



MANDURAH SURF LIFE SAVING CLUB
SAVING LIVES | BUILDING GREAT COMMUNITIES

SPONSORSHIP PROSPECTUS

23/24

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OUR CLUB



Mandurah Surf Life Saving Club stands as a steadfast guardian of lives and a symbol of unity. Our commitment goes beyond the waves, as we aim to provide inclusive participation, training, education, and developmental opportunities in surf lifesaving.

We take pride in fostering a positive family environment that nurtures confidence, pride, and social well-being.

With deep roots in the Peel region, our club has a rich history marked by countless volunteer hours. Our members have consistently exemplified the essence of volunteerism and community engagement. This commitment has earned us a significant status and a strong reputation within the community.

Our Club is a part of a greater movement; Surf Life Saving Australia, boasting 190,000 members across 314 affiliated clubs, is the world's largest volunteer movement of its kind. This not-for-profit cause has rescued over 715,000 lives since its inception in 1907

Mandurah Surf Life Saving Club is proud of its history and status in the Peel region. Our members have provided many volunteer hours over many years, and we strongly promote the ethos of volunteerism and community spirit.



CLUB VALUES



- **Respect and Integrity** – towards self, club, other members and the broader community
- **Striving for Excellence** – always focusing on continual improvement – how can we be better
- **Growth and Development** – be bold and step outside our comfort zone
- **Innovation and Creativity** – Encourage and foster new ideas and exciting opportunities
- **Inclusiveness** – provide a safe, accessible and welcoming club environment for all people
- **Collaboration** – work together as one team to achieve the clubs mission and vision
- **Participation** – get involved, provide and take time to enjoy the club and all it has to offer



CLUB PILLARS



LIFESAVING



EDUCATION



NIPPERS



STARFISH NIPPERS



YOUTH



SURF SPORTS

OUR MEMBERS



Mandurah Surf Lifesaving Club is an inclusive club that welcomes people wanting to be involved in lifesaving in whatever capacity that might be.

Qualified lifesavers and other active members patrol across a number of local beaches in Mandurah on Sundays and most public holidays from late spring through to mid-autumn each year.

Our active members are aged from 13 years and above and are a combination of youth (students), young professionals and family members. As well as patrolling our local beaches lifesavers are involved in lifesaving competitions, fundraising and social activities.

The Woodside Nipper program is based around children between the ages of 5 and 13 having fun, being active and incorporates learning about surf safety, developing surf skills and participating in surf lifesaving competitions. Nippers participate in activities every Sunday morning at various beaches in Mandurah from late spring through to mid-autumn each year.

We also run a program called Starfish Nippers which caters for children and people with disabilities. This program runs at the same time as the Woodside Nipper Program.

Youth are an integral part of our club and our future. Our youth category is based around those aged between 13-19 years of age who get involved in all aspects of lifesaving and also participate in complimentary and fun activities as a group.

The Club is also home to Associate Members who are over the age of 18. Associate members contribute in a variety of ways by involvement on committees, help with nippers activities, social activities and fundraising. In addition, the Club also has Life Members who have provided exceptional service to the Club over many years.





AWARDS



- 2006 - 3rd place in the Club of the Year award at the Surf Life Saving WA Awards of Excellence
- 2006 - Administrator of the Year at the Surf Life Saving WA Awards of Excellence
- 2006 - Winner in Club of the Year at the Mandurah Sports Awards
- 2009 - Australia Day Premiers Active Citizenship Award for Community Groups
- 2016 - Life Saver of the Year at the Surf Life Saving WA Awards of Excellence
- 2018 - Winner in the AGL Lifesaver of the Year at the Surf Life Saving WA Awards of Excellence
- 2018 - 3rd place in the Club of the Year award at the Surf Life Saving WA Awards of Excellence
- 2019 - Winner in Club of the Year at the Mandurah Sports Awards
- 2019 - Winner in Male Volunteer of the Year at the Mandurah Sports Awards
- 2019 - Winner in Inclusion in Sport Award – Starfish Nippers at the Mandurah Sports Awards
- 2020 SLSWA Community Program of the Year – Finalist
- 2021 City of Mandurah Inclusion Program or Event – Winner
- 2021 SLSWA Community Program of the Year - Finalist
- 2022 SLSWA Community Program of the Year Winner
- 2022 City of Mandurah Community of the Year Awards Active Citizenship Award – group or event – Winner
- 2022 SLSWA Community Program of the Year – Winner
- 2023



SPONSORSHIP OPPORTUNITIES



Mandurah Surf Life Saving Club is looking to build strong relationships with its sponsors. With over 400 active members and strong member growth, sponsors receive exposure both to club members and the public visiting the beach.

Why Partner with Mandurah Surf Life Saving Club?

- Full exposure to the public at our beach.
- Be involved in a large community organisation in the City of Mandurah.
- Support our members to achieve success at State, National and International competition.
- Be involved in a Club that encourages active and healthy lifestyles, supports the development of leadership and lifesaving skills, creates an environment for families to integrate and socialise and promotes the ethos of volunteerism and community service.
- Professional management and administration to ensure our Sponsor's needs and expectations are met.
- Recognition on our website and on relevant club equipment.
- Be involved in the local community by partnering with a volunteer organisation that provides an essential community service.

SPONSORSHIP OPTIONS



- Online

The Club uses its website and social media accounts, Facebook and Instagram, to actively promote Club activities and enable communication between members. All of our sponsors will receive recognition on our website and social media pages. Dolphin and Ocean sponsors will have two way direct links between our websites.

- Functions and Events

A range of social activities are held at the Club each year. These events represent excellent networking and promotional opportunities for our Sponsors. Sponsors are encouraged to make use of the Clubs' beach-front facilities to hold meetings, seminars, team building sessions or cocktail functions.

- Media

The Club has developed a close relationships with the local media and currently receives regular exposure in our local newspapers - The Mandurah Mail and the Mandurah Coastal Times. We consult with our contacts in print and radio and promote the activities and achievements of the Club. The Club strives to promote its Sponsors to its media contacts whenever possible.

SPONSORSHIP PACKAGES



Dolphin Partners

\$20,000.00

- Recognition in the Club Annual Report
- Social media mentions and promo post
- Branding on club website
- Branding on club newsletter
- Branding on selected key Equipment
- Branding on selected Program
- Branding on selected Club Apparel
- Naming Rights Club Awards Evening
- Subsidised Invitation to Surf Life Saving WA Awards of Excellence Night
- 2 Family Memberships (2 Adults/2 Children)
- Use of Club facilities for Corporate Function (1 per year)
- Access to accredited First Aid training

Ocean Partners

\$15,000 to \$19,999

- Recognition in the Club Annual Report
- Social media mentions and promo post
- Branding on club website
- Branding on club newsletter
- Branding on selected key Equipment
- Branding on selected Club Apparel
- Naming Rights End of Season Wind Up
- Subsidised Invitation to Club Annual Awards Night
- 1 Family Membership (2 Adults/2 Children)
- Use of Club facilities for Corporate Function (1 per year)

Sun Partners

\$10,000 to \$14,999

- Recognition in the Club Annual Report
- Social media mentions and promo post
- Branding on club website
- Branding on club newsletter
- Branding on selected key Equipment
- Branding on selected Program or Event
- Subsidised Invitation to Club Annual Awards Night
- 2 Adult Memberships

Rescue Partners

\$5,000 to \$9,999

- Recognition in the Club Annual Report
- Social media mentions and promo post
- Branding on club website
- Branding on club newsletter
- Branding on selected Program or Event
- Branding on selected Club Room
- Subsidised Invitation to Club Annual Awards Night

Sunset Partners

\$1,000 to \$4,999

- Recognition in the Club Annual Report
- Social media mentions
- Branding on club website
- Branding on club newsletter
- Branding on selected Event

Community Partners

Up to \$999

- Recognition in the Club Annual Report
- Social media mentions
- Branding on club website
- Branding on club newsletter
- Branding on selected Supports

BRANDING



Equipment:

- ATV
- Utes
- IRB naming rights for 2 years
- Trailer naming rights for 1 year
- Nippers Boards
- Swim Cans
- Feather Flags
- Marquees
- Surf Skis
- Accessibility Equipment

Rooms:

- First Aid Room naming rights for 2 years
- Board Room naming rights for 2 years
- Administration Office naming rights for 2 years

Programs:

- Starfish Nippers
- Surf Sports Teams
- Tridents Youth
- Age Group Sponsor (includes AGM Shirt)
- Water Safety Sponsor
- Raffle Draws Sponsor
- Marketing Sponsor
- Training and Education Sponsor

Events:

- Come and Try Day
- Registration Day
- Swim Evaluation Day
- Club Sports Events
- Christmas Wind Up
- Surf Sports Wind Up
- Youth Wind Up
- Starfish Wind Up

Apparel:

- Age Group Manager Shirts
- Nipper Vests
- Nipper Caps
- Nipper Hats
- Merchandise - items negotiable

Supports:

- Club Wind Up Awards (x8 Trophies \$100ea)
- Club Surf Sports Training Sessions
- Club Training Days
- Club Social Events