



**Port Noarlunga Surf Life Saving Club Inc.**  
Continuous Service Since 1933

**2012/2013  
SPONSORSHIP  
INFORMATION  
PACK**



# Port Noarlunga Surf Life Saving Club Inc.

Continuous Service Since 1933

Re: Sponsorship

The Port Noarlunga Surf Life Saving Club has been providing a community service and protecting the safety of bathers since 1933. Currently, the PNSLSC membership stands at over 300 members and continues to grow. We provide beach patrols on Noarlunga beach from November to April each year and an on call emergency service 24 hours a day, 7 days a week all the year round. In addition to this, we regularly compete in junior and senior carnivals, Inflatable Rescue Boat and Surfboat championships around the country and provide water safety cover for other aquatic events.

In early 2010, the Witton Centre, home of the PNSLSC, commenced a multi-million dollar renovation to provide a high quality and environmentally sustainable centre-piece on the foreshore. The upgrade of facilities for the Port Noarlunga Surf Life Saving Club is to accommodate education, surf life saving and commercial activities.

The idea of sponsorship is a strong and well regarded practice amongst Australian companies. As part of Surf Life Saving Australia and Surf Life Saving South Australia, there is considerable commercial benefit to be gained from the association with a highly regarded and well known organisation within the Australian and Worldwide community.

This presence ensures significant exposure to the sponsor's brand and identity, rapidly increasing every year while supporting for a good cause. Sponsorship is a vital ingredient in the success and survival of the Port Noarlunga Surf Life Saving Club. Without the support of our sponsors we would not be able to provide many of the vital resources required to run our lifesaving services, surf sport carnivals, training and education programs and keep our volunteers on our beaches.

The sponsors of Surf Life Saving do far more than cover the costs of running the administration of our organisation – their main purpose is to help deliver real value to our club and the community we serve. Included in our information folder is a breakdown of the sponsorship packages available for 2012/2013 season. If the sponsorship levels and recognition benefits do not fit into your organisations criteria, please feel free to call me to discuss your requirements as I am sure that find a flexible solution that is beneficial to both parties.

Yours sincerely,

**Jarrid Turner**  
Promotions Officer  
Port Noarlunga Surf Life Saving Club  
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**PORT NOARLUNGA SURF LIFE SAVING CLUB**  
Cnr Saltfleet St and Esplanade. Port Noarlunga. South Australia, 5167

# SPONSORSHIP 2012/2013



**1933-2012**

## **Historical Background**

Port Noarlunga SLSC was formed on 7th February 1933 as part of the Royal Lifesaving Society after 4 drownings occurred at the beach during January. Through the war years when most of its members left to serve in the services- the club continued to operate with the help of young teenagers and some local girls. The club joined Surf Life Saving in 1953. The first Surf Club Captain was Bob Reid who competed in the Australian team at the 1956 Olympics in the demonstration Surf Life Saving carnivals. Their Nipper team started in 1967-68 season. They were one of the first clubs to operate IRBs in South Australia in the 1970s. Port Noarlunga celebrated their 77th anniversary in February 2010.

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### **Opportunities for Sponsors**

The Witton Centre, home of the Port Noarlunga Surf Lifesaving Club has now undertaken a major multi-million dollar reconstruction with the aid of the Federal and State Governments, Onkaparinga Council and PNSLSC funding. The Centre was re-opened in July 2011. The centre is to provide a high quality and environmentally sustainable centre-piece on the foreshore. The upgrade of facilities for the Port Noarlunga Surf Life Saving Club accommodates education, surf life saving and commercial activities.

