



Sponsorship Opportunities

The Pāpāmoa Surf Life Saving Club's (PSLSC) mission is to prevent drowning and injury on Pāpāmoa Beach. Our vision is delivering excellence in lifeguarding, surf sport and leadership programmes through strong membership and community engagement.

Although one of the youngest clubs in New Zealand, the membership of PSLSC has grown rapidly and substantially to become one of the largest with over 800 members aged from 5 years through to 80. With approximately half of our members being school aged children, we have strong connections to local schools, families and the business sector in our community.

In addition to our Lifeguard Service, PSLSC offers a comprehensive Junior Surf Programme for 5-13 year olds, a Rookies Junior Lifeguard Programme for 12-13 year olds and a competitive Surf Sports Programme for those 10 years and above.

The club has a large active membership passionate about our beach community.

The dedicated (unpaid) lifeguards of PSLSC devote over 4000 volunteer hours each summer to ensure the safety of the community. Thousands of hours are spent training through our Surf Sports Programme developing lifeguards in an environment that is safe, fun, goal focused and disciplined, enabling our members to achieve their full potential. Pāpāmoa SLSC volunteers also provide an on-call 24/7 rescue service all year round and support local emergency services when necessary.

Our Junior Surf Programme is developing tomorrow's lifeguards and opening up a whole new world to children. The national Junior Surf Programme is designed for 7-13 year olds but at Pāpāmoa we have extended this to include 5 and 6 year olds. By encouraging our kids to have fun and to participate safely in the surf lifesaving spirit of fair play, it is an ideal way for children to develop and improve their surf lifesaving knowledge and skills for themselves, and one day possibly for others.

Pāpāmoa Beach is a 14km stretch of white sandy coastline renowned for great swimming and surfing.

Pāpāmoa is one of the fastest growing communities in New Zealand and over 20,000 people visit the beach here each summer. This beautiful coastline is bordered by an ever-lengthening residential strip of housing making it the longest stretch of beach actively patrolled by any club in the country. This growth is bringing new people into our community, a large number of which have low levels of beach awareness and water skills. Statistics collated by Surf Life Saving New Zealand confirm the Pāpāmoa club sits within the top ten busiest nationally for patrol hours, rescues, first aids, preventative actions and other on-beach activity to keep beach visitors safe.

We have a high profile in the community and have, over many years, developed strong and supportive relationships with community stakeholders.

It is our vision to work with our local community businesses and organisations to continue to grow a strong Pāpāmoa community. We believe we are well placed to promote our sponsors to an ever-expanding audience.



*74% of New Zealanders would be prepared to change their normal brand or service if a similar brand or service supported a worthy cause. This is a powerful message for businesses – not only do the majority of New Zealanders support cause-related marketing but those most in favour of it are likely to have significant purchasing power.
(The Stillwater / AC Nielsen Report – Good is Gold)*

*Does your sponsorship provide promotional possibilities? Yes!
Does your sponsorship provide an opportunity for exposure for your business? Yes!
Is there a community benefit in sponsoring us? Yes!*

Pāpāmoa Surf Life Saving Club is funded through donations and sponsorships. We need to raise approximately \$400,000 each season to deliver a safe and effective service to our rapidly growing community.

We have four sponsorship levels and are happy to work with you to find the right alignment for your business:

- **Platinum Sponsor = \$20,000**
- **Gold Sponsor = \$10,000**
- **Silver Sponsor = \$5,000**
- **Community Sponsor = \$3,000**

We recognise that sponsorship is a partnership. While ultimately the level of sponsorship that you choose will determine the level of exposure of your business, we are committed to promoting and supporting all the organisations that support us. Any commitment, large or small, is greatly appreciated and we will ensure that you gain the maximum benefit from your partnership with us. Please note that we cannot offer exclusivity for sponsorships.

For more information and to find the right fit for your brand please contact:

Nikki Heatley
Email: info@papamolifeguards.co.nz
Phone 07 542 2122 or 021 443 669
www.papamolifeguards.co.nz





Platinum Sponsor

Benefits to your business when aligning yourself as a Pāpāmoa Surf Life Saving Club Platinum Sponsor.

Branding – Connection – Visibility in the Community

- Advertising within the clubrooms and on the exterior signage boards.
- Your branding and logos will be printed on any equipment purchased using your sponsorship funds – artwork to be signed off by you.
- Media releases to coincide with any equipment purchased using your sponsorship funds.
- Your branding and logos will be printed on a vehicle – artwork to be signed off by you.
- One full day and evening complimentary hire of our level 1 function facility per year, plus one additional full day and night per year at 50% (this includes the Astrolabe Reef Bar and Motiti Lounge combined and two bar staff for 6 hours. Catering, drinks and special license, if required, are not included).
- Advertising opportunities for your business at Pāpāmoa carnivals.
- Acknowledging our partnership and a direct link on our website to your designated webpage.
- We will promote your business in our Club Member Newsletter (reaching 860+ members and supporters) and monthly Facebook postings with over 4k followers.
- Providing you with Pāpāmoa Surf Life Saving Club promotional material for your store so you can proudly display your partnership with us by displaying an honorary club competition beanie and a supporter's framed certificate.
- Alignment with the NZSLS brand and, of course, “your” local Pāpāmoa Surf Life Saving Club.

In addition, we would welcome the opportunity to create a tangible connection by:

- Coming and talking with your staff about the benefits of volunteering, with a focus on our Lifeguards and Patrol Support Crew and the fabulous work they do for our community.
- Inviting you to come along to our club breakfast and blessing of the beach and lifeguards on the morning of our first patrol.
- Inviting you to a sponsor recognition event during the season.
- Inviting you to share and celebrate our members' successes at our club awards evening.

A portion of all sponsorships are allocated to:

- Our Surf Sport Athlete Scholarship Fund which has been established to help assist with costs for those promising athletes who could be extended with further coaching or exposure to international competition.
- Developing Junior Surf coaches and officials.
- Coaching and instructing costs for athletes and lifeguards.
- Operating costs to ensure the smooth running of the overall club.

Your investment will be \$20,000 plus GST per annum for three years

Total investment = \$60,000 plus GST





Gold Sponsor

Benefits to your business when aligning yourself as a Pāpāmoa Surf Life Saving Club Gold Sponsor.

Branding – Connection – Visibility in the Community

- Advertising within the clubrooms and on the exterior signage boards.
- Your branding and logos will be printed on any equipment purchased using your sponsorship funds – artwork to be signed off by you.
- One full day and evening complimentary hire of our level 1 function facility per year at 50% off corporate rates (this includes the Astrolabe Reef Bar and Motiti Lounge combined and two bar staff for 6 hours. Catering, drinks and special license, if required, are not included).
- Acknowledging our partnership and a direct link on our website to your designated webpage.
- We will promote your business in our Club Member Newsletter (reaching 860+ members and supporters) and monthly Facebook postings with over 4k followers.
- Providing you with Pāpāmoa Surf Life Saving Club promotional material for your store so you can proudly display your partnership with us by displaying an honorary club competition beanie and a supporter's framed certificate.
- Alignment with the NZSLS brand and, of course, “your” local Pāpāmoa Surf Life Saving Club.

In addition, we would welcome the opportunity to create a tangible connection by:

- Inviting you to come along to our club breakfast and blessing of the beach and lifeguards on the morning of our first patrol.
- Inviting you to a sponsor recognition event during the season.

A portion of all sponsorships are allocated to:

- Our Surf Sport Athlete Scholarship fund which has been established to help assist with costs for those promising athletes who could be extended with further coaching or exposure to international competition.
- Developing Junior Surf coaches and officials.
- Coaching and instructing costs for athletes and lifeguards.
- Operating costs to ensure the smooth running of the overall club.

Your investment will be \$10,000 plus GST per annum for three years

Total investment = \$30,000 plus GST





Silver Sponsor

Benefits to your business when aligning yourself as a Pāpāmoa Surf Life Saving Club Silver Sponsor.

Branding – Connection – Visibility in the Community

- Interior advertising within our clubrooms.
- Your branding and logos will be printed on any equipment purchased using your sponsorship funds – artwork to be signed off by you.
- Acknowledging our partnership and a direct link on our website to your designated webpage.
- We will acknowledge your business in our Club Member Newsletter (reaching 860+ members and supporters) and in our Facebook postings with over 4k followers.
- Alignment with the NZSLS brand and, of course, “your” local Pāpāmoa Surf Life Saving Club.

In addition, we would welcome the opportunity to create a tangible connection by:

- Inviting you to come along to our club breakfast and blessing of the beach and lifeguards on the morning of our first patrol.
- Inviting you to a sponsor recognition event during the season.

A small portion of all sponsorships are allocated to:

- Our Surf Sport Athlete Scholarship fund which has been established to help assist with costs for those promising athletes who could be extended with further coaching or exposure to international competition.
- Developing Junior Surf coaches and officials.
- Coaching and instructing costs for athletes and lifeguards.
- Operating costs to ensure the smooth running of the overall club.

Your investment will be \$5,000 plus GST per year for three years

Total investment = \$15,000 plus GST





Community Sponsor

Benefits to your business when aligning yourself as a Pāpāmoa Surf Life Saving Club Community Sponsor.

Branding – Connection – Visibility in the Community

- Interior advertising within our clubrooms.
- Acknowledging our partnership and a direct link on our website to your designated webpage.
- We will acknowledge your business in our Club Newsletter (reaching 860+ members and supporters) and in our Facebook postings with over 4k followers.
- Alignment with the NZSLS brand and, of course, “your” local Pāpāmoa Surf Life Saving Club.

In addition, we would welcome the opportunity to create a tangible connection by:

- Inviting you to come along to our club breakfast and blessing of the beach and lifeguards on the morning of our first patrol.
- Inviting you to a sponsor recognition event during the season.

A small portion of all sponsorships are allocated to:

- Our Surf Sport Athlete Scholarship fund which has been established to help assist with costs for those promising athletes who could be extended with further coaching or exposure to international competition.
- Developing Junior Surf coaches and officials.
- Coaching and instructing costs for athletes and lifeguards.
- Operating costs to ensure the smooth running of the overall club.

Your investment will be \$3,000 plus GST per year for three years

Total investment = \$9,000 plus GST





Sponsorship Agreement

Company Name: _____

Sponsorship Level: _____

Start Term Date (for 3 years): _____

*See attached 3 year plan

Invoicing terms: _____

On behalf of _____ I _____
agree to the above sponsorship of Pāpāmoa SLSC. I am an authorised representative of
_____ and am able to agree on these terms on behalf of the company.

Signed: _____

Dated: _____

On behalf of Pāpāmoa SLSC, I _____, current Chairperson accept this
sponsorship and agree that Pāpāmoa SLSC will deliver what is detailed above.

Signed: _____

Dated: _____

