

TamaCloey

2.5km Cliff-Side Odyssey



SPONSORSHIP PROSPECTUS 2011

Proudly Supporting



BLACK DOG INSTITUTE

On behalf of Tamarama and Clovelly Surf Lifesaving Clubs it is our privilege to invite you to sponsor the 2011 *Tama2Cloey 2.5km Cliff-Side Odyssey*.

Tamarama and Clovelly surf clubs have been providing an invaluable lifesaving service to the local community for over 100 years now, and this is your chance to contribute your support to the community by ensuring these clubs are able to function effectively in the future. Sponsorship monies raised from the event contribute directly to the purchase of new life saving equipment and the maintenance/upgrading of club facilities. With your support we will be able help ensure that 'no lives are lost' at these beaches for many years to come.

This year through registrations our swimmers are helping to raise money and awareness for the Black Dog Institute. Exercise is a great way to lift mood and relieve some symptoms of depression. The Black Dog Institute is an educational, research, clinical and community-orientated facility offering specialist expertise in mood disorders.

Event Overview

The *Tama2Cloey - Cliff Side Odyssey* is one of the newest events on the NSW ocean swim calendar, and already it is proving to be one of the most popular. In 2010 our swim attracted a field of over 792 registered swimmers, increasing from just over 600 in 2009. This year we expect another increase in registrations and hope to attract 1,000 swimmers to take part on race day.

The 2.5k course begins at beautiful Tamarama Beach, with the swimmers navigating a route south across Bronte Beach and along the spectacular Clovelly cliffs. Competitors then swim around Shark Point, before turning for the finish line at Clovelly Beach.

The Swim is a vibrant community and family event, with the new coastal walk providing family and friends a unique opportunity to follow their swimmers right through to the finish line at Clovelly. A live band, BBQ and refreshments will be available at the Clovelly SLSC for all of the swimmers, friends and families. Both clubs are committed to providing a fun and safe event, whilst offering up their facilities and hospitality to the swimmers and their families throughout the day.

The swim represents a tremendous promotional opportunity for all manner of businesses and organisations. We expect the event to receive extensive coverage through various media channels. In becoming an official sponsor of our event, your brand will deliver a clear message of active support to the local community. Your brand will align with an iconic Australian community and family event, whilst promoting a 'keep fit and healthy' lifestyle.

A number of sponsorship categories are available. Please see below to find an investment level to match your budget.

Your support of our community event would be highly valued and appreciated.

Kind regards,
Joel Turner (Race Director)

Event Details

Dates & Times: Sunday, 6th March 2011; Start Time: 10am.

Location: Tamarama and Clovelly SLSCs.

Attendees: Approx. 1,000 swimmers, along with family and friends. Total crowd attendance for the day: 2,000+.

2010 Attendance Profile:

- Overall gender split was 71% Male & 28% Female.
- Of the Male entries 75% were aged 19 – 49 years.
- Of the Females entries 86% were aged 19 – 49 years
- The largest age category for both males and females was 30-39 years, making up 33% of males and 36% of females.

Target Audience

Based upon an analysis of the 2010 attendance list, our recruitment, media and promotional campaign will be aimed directly at the following demographic profiles:

1. Sporting and swimming enthusiasts - people who exercise regularly and maintain a keen interest in a 'keep fit and healthy' lifestyle.
2. High income males and females, aged 18 - 35, single or married, *without* kids. Have high level of disposable income. Health conscious individuals who are brand aware, allocating a considerable amount of expenditure on nutritional, lifestyle and fitness orientated products and services.
3. Males and females aged 25 - 49, single or married, *with* kids. These are likely double income households, where parents and siblings are active across a variety of sporting disciplines. Again a sizeable proportion of household income is allocated toward lifestyle/fitness products and sporting pursuits.
4. Males and females under 19, living in the Sydney coastal suburbs, high levels of sporting activity and interest. Are highly brand aware and strong decision makers in terms of what sporting and lifestyle products and services are purchased within the household.
5. Males and females aged 50 – 65+, living in the Sydney and coastal area, continually active from a lifestyle, sporting and community perspective.

Media Support & Public Relations

Based upon target market research, we have created a media plan that will generate interest in and awareness of the 2011 *Tama2Cloey – 2.5K Cliff-Side Odyssey* while specifically targeting our key markets.

The publicity strategy for our 2011 swim comprises of;

- Scheduled media alerts to the local press
- Targeted email broadcasts to last year's swimmers
- Promotional of the event on the [oceanswims website](#) as a 'featured swim'
- Promotional emails to the oceanswims.com distribution list
- Posters and pamphlet distribution locally and at key ocean swims around Sydney
- Regular updates on the dedicated [Tama2Cloey website](#)
- Our 2010 swim, attracted: 680 swimmers pre-registered online for the swim, and another 112 on the day (an increase of over 40% from the previous year's event).

Last years swim attracted significant media attention, including;

- Pre-media activity saw the swim publicised in The Beast, the Wentworth Courier, Aquabumps, TimeOut Sydney and on Facebook.
- On the day itself the swim received wide coverage online, on television, with Channel 7, 10 & ABC news reporting on the swim.
- Live radio interviews were also given to 2GB and 702 (radio national).
- The swim was reported as a lead story on SMH online, on the back page of Tuesday's Sydney Morning Herald, in the Telegraph, and throughout MSN online, and numerous other online papers.
- Local newspapers as far afield as Port Augusta and Perth ran stories on the swim.
- A TV documentary crew from the UK also filmed the event to document the importance of ocean swimming as part of Australian national culture.

Race organisers again expect increased media interest in the race due to the spectacular scenery of the Clovelly cliffs and white beaches fringing Sydney's most exclusive beachside suburbs; with this background and the iconic trail of swim caps making their way to Clovelly assures great imagery from a promotional perspective.

Here are some comments from people who swam last year:

"This was a real ocean swim. It had everything: nasty break at the start, tossing turbulent sea in the middle, shark scares, and a truculent finish over the bar at Cloey into the cradle of ocean swimming in Stray'a, by Tom Caddy's Steps." Oceanswims.com

"This swim was definitely one for the memories, even before the shark news came out. After the picturesque swim at Manly last week, this one was a real ocean swim. Rips, rocks, swell and all sorts of things in the water." Anonymous

Tax Deductible Gifts

Tamarama and Clovelly Surf Life Saving Clubs both hold Deductible Gift Recipient (DGR) Status endorsed by the Australia Tax Office. An organisation or individual who makes a gift to the club/s in the form of cash or trading stock via sponsorship or donation may claim a tax deduction for that amount in most circumstances. If this is important to you or your organisation please ensure you confirm with your tax adviser before making a gift.

Sponsorship Categories

Supporting the event through cash or product sponsorship will assist in meeting the immediate costs of running the event and provide funding for essential equipment, premises and life saving services provided by both SLSC clubs.

Platinum Sponsorship: (Exclusive Naming Rights)

This premium sponsorship opportunity is for exclusive naming rights to the 2011 Tama2Cloey – 2.5km Cliff-Side Odyssey. It will also provide the following key benefits:

- Exclusive naming rights to the swim on the [official swim website](#) as well as in all media and promotional material utilised to promote the event. This includes pamphlets, posters, race merchandise, banners on club houses, emails sent to past participants and all emails being sent to subscribers of [Oceanswims.com](#)
- Availability for sponsor to sell and promote products at a stall located at the swim (Tamarama or Clovelly).
- Verbal thanks in the post-race speeches/award ceremony
- Direct access to more than 2,000 sporting and swimming enthusiasts, who are health conscious, exercise regularly who are enthusiastic about a healthy and active lifestyle
- Logo and name inclusion in post-event media materials which will be sent out to media following the swim
- Logo and Name inclusion pre-press promotion which includes media alerts, press releases & emails to competitors
- Category Exclusivity
- Availability to provide all swimmers with company branded product/sample bag
- Link to the sponsors website from the Tama2Cloey swim website
- Link to the sponsors website in any emails being sent out to competitors
- Sponsor name/logo on all rigging for start/finish line.
- Sponsor name/logo swim on all participant swim caps.

Investment required:

1 year: \$15,000 - 20,000

Note: Multiple year sponsorships available on request.

Gold Sponsorship: (Major sponsors)

This is a highly visual sponsorship opportunity, with the possibility for single or multiple sponsors. Sponsorship includes the following;

- Sponsor name present as a 'major sponsor' across all media and promotional activities; including [official swim website](#), promotional material (pamphlets & posters), race merchandise, banners/flags on the day, participant emails as well as emails being sent to subscribers of Oceanswims.com
- Direct access to more than 2,000 sporting and swimming enthusiasts, who are health conscious, exercise regularly who are enthusiastic about a healthy and active lifestyle
- Category Exclusivity
- Availability to provide product samples to all swimmers
- Link to the sponsors website from the Tama2Cloey swim website
- Logo included in any emails being sent out to competitors
- Ability for sponsors to establish branding and presence on race day (flag/banners/product give aways etc).

Note: Given the objective of the sponsorship drive is one of fundraising; the organisers are open to multiple sponsors residing in this category.

Investment required: \$3,000+

Product Sponsorship: (Minor sponsors)

This is a highly visual sponsorship opportunity, with the possibility for multiple sponsors. Sponsorship includes the following;

- Direct access to more than 2,000 sporting and swimming enthusiasts, who are health conscious, exercise regularly who are enthusiastic about a healthy and active lifestyle
- Presence on the day to distribute and promote product.

Investment required: Product

Note: this category has been designed to limit capital expenditure for the event. Only products which can be used to contribute to the viability of the race will be considered. These products include; swim caps, sunscreen, food & drinks for participants, prizes for event winners/participants etc.