



Cockburn Power Boats Association (Inc.)

**SPONSORSHIP
PACKAGES
2018**

The Club

The Cockburn Power Boats Association (CPBA) was founded in 1961 at Clarence Rock in Henderson and was incorporated in 1963. CPBA relocated to its current site in 1981. The Club is located in the Department of Transport's Woodman Point Recreational Boating Precinct which is the busiest launching ramp location south of the Swan River.

The Club is a not for profit organization with our core objectives the promotion and encouragement of the use of recreational water craft powered by sail or engine and the exchange of knowledge to ensure members understanding and compliance with the regulations and laws applicable to recreational boating and safety at sea.

The Club boasts the following member benefits:

- 5 Club owned launching ramps
- Secure car/trailer parking
- 24/7 ice, bait 'n' tackle, showers and toilets
- Boat wash-down facility
- On-site boat hardstand storage
- Licensed two storey clubhouse with private and club functions
- Temporary wet pens
- On-site Caretaker/Bosun
- Fish cleaning station
- Volunteer sea rescue on site

Membership Profile

The Club has a diversified membership base of over 1,300 members actively involved in recreational boating comprising fishing, diving, cruising, sportfishing group and general boating. Club membership is growing. 47% of our members live within 10 kilometres and 67% within 20 kilometres of the Club. This high concentration is a very valuable statistic for local business considering partnering with the Club.

Social Events and Activity Groups

The Club holds a variety of functions and events for members. We also have a number of active sub sections including the "Sportfishing Group" and "Cruising Group". These sections provide additional sponsor potential in conjunction with their events, and to even further target an audience that is uniquely in touch with their favourite recreational pursuits.

Marketing Opportunity

We understand the necessity for business to maximise their limited marketing budgets to communicate with their target market. Our high concentration of recreational boating members provides a unique opportunity for our partners to communicate with a large group of people with specific interests in products and services revolving around all facets of recreational boating. By partnering with CPBA, you place your business in a unique position to target your market from a position of credibility.

Business Exclusivity

Business exclusivity is available for Gold Sponsors on payment of a premium agreed with the Club.



Sponsorship Packages

The following exciting sponsorship packages are available which provide a special combination of business benefits coupled with membership benefits which allow you to actively mix and engage with our members .

We understand each business has its individual needs and we are committed to work with you to maximise your benefits from our sponsorship packages.

Our three annual sponsorship packages are:

Club Sponsorship \$1,500 + GST

Club Sponsorship level includes the following benefits:

- One full CPBA Membership with all entitlements
- Logo on our web page with a link to your page
- Logo in each edition of our newsletter
- Sponsor profile in newsletter once per year
- Entry in our sponsors discount book
- Two sponsors/management committee networking functions annually
- Discount on room hire for functions and events
- Priority option to sponsor Club events
- Entry on sponsors board in bar

Silver Sponsorship \$2,500 + GST

Silver Sponsors will receive all the benefits of the Club Sponsor level and will also receive:

- An addition full membership with all entitlements (total of 2 memberships)
- Sponsor will be given naming rights for a specific Club event

The benefit of having naming rights for an event is extensive with all advertising and editorial for that event including your business name and logo which will increase your exposure to our members.

Gold Sponsorship \$4,000 + GST

Gold Sponsors will receive all the benefits of the Club Sponsor level and will also receive:

- Two additional full memberships with all entitlements (total of 3 memberships)
- Logo included on Club letterhead and e-mail signatures
- Advertisement included in each edition of the Club newsletter (1/2 page)
- Sponsor will be given naming rights for a specific Club event

The benefit of having naming rights for an event is extensive with all advertising and editorial for that event including your business name and logo which will increase your exposure to our members.



Sponsorship Acceptance

I/we hereby accept the opportunity of sponsoring the Cockburn Power Boats Association on the following level:

Club Silver Gold Sponsorship amount \$ _____ plus GST = \$ _____

Signed by: _____ Date: ___ / ___ / ___ Business name: _____

Address: _____ PC: _____

E-mail: _____ Phone: _____

Payment Details

Bank transfer to:

BSB - 066144 Account Number - 00901112

Please record your company name as a reference

OR

Please indicate Credit Card type: Visa MasterCard

Card number: _____ Expiry: ___ / ___

Name on card: _____

Please scan and forward this acceptance to:

Cockburn Power Boats Association

PO Box 7100, Spearwood WA 6163

Further details are available from our sponsorship co-ordinators:

John Tissott 0416 253 094

Rhyss Whittred 0400 122 878

Stephen Knight 0411 603 444

We will contact you when we receive this form and organize membership, logos, discount entry and company profile information.



**Cockburn Power Boats
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ABN 91 781 485 642

+61 8 9418 5868

admin@cockburnpowerboats.com.au

28 Jervoise Bay Cove Coogee 6166

PO Box 7100, Spearwood WA 6163

cockburnpowerboats.com.au