



# **Cockburn Power Boats**

## **Sponsorship Packages**

**2020-21**

**admin@cpb.org.au | 08 9418 5868**

**www.cpb.org.au**

# The Club



The Cockburn Power Boats Club (Cockburn Power Boats) was founded in 1961 and incorporated in 1963. The Club relocated to its current site in 1981 at 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 being the promotion and encouragement of the use of recreational water and the exchange of knowledge to ensure members understanding of 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
- ❖ Boat hardstand storage
- ❖ Licensed two story clubhouse with private and club functions
- ❖ Wet pens
- ❖ On-site Caretaker - security
- ❖ Fish cleaning station
- ❖ Volunteer sea rescue on site



## Membership Profile

The Club has a diversified membership base of 1,200 members actively involved in recreational boating comprising of fishing, diving, cruising, sail cruising, a fishing group and general boating. 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 'Fishing Group', 'Cruising Group', and 'Sail 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 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 Cockburn Power Boats, you place your business in a unique position to target your market from a position of credibility.

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## **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 Membership with all entitlements
- ❖ Logo on our web page with a link to your page
- ❖ Logo in each edition of our newsletter and electronic e-mail 'Club News'
- ❖ Sponsor profile in newsletter once per year
- ❖ Entry in our sponsors exclusive discount flyer
- ❖ Two sponsors/management committee networking functions annually. These events are important to attend as they provide an excellent opportunity for cross pollination of business activities
- ❖ Discount on room hire for functions and events
- ❖ Priority option to sponsor Club events
- ❖ Entry on sponsors recognition board in bar

### **Silver Sponsorship \$2,500 + GST**

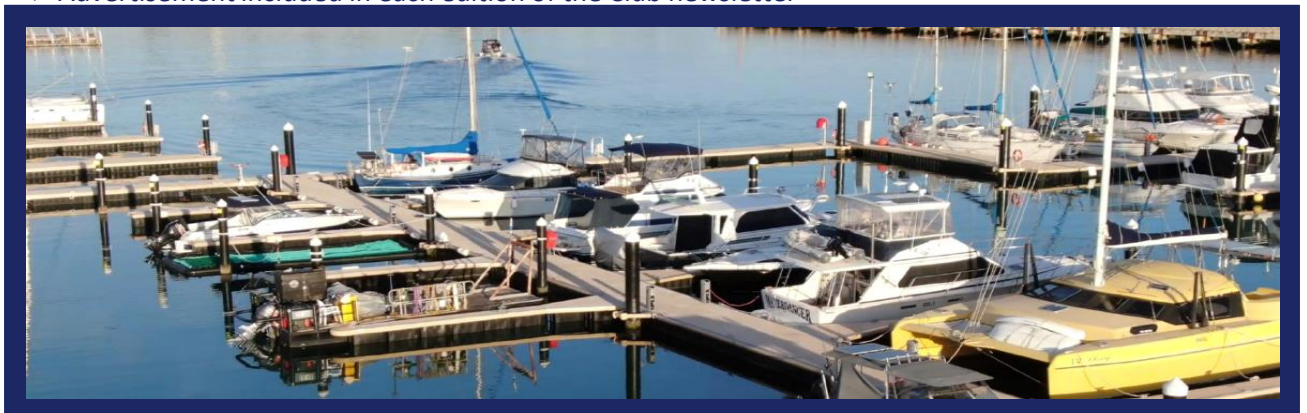
**Silver Sponsors will receive all the benefits of the Club Sponsor level and will also receive:** •

- ❖ An addition full membership with all entitlements (total of 2 memberships)

### **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



## Sponsorship acceptance

Business name: \_\_\_\_\_

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

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

Signed by: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Address: \_\_\_\_\_ PC: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### PAYMENT DETAILS

#### Bank transfer to:

BSB - 036 022 Account Number - 456249

Please record your company name as a reference

OR

Please circle Credit Card type:    Visa        MasterCard

Card number: \_\_\_\_\_    Expiry: \_\_ / \_\_

Name on Card: \_\_\_\_\_

**Please contact the Club office on 9418 5868 or a sponsorship co-Ordinator to assist you**

#### In finalizing your acceptance.

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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