



SPONSORSHIP PROPOSAL

The Ultimate Fishing Event

24 - 27 SEP



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GOLD COAST FLATHEAD CLASSIC



The Ultimate Fishing Event



Three decades of fishing fun and excitement – it's something worth celebrating!

Over the years, the Gold Coast Flathead Classic has become a highlight for anglers all around, drawing folks from near and far to test their skills against the mighty Flathead of the Gold Coast Broadwater.

It's not just about the competition; it's about the friendships formed, the stories shared, and the love we all have for fishing.

As we mark this special anniversary, it's a chance to reflect on all the amazing moments this event has given us – the epic catches, the nail-biting competitions, and the unforgettable memories made along the way.

So, here's to the Gold Coast Flathead Classic and the wonderful community it's brought together over the years. Let's make the 30th edition one to remember, filled with laughter, camaraderie, and of course, plenty of big catches!



MEDIA



The four-day event is promoted through a multi-format advertising plan, including platforms such as Instagram and Facebook, radio, television, newspapers/magazines, fishing publications, and various digital assets.

SOCIAL MEDIA

Using a mix of social media platforms we are able to engage an impressive audience of over 1 million people, with our content reaching over 1.6 million individuals and generating over 2.3 million impressions.



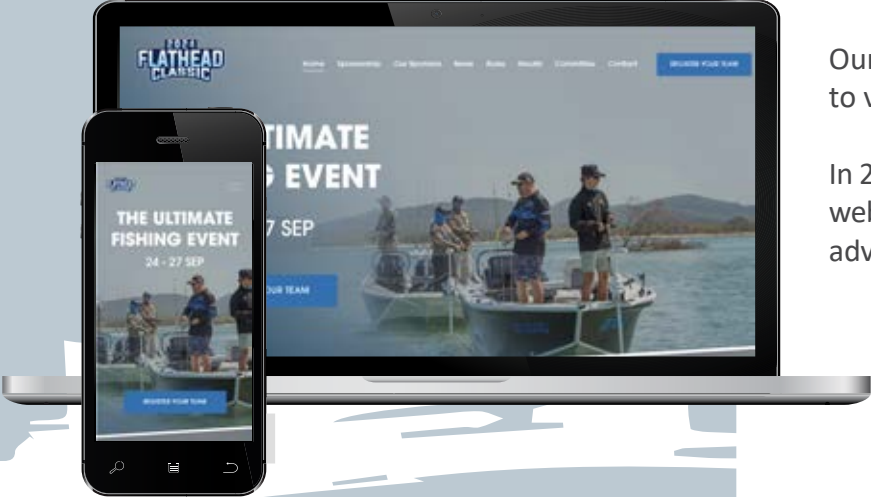
In 2024, we will be adding to our mix of social platforms with content strategies in the works for LinkedIn and TikTok.



WEBSITE

Our website also serves over 65,000 page views to visitors.

In 2024 we will be releasing a new Flathead Classic website, keeping us upto date with technology and advancing our sponsorship promotional offerings.



TELEVISION

Channel 9 and Channel 7 Weather segments air from the precinct during the event.



RADIO

Local radio coverage through Hot Tomato



EVENT REACH



We have a fantastic location in the Northern precinct of the Broadwater Parklands, Southport.

Our site is highly visible with a great event domain that includes a stage, visible promotions, and awesome entertainment. Along with this, we have a dedicated four-lane boat ramp and pontoon available for use.

Additionally, our location provides extensive exposure to a high level of street traffic as we are conveniently located adjacent to the Gold Coast Highway at Southport.

ANGLER PROFILE

In 2023, around 680 anglers participated in the Flathead Classic, with this data representing a broad mix of anglers, from first-timers to pros.

The most popular age groups among the participants are males aged 25-44.

Anglers travel from as far away as Darwin and Tasmania to attend this event, providing a significant boost to the local community and sponsors' exposure.





PRIZES AND TROPHIES

All major prizes are awarded on a random lucky draw basis.

There is also a wide selection of category trophies on offer.

The event includes daily fun comps, entertainment and trade stands.

Each competitor receives evening meals, tournament team bags, tournament shirts as well as a chance to win part of 400K worth of random prizes.

GEOGRAPHY

- Brisbane
- Gold Coast
- Sydney
- Melbourne
- Newcastle
- Toowoomba
- Sunshine Coast
- Bundaberg
- Hervey Bay
- Perth

SPONSORSHIP



OFFICIAL PARTNER

MAJOR PRIZE

ULTIMATE CATEGORY

DIAMOND

PLATINUM

GOLD

SILVER

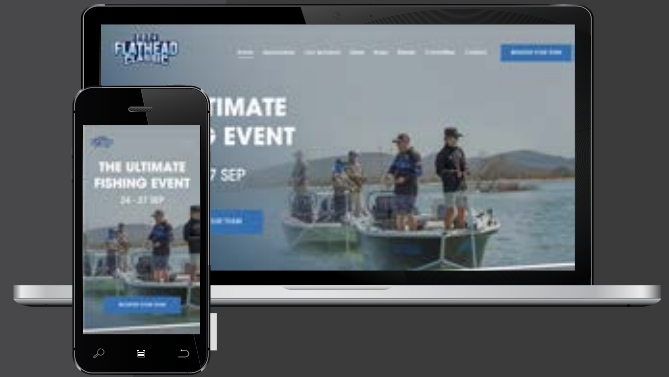
BRONZE

Join us in 2024 as a sponsor for the Gold Coast Flathead Classic and help make this iconic fishing tournament even more memorable for anglers and enthusiasts alike.



OFFICIAL PARTNER SPONSORSHIP

Exclusive Single Opportunity \$40,000 +



EXPOSURE

Across all our digital platforms

The Official Partner offers an excellent opportunity to expose your brand to over 1 million people in 2024/25.

Your branding will be featured prominently on the front and back of over 650 tournament shirts, signage throughout the event and links across social media and website platforms for all of 2024 and part of 2025.



Brand/logo front cover of our exclusive Flathead Classic Magazine



2x full page advertisements in our exclusive Flathead Classic magazine



Prominent position trade/ promotional stand/display



Brand/logo included in digital advertising for the event.



Website news/blog (2-3)



Social Media - Up to 2 posts per week (6 weeks prior to the event and 4 weeks after the event. With General social media inclusion outside this period.)



3 x 3 person team + 2 non-fishing VIP entries (includes meals & shirts)



Let's discuss how we can tailor your sponsorship to better promote your business.

MAJOR PRIZE SPONSORSHIP

Exclusive Single Opportunity \$30,000 +



The Major Prize sponsorship is an excellent opportunity to expose your brand to a targeted audience.

In the past, this sponsor has commonly been taken up by boat brands or marine dealerships to push local sales and service. This opportunity sