Sponsorship Pack

Sponsorship Deck SHOWCASE

Company: Rosebud and McCrae Lifesaving Club

The club was founded in 1962. At Rosebud & McCrae Lifesaving Club, safety is not just a duty; it's a passion that drives us to be ever-vigilant and proactive in safeguarding the lives of those who seek enjoyment and solace in our beautiful waters.

Thank you for the opportunity

We appreciate the opportunity to provide our sponsorship proposal.

We at the Rosebud and McCrae Lifesaving Club are thrilled at the prospect of collaborating with your esteemed organization. Your support can transform lives and contribute to a safer community. By partnering with us, you not only enhance your brand's visibility but also become an integral part of our club's growth journey. Your sponsorship will empower us to provide vital training, equipment, and outreach programmes, fostering a stronger, safer community. Together, we can make Rosebud and McCrae Lifesaving Club a vibrant hub, enriching the lives of our members and extending our impact. We appreciate the opportunity to present our vision and eagerly anticipate the positive impact we can create together.

Benefits

Joining the Rosebud and McCrae Lifesaving Club offers an unparalleled opportunity for your organisation to align itself with a thriving community committed to safety and well-being. With over 150 dedicated members, our club provides an extensive network for brand exposure. Annually, we welcome 35,000 beach visitors, creating a significant audience for your sponsorship visibility. As a sponsor, you'll not only support vital lifesaving efforts but also gain recognition as a community-centric organization. Your brand will be prominently featured in our events, communications, and outreach programmes, ensuring a positive association with our engaged and active membership. Partner with us to make a lasting impact and enhance your brand presence within our vibrant community.

Youth Participation

Through sponsorship, Rosebud and McCrae Lifesaving Club will empower youth engagement by enhancing education and expanding our Nipper programs. Your support fosters a safer community by instilling life-saving skills and values in the younger generation, creating a resilient and cohesive community for years to come.

Tax and Club Charity Status

In addition to the meaningful community impact and brand visibility, partnering with Rosebud and McCrae Lifesaving Club provides your organisation with the added benefit of contributing to a registered charity. As a charitable organisation, we hold tax-exempt status, allowing your sponsorship contributions to be tax-deductible in Australia. Your support not only fosters a safer community but also aligns with your corporate social responsibility goals. By investing in our lifesaving initiatives, you leverage the opportunity to make a positive difference while optimising tax benefits.

Join us in our commitment to community safety, and together, let's create a lasting impact while maximising the advantages of charitable giving.

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160+ Members

55+ Nippers

35,000 Visitors

65+ Community events

Where we are different

- ✓ No Payroll Overhead: With no one on payroll, every cent donated directly fuels the club's endeavours, ensuring maximum impact on lifesaving programmes, equipment, and community initiatives.
- ✓ Local Community Investment: Approximately 80% of our members are local residents, ensuring your sponsorship directly supports and stays within the community, contributing to its well-being and safety.
- ✓ High Member Retention: Our club boasts one of the state's highest retention rates, indicating a strong sense of belonging and commitment among members. Your sponsorship aligns with a community that values and sticks around for the long haul.

What we are proud of

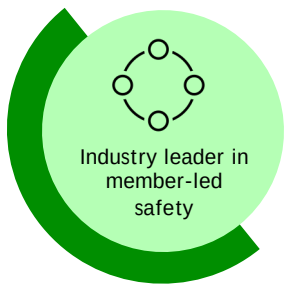
- ✓ Patrolling: Ensure beach safety through dedicated patrols. Sponsorship saves lives, educates on water safety, and fosters a secure, enjoyable beach.
- ✓ Nippers: Sponsorship fuels our Nippers programme, nurturing kids' love for the beach, teaching safety skills, and creating lasting friendships.
- ✓ Competition Team: Support our competition team in sports excellence, beach safety advocacy, and inspiring a secure beach experience. We have won national titles before and plan to keep aiming for that.
- ✓ Community Engagement: Join our club! Support diverse gatherings, foster a thriving local presence, and build a close-knit seaside community.

How Rosebud and McCrae can help you

Why should you partner with us?

With extensive experience in community engagement, our club excels at fostering meaningful connections. We've become a community hub, promoting diversity, organising engaging events, and ensuring a welcoming atmosphere. Through our initiatives, we've built lasting bonds, making us a trusted leader in leveraging community involvement for a vibrant, united neighbourhood.

60+ years — **Experience working with our local community**



As an industry leader in member-led safety, our club takes pride in an impeccable safety record. With a vigilant community, we've achieved zero injuries and, more importantly, zero drownings. Our commitment to comprehensive training, state-of-the-art equipment, and a united membership ensures a secure environment, making us a beacon of safety excellence in the industry.

Best in class — **Pristine safety reputation**

We pride ourselves on tailoring each sponsorship to align with your specific goals and aspirations. Our commitment to understanding your unique objectives allows us to customise partnerships effectively. Whether it's in the realm of collaborative transformation or lifesaving initiatives, we ensure a personalised approach that maximises the impact and value of your sponsorship.

5+ years — **Average length of our member's tender**

Leverage the greatness of our club's location and facilities through sponsorship rights. Your brand can capitalise on prime exposure in a vibrant coastal setting, showcasing your commitment to community safety. Utilise our versatile facilities for exclusive events, aligning your image with excellence in a picturesque environment. Partner with us to unlock the full potential of our unique club, providing a valuable platform for your brand to thrive.

ONLY CLUB — **Exclusive beachside club with facilities and parking access.**

Our sponsorship levels and the benefits

	Major	Gold +$1,000	Silver +$500	Bronze +$250
On Site				
Your logo will go on the sponsorship wall (inside)	✅	✅	✅	✅
Club access (Family membership included)	✅	✅	✅	
Logo on noticeboard outside club	✅	✅		
Welcome merchandise	✅	✅		
Media				
Logo on website	✅	✅		
Partnership post on socials	✅			
Events				
Logo display at Nippers events	✅			
Logo displayed at movie nights	✅			

Our members extend their gratitude for your time and eagerly anticipate seeing you soon.

See You At The Beach