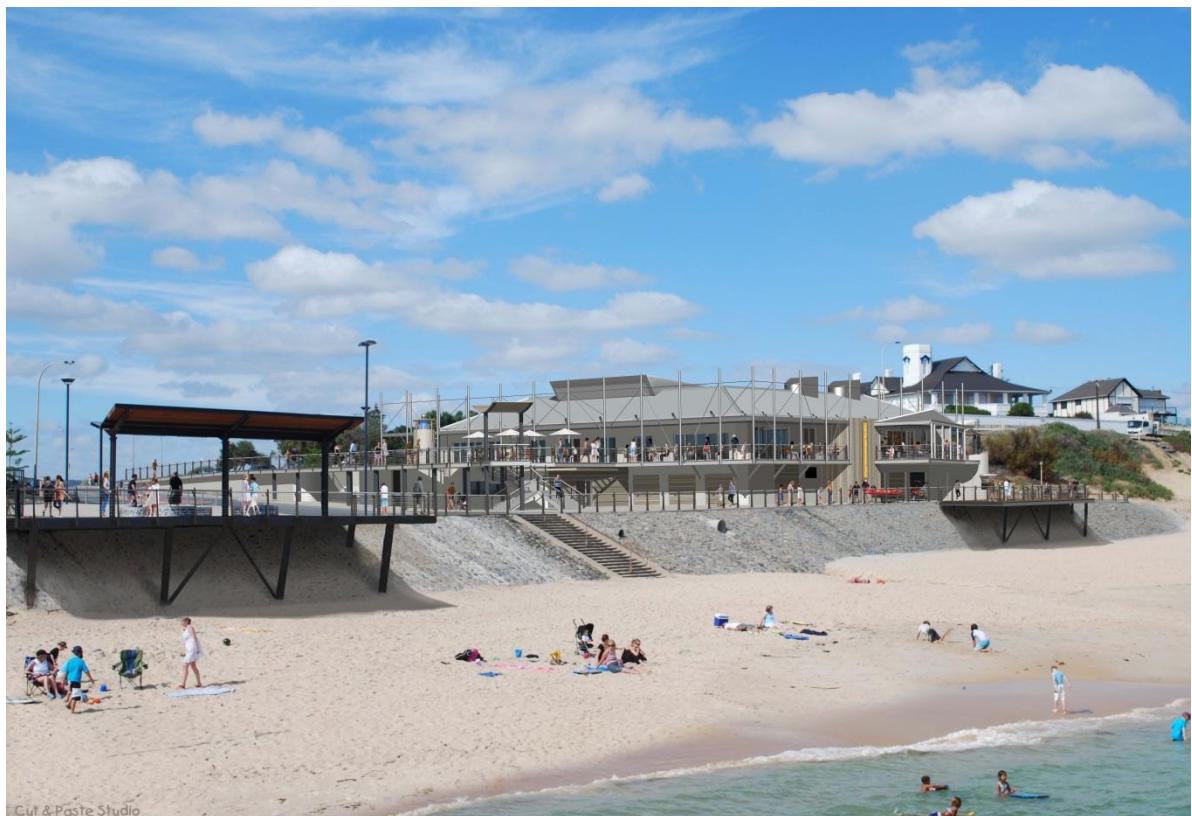
The new club undertook some major structural changes including a larger balcony, new bar and function area, dedicated training room, shower areas and changing rooms, an updated and first class first aid and modern patrol room.

Sponsorship provides a unique opportunity for businesses wishing to support a community based service. Through direct sponsorship, your business is able to promote its goods and services to PNSLSC members and their families, hirers of the function room, general public and beach goers alike. Please refer to the Sponsor and Recognition sheet for benefits to sponsors.

You or your business may choose to support the Port Noarlunga Surf Lifesaving Club in a number of ways.

You may wish to support the club, in general (patrolling activity) or opt to support a specific area of the club; Boards and Skis, Surf Boats, Inflatable Rescue Boats, Nippers (junior development).

This can all be discussed and negotiated at time of confirmation of sponsorship.



**Artists Impression of the rebuilt Witton Centre, Port Noarlunga. South Australia**

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### **Future Events**

The World Surf Life Saving Championships are being hosted across three venues in South Australia on 4th – 18<sup>th</sup> November 2012 – thousands of competitors will descend upon SA to compete in various surf sports events including Surf Ski, Board and events, surf boat rowing and IRB Rescue racing.

“The World Championships is the largest international lifesaving event in the world,” says Minister Wright. More than 4,000 competitors and officials plus thousands of spectators are expected to travel to Adelaide from across Australia and overseas to take part in the 2012 World Championships. Rescue 2012 will be a great sporting spectacle that will showcase South Australia’s magnificent beaches as well as providing an \$18 million boost to the State’s economy. In addition to enjoying our coastlines and using the new Aquatic Centre, many of the thousands of competitors will take the opportunity to tour our State’s great regions and experience the very best of South Australia.



Adelaide’s Glenelg Beach recently hosted Surf Life Saving’s 2011 Australian Inflatable Rescue Boat (IRB) Championships, which was held from 29-31 July.

Port Noarlunga also won our 3<sup>rd</sup> consecutive IRB State Championship Title at this event.

The Australian IRB Championships is one of the major events on Surf Life Saving’s sporting calendar attracting some of the best surf lifesavers from around the country.

In the Australian Championship, Port Noarlunga’s IRB team placed an impressive 8<sup>th</sup> in Australia in 2011, ever increasing our placement from previous years.

Port Noarlunga also has a small but strong representation in local junior and senior carnivals and the 2011/12 state titles, achieving 1 silver and 1 bronze medal at Junior State Titles, 5 Gold, 3 Silver and 1 Bronze medal at Senior State Titles, along with a huge haul of 26 Gold, 7 Silver and 10 Bronze medals at Masters State Titles. Our Masters competitors had one of the smallest teams, but placed 6<sup>th</sup> in the state and 1<sup>st</sup> of all the Mid-Coast clubs (Port Noarlunga, Moana, Christies Beach, South Port and Aldinga).

Some of our sporting stars also travelled to Queensland and to other parts of the world to compete in major Life Saving events. One of our club champions won 2 gold medals at Australian Championships at Kurrawa, Qld in 2012.

These and other water based sporting and community events along the coast are also supported by Port Noarlunga Surf Lifesaving Club members, by providing water cover with IRB’s, rescue boards and patrolling Surf Life Savers. This creates great exposure opportunities for sponsor’s logos.

Recognition	Gold	Silver	Bronze
	\$5,000.00	\$2,500.00	\$1,000.00
<b>Major Signage Opportunities:</b> Signage on gear trailers and club tents. Beach feathers. Windbreak signage. Prominent signage on club owned competition and training and patrol equipment. #	✓		
<b>Club Clothing:</b> Port Noarlunga Surf Lifesaving Club member Polo shirt	✓		
<b>Minor Signage Opportunities:</b> Basic signage on club owned competition, training and patrol equipment. # Signage on club tents	✓	✓	
<b>Discounted Venue Hire:</b> Discounted rates on hire of the Function Centre.	✓	✓	
<b>In House Signage:</b> Prominent In-House signage positions. Listed on sponsor's board along with business card placement.	✓ ✓	✓ ✓	✓
<b>Members Parking Access:</b> Access to permit parking close to the club.* *Subject to availability, due to priority for patrolling members.	✓	✓	✓
<b>Social Membership:</b> Non-Active membership for your personnel. Use of shower and changing room facilities.	✓ (x 2)	✓	✓
<b>Promotion on the Club Web Site:</b> Corporate logo and information on the web site and Newsletter.	✓	✓	✓
<b>Plaque for your business:</b> Plaque to display at your business in recognition of your support.	✓	✓	✓
<b>Invitation to Hosted events:</b> Invite to all events hosted by the club; social, fundraising and competitions.	✓	✓	✓
<b>Annual club dinner:</b> Invitation to the Annual Club Dinner. Acknowledgment by the Club President.	✓ (2 Paid invitation)	✓ (1 paid invitation)	✓

# All signage and company logo placement is at the additional cost of the sponsor.

Donations in kind, purchase of Patrol, Training or Competition equipment is welcome, and can be converted to a sponsorship arrangement to an equivalent of the above arrangements.

**Remember: your donation is fully tax deductible!**

We look forward to having you on board this season!

Contact: Jarrid Turner. Promotions Officer. Port Noarlunga Surf Life Saving Club  
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