



Sponsorship Program Flinders Yacht Club 2008 - 2009

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www.flindersyc.com.au

Benefits of Becoming a Flinders Yacht Club Sponsor



Benefiting the Community

Becoming a sponsor of the Flinders Yacht Club represents a positive contribution to the community. The initiatives identified in this brochure include a Youth Sailing Program to build positive skills and self-confidence in local youth that will last a lifetime. The Rescue Boat Support initiative will help to save lives, and provide a level of security for the local sailing community. The Clubhouse Facilities Upgrade will help create a venue for private events and additional operating revenue for the Club's programs.

The Yacht Club is located on Kennon Cove, a historic, unspoiled spot, separating Western Port from Bass Strait that sits under the protective shadow of Gunnery Head. The Club helps to provide a safe and low impact community use of this water, as well as being active in its preservation. Sponsors can help to continue this tradition by supporting the programs in this brochure.

Sponsors will have the unique ability of associating their name with this very positive and visible endeavour.

Demographic Profile

Flinders and the surrounding communities represent a highly desirable demographic profile. Sponsorship partners of the Flinders Yacht Club will have a unique opportunity to expose and reinforce their brand image to this highly desirable market segment.

Becoming a Sponsorship Partner

There are four levels of sponsorship listed on the following tables. We will work with our sponsors to ensure that our partnership initiatives meet their needs. We are flexible and willing to customise the sponsorship opportunities to ensure a good fit for both parties, including donations in-kind.

Contact Us

Flinders Yacht Club
Peter Dawson, Commodore
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Sponsorship Levels & Benefits



	Premier	Gold	Silver	Blue
Sponsor Categories	\$30,000 over 1-3 yrs	\$5,000 pa or in-kind donation	\$1,000 pa or In-kind donation	\$500 pa or In-kind donation

Program Exposure & Other Benefits	Premier	Gold	Silver	Blue
Ad in Monthly Newsletter	✓	✓	✓	✓
Certificate of Appreciation	✓	✓	✓	✓
Promotion at Awards Presentation	✓	✓	✓	✓
Guest (2) at Commodore's Cocktail Party	✓	✓	✓	✓
Name on Clubhouse Wall	✓	✓	✓	
Logo on Rescue Boat	✓	✓	✓	
Ad on Club Website	✓	✓	✓	
Profile in Club Newsletter & Website	✓	✓		
Branding Rights on Training Boat & Sail (Your Racing Team)	✓	✓		
Name on Rescue Boat	✓	✓		
Plaque of Appreciation	✓	✓		
Branding Rights on Training Program & Fleet (Your Fleet)	✓			
Name on Trophies and FYC Sailing Shirts	✓			
Yacht Club Social Membership & Invitation to Events	✓			
Single Use of Clubhouse for Private Event	✓			
Name on Fleet Trailer	✓			

Junior Sailing Sponsorship



The Junior Sailing Program

The Club has members who began sailing at age eight, and fifty years later are still enjoying the sport. The Flinders Yacht Club is very much a family oriented sailing club, with two and three generations of sailors learning from each other.

Junior sailing is a highly effective way of teaching youngsters self-confidence, dealing with unexpected challenges, cooperation, planning, safe water skills, and a host of other positive lifestyle behaviours.

The Junior Sailing School is a highlight of the season, with professional instructors, advanced junior mentors, and the kids have their own races and trophies. This program attracts a growing number of young sailors and parents – typically 20-30 new young sailors each season.



Sponsorship Opportunities

Because of the growing demand for the junior sailing program, the Club no longer has an adequate number of small dinghies to accommodate the need.

Over the coming year the Club has a plan to acquire a small fleet of training dinghies to meet this need.

The Club is providing an opportunity for organisations and individuals to support this program. In addition to the satisfaction of having helped the young sailors, there is also a strong naming benefit. The name and logo of the sponsor for a particular boat(s) will be proudly displayed on the boat and the sail, providing a strong visual recognition of the donor and their brand for years to come.

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Rescue Boat Support Sponsorship



Rescue Boat Program

All Victorian and Australian yacht clubs are required to have an adequate number of rescue boats, with trained operators in the water during races. The boats are used to help any sailors in distress, and are in continual radio contact with the race control tower during races. Assistance may involve life saving, towing swamped boats back to shore and monitoring for any hazards in the water.

In addition, the boats are often used during training events to observe sailing students and advise them how to improve their techniques.

Rescue boat operators are required to be trained and certified by the State of Victoria to ensure that an appropriate level of competence is maintained. They are also required to be familiar with the marine radio protocols.

Flinders Yacht Club has a very good record in this regard and the operators are regularly needed to help monitor races as well as provide assistance to boaters.

Sponsorship Opportunities

The Yacht Club has two rescue boats. Both are now reaching the end of their useful life as rescue boats, and the Club is in the process of replacing them from donations by members and a matching contribution from the State.

The Club is providing an opportunity for sponsors to help provide funding support for trailers and other related equipment associated with the rescue boats.

For major sponsors of this program, there is a strong naming/branding benefit. The name and logo of the major sponsors will be proudly displayed on the boat, providing a strong visual recognition of the donor and their brand.

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Clubhouse Facilities Sponsorship



Facilities & Function Program

The Flinders Yacht Club is continually challenged to build its revenue to adequately provide the services needed. Many of the services are provided on a voluntary basis by members. However, there are still many expensive ongoing requirements, including acquiring new training boats for junior sailors, purchasing replacement rescue boats, building upgrades and maintenance, boat repairs, sea wall repairs, road maintenance, etc.

To meet these financial needs, membership dues income is not adequate. The Club therefore plans to promote its facility as a unique venue for meetings, private business events, weddings, and other functions as a new revenue source.

The Club is in a uniquely beautiful, private location overlooking Westernport Bay and Philip Island, and an ideal venue for private events. We know that there is a demand for this service at the Club. However, we need to procure basic meeting and kitchen equipment in order to be able to deliver this service at a competitive level.



Sponsorship Opportunities

The Yacht Club needs audio visual equipment, and other standard meeting materials. The Club also needs to have its refrigerator, dishwasher, and kitchen counter replaced.

The Club is providing an opportunity for organisations and individuals to support this program.

Sponsors of this program, will be provided naming/branding benefits. The name and logo of the major sponsors will be displayed and promoted providing a strong visual recognition of the donor, their brand and contribution to FYC for years to come.

Contact the Yacht Club Commodore to see how you can take advantage of this opportunity.

Contact Us

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