



**The Clifton Springs Golf Club
Celebrity Pro – Am
11th March 2012**

Play By The Bay



Sponsorship Proposal



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The Clifton Springs Golf Club was formed in 1970 and was originally known as the Clifton Springs Country Club. In 1978 it became known as the Clifton Springs Golf Club and in 1984 became an incorporated body. Since then many significant changes have occurred:-

- 1979 Original Clubhouse constructed.
- 1993 Golf Club granted the lease of the golf course.
- 1993 Automated irrigation watering system installed for the 18 holes of the course.
- 1993 Extensions to old clubhouse which is now the current pro-shop.
- 1994 Introduction of gaming machines to the Club.
- 1994 Introduction of the Clifton Springs Celebrity Pro - Am.
- 1997 The 10 year course master plan adopted.
- 1998 Purchase of the current clubhouse building and refurbishment of the facilities.
- 1998 The purchase of all new machinery for the course maintenance department.
- 2000 New 1st, 9th and 18th tees completed.
- 2001 New 3rd, 7th and 11th tees completed.
- 2001 Conversion front 9 fairways to legend couch grass.
- 2001 Refurbishment of current clubhouse.
- 2002 Conversion back 9 fairways to legend couch grass.
- 2002 Extension of the current irrigation system for full watering coverage.
- 2002 Extension to Members Lounge and new furniture.
- 2003 New carpark completed on the western end of main building.
- 2005 Computerised irrigation stations for the golf course installed.
- 2007 Motorised buggy storage facility completed.
- 2007 Drought proofing of course with installation of 2 rain water tanks (250,000 ltr each)
- 2007 New gaming balcony.
- 2008 Installation of another 2 rain water tanks (250,000 litres each).
- 2009 New 2nd, 12th, 14th, 15th and 17th tees completed.
- 2011 New 6th hole.
2 dams and pump
station.
- 2011

Since 1998 the Club has invested over \$4,500,000 upgrading all of its facilities and is committed to continually improving all areas of the Club which will include the completion of all new tees, all new greens, practice facilities and second car park.

To assist in raising the profile of the Club, it is our aim to keep improving our Pro - Am to ensure it continues to be one of the most successful Pro - Am's on the golfing calendar. We look forward to your involvement with us in what has become a major addition once again to the sporting calendar on the Bellarine Peninsula.



The Media

High profile sport, through its media appeal, provides an ideal advertising vehicle for

business houses. The appeal of this annual event has enabled us to strike arrangements with major electronic and print media outlets, ensuring where possible, your message is carried jointly with ours.

Highway signage will also form part of our strategy to promote the event with all major arterial roads leading onto the Bellarine Peninsula covered.

Print

Press releases circulated to all major Geelong and Metropolitan newspapers, as follows:

- 1) Monthly until February commencing December.
- 2) Weekly commencing middle February.
Daily releases throughout the event, incorporating
- 3) results.

Photo coverage in the Geelong Advertiser prior to and after the event.

Photo coverage in the Echo newspaper prior to and after the event.

Photo coverage in the Bellarine Times newspaper prior to and after the event.

Promotion of your company in our program distributed to spectators and players.

Flyers promoting the event distributed to the local community.

Press releases from December until February circulated via Bellarine Best magazine

which is delivered to households, businesses and sporting clubs on the Bellarine Peninsula.



CATEGORY 1 :- \$5,500.00

- * **Naming Rights Sponsor of the event.**
- * **Acknowledgment on all advertising material including entry form incorporating the sponsors logo or name.**
- * **Company logo on all highway signage.**
- * **Your signage located on the 1st tee, 10th tee, 18th green or practice putting green (or combination of any). Signs to be supplied by the sponsor.**
- * **Corporate display of your Company in the clubhouse.**
- * **Complimentary Pro-Am entry for 8 players in the Pro-Am (p.m. tee-off) including full access to meals. Sponsors representatives to receive preference in draw for professional partners and celebrities**
- * **Local media coverage before and during the event.**
- * **8 Complimentary tickets to the Sportsman's night.**
- * **8 Clifton Springs Golf Club Shirts.**
- * **Complimentary drink vouchers for use at your discretion on the day.**
- * **Program recognition and full page advertising space.**
- * **Recognition at presentations.**
- * **20 complimentary rounds of golf for future use.**
- * **Your Company's logo and name listed on the Club's web site.**
- * **Sponsorship value is inclusive of G.S.T.**



CATEGORY 2 :- \$2,200.00

- * Your Company logo acknowledged on all advertising material where possible.
- * Your signage located on the 4th green, 18th green and practice putting green. Signs to be supplied by the sponsor.
- * Corporate display of your Company in the clubhouse.
- * Complimentary Pro - Am entry for 6 players (p.m. tee - off) and full access to meals. Sponsors representatives to receive preference in draw for professional partners and celebrities.
- * Local media coverage before and during the event.
- * 6 Complimentary tickets to the Sportsman's night.
- * 6 Clifton Springs Golf Club Shirts.
- * Complimentary drink vouchers for use at your discretion on the day.
- * Program recognition and full page advertising space.
- * Recognition at presentations.
- * 15 complimentary rounds of golf for future use.
- * Your Company's logo and name listed on the Club's web site.
- * Sponsorship value is inclusive of G.S.T.



CATEGORY 3 :- \$1,100.00

- * Your signage located on any one of the four par three's with excellent signage exposure. Signage to be supplied by the sponsor.

- * Complimentary Pro - Am entry for 4 players (p.m. tee off) including full access to meals.

- * Complimentary drink vouchers for use at your discretion on the day.

- * 4 Complimentary tickets to the Sportsman's night.

- * 4 Clifton Springs Golf Club Shirts.

- * Program recognition and 1/2 page advertising space.

- * 10 Complimentary rounds of golf for future use.

- * Your Company's logo and name listed on the Club's web site.

- * Sponsorship value is inclusive of G.S.T.



CATEGORY 4 :- \$550.00

- * Your signage located on any of the par 4 holes. Signage to be supplied by the sponsor.
- * Complimentary Pro - Am entry for 2 players (a.m. tee - off) in the Pro - Am including full access to meals.
- * Complimentary drink vouchers for use at your discretion on the day.
- * 2 Complimentary tickets to the Sportsman's night.
- * Program recognition and 1/4 page advertising space.
- * 6 Complimentary rounds of golf for future use.
- * Your Company's logo and name listed on the Club's web site.
- * Sponsorship value is inclusive of G.S.T.



**THE 2012
CLIFTON SPRINGS CELEBRITY
PRO - AM**

SPONSORSHIP AGREEMENT

Please complete and return this form with cheque payable to the Clifton Springs Golf Club , P.O. Box 197, DRYSDALE, Victoria, 3222.

Further information will be provided on return of sponsorship agreements.

ACCEPTED ON BEHALF OF:.....

COMPANY NAME:.....

ADDRESS:.....

TELEPHONE: **FAX:**.....

SIGNED: **NAME:**.....

TITLE: **DATE:**.....

LEVELS OF SPONSORSHIP (PLEASE TICK ONE)

- | | | |
|--------|-------------------|-------------------|
| () | CATEGORY 1 | \$5,500.00 |
| () | CATEGORY 2 | \$2,200.00 |
| () | CATEGORY 3 | \$1,100.00 |
| () | CATEGORY 4 | \$550.00 |

PAYMENT TERMS: All sponsorship monies are to be paid by March 1st. Any monies not received prior to this date will render the agreement void