide for the team to wear.

### What this includes:

- Naming rights of the competing crew (e.g., Hardie & Co. Plumbing Open Women) on programmes, television, draws and commentating.
- Sponsors logos on the official website, and displayed regularly throughout the televised broadcast.
- Sponsor logo placed on the competing boat.





# Sponsorship Packages

## Sponsorship Packages

The challenges of keeping the beach safe with increasing weekend patronage are best met with a financially strong, well-resourced and growing surf club.

Sponsorship underpins our efforts to provide a safe and healthy environment for our members and the public by helping maintain training of volunteer life-savers and assisting with the purchase of equipment for or Nippers, Surf Sports and Life-Saving Operations. Various forms of sponsorship are available (or can be created to meet your needs) including corporate/product branding at the club, on uniforms, on equipment and during club related activities.

### Gold \$10,000+

- Branding on Surf-boat or Inshore Rescue Boat (IRB)
- Branding, link and profile on club website
- Certificate of Recognition
- Annual Report Recognition
- TeamApp Featured Sponsor

### Silver \$5,000

- Branding one of the following:
  - Board Trailer
  - Outboard motors
  - Café barriers
  - Club or competitor clothing,
- Branding & Link on Club website
- Certificate of Recognition
- Annual Report Recognition
- TeamApp Featured Sponsor

### Bronze \$3,000

- Age Manager rash vests
- Racing board
- Racing oars
- Branding & Link on South Curl Curl Club website
- Certificate of Recognition
- Annual Report Recognition
- TeamApp Featured Sponsor

### Community Visibility

The Northern Beaches Coast Walk allows an endless stream of visitors to South Curl Curl to enjoy the panoramic scenery and the beach, surf, rockpool and café at any time. Visitors using the coastal walk and club's café, ensure high visibility of corporate/product branding within the community.

# Individual Sponsorship Options

## Specific Sponsorship Opportunities

### Nipper & Champion Lifesaver Program

Competition Tent	Cost of Branding
High Vis Vests Branding	\$2,500
Racing Board / Mal	\$1,000
Tear Drop Flags	\$1,000
Touring Team Gear	\$2,500
Gear Trailer (next availability 2028)	\$5,000 (per space)
Foam Nipper boards	\$700

### Surf Life Saving Equipment

New Inflatable Rescue Boat	\$15,000
New Inflatable Rescue Boat Motor	\$5,000
Rescue Board	\$1,500
Patrol Barriers	\$5,000
ATV	\$12,500

## Whats included

- Sponsor logos on tent used majority of weekends on the beach for Nippers, and for competition.
- Sponsor logos on pink high vis rash vests used majority of weekends on the beach for Nippers, and for competition.
- Sponsor logos on board.
- Sponsor logos on banner and positioned on beach. This is displayed majority of weekends on the beach for Nippers.
- Branding on all touring shirts.
- Sponsor logos on a spot on the gear trailer for 3 years.
  - Gear trailer is parked near SCC SLSC café, in an area with extremely high foot traffic.
  - Trailer is driven around SNB for training, for competition and training camps, and interstate for national events.
- Sponsor logos on foam Nipper boards used majority of weekends on the beach for Nippers, and for competition.
- Full Sponsor logos on IRB.
- Sponsor logos on Motor Cover.
- Sponsor logos on top and bottom of rescue board.
- Sponsor logos on banner and positioned at patrol tent or near cafe. This is displayed majority of weekends during summer.
- Sponsors logos on ATV this is used all weekends during summer.



# Individual Sponsorship Options



## Specific Sponsorship Opportunities

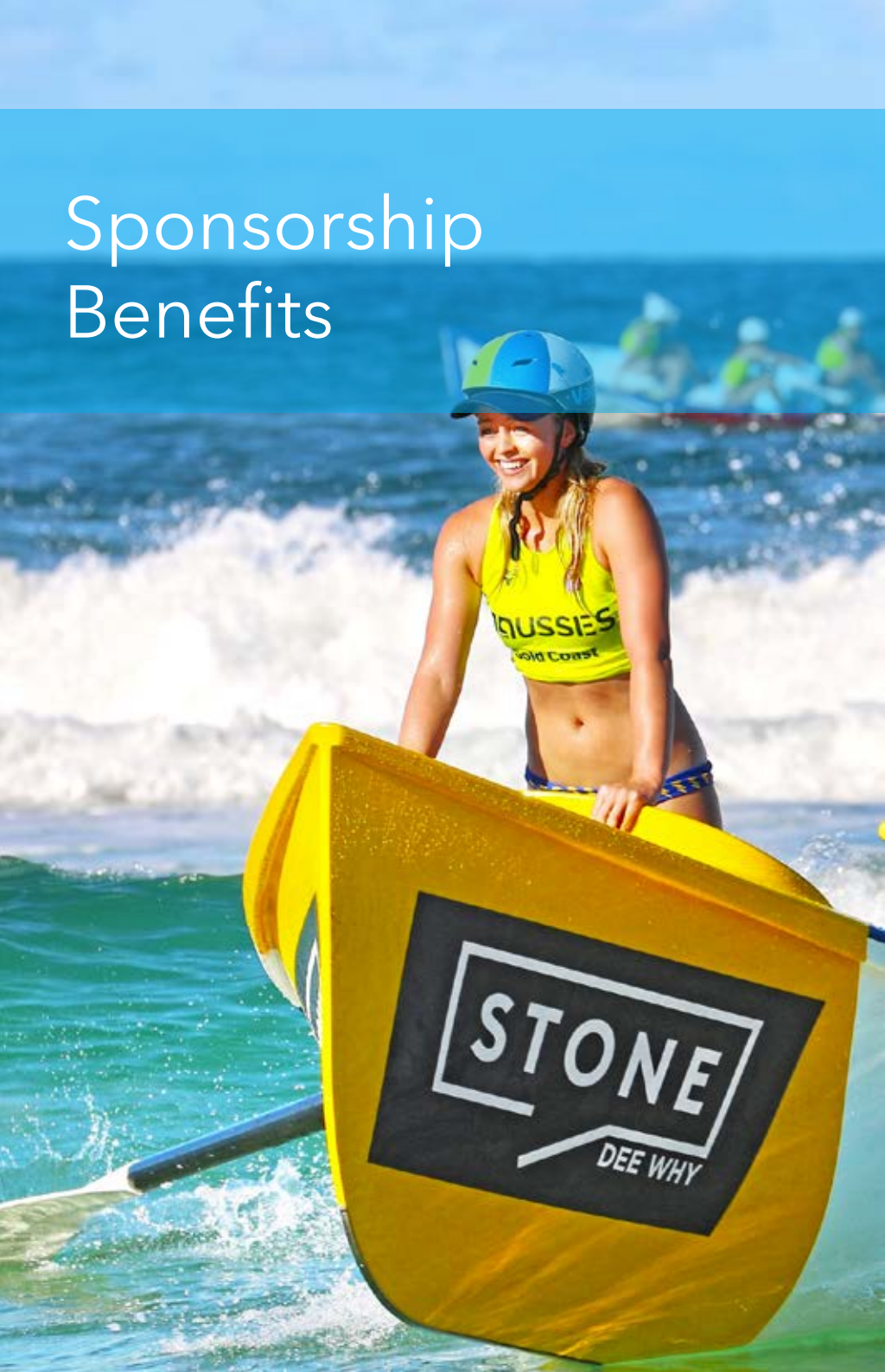
### Surfboats Section

Whole Surf Boat	\$30,000
Surf Boat Major	\$10,000
Surf Boat Minor	\$5,000
Ocean Thunder Crew Sponsorship (per crew)	\$5,500
Oars (set of 4)	\$3,000
Tour Team Uniform	\$4,000
Training Gear	\$2,500
High Vis Vests Branding	\$5,000
Surf Boat Trailer	\$5,000 (per space)
Competition Tent	Cost of Branding

## Whats included

- Whole boat logo signage.
- Large sponsorship logo placed on the boat (bow).
- Smaller sponsorship logo placed on the boat (stern, or top of bow box).
  - Naming rights of the competing crew.
  - Sponsors logos on the official website, and displayed regularly throughout the televised broadcast.
  - Sponsor logo placed on the competing boat.
- Sponsorship logo placed on the oars.
- Sponsor branding on touring gear worn by competitors .
- Sponsor branding on training shirts worn by competitors.
- Sponsor logos on high vis rash vests used for training and competition.
- Sponsor logo on surfboat trailer. Trailer is driven around SNB for training, competition and interstate for national events.
- Sponsor logos on tent used competition in local and national events.

# Sponsorship Benefits



Investment generally can range between \$1000 - \$20,000 plus GST per annum however any figure outside of this will be accommodated appropriately. One-off donations will also be gratefully accepted. A partnership with SCC SLSC may entitle your company with a selection of the following benefits: (scope of benefits dependent on level of investment)

- Branding throughout selected areas of the well frequented Surf Club.
- Co-branding across uniforms and apparel
- Co-branding on surf boat gaining valuable exposure throughout summer on the eastern coast of Australia.
- Branding on Touring Uniform - worn to/from all carnivals, to club functions and to/from training sessions .
- Company advertising in various Club newsletters and team app.
- VIP invitations to all Club run events including Annual Awards Night, Fundraising and Social Events.
- One-on-one networking opportunities with those involved with the surf club, many of whom are business owners and/or employees.
- Associate Club Memberships.
- Recognition and logos on our new website.
- Recognition and logos in our annual report.

## CUSTOMISED PACKAGES

We can customise a Sponsorship package to meet your requirements.





We look forward to hearing from you!

We sincerely thank you for considering supporting our great club and hope to welcome you to our respected group of supporters. No matter your desire, whether it be to save a life or raise the profile of your business, we look forward to partnering with you.

If you are interested in supporting South Curl Curl SLSC, I am sure we can find a suitable package that will best suit your needs. To discuss further, please contact:

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SOUTH CURL CURL SLSC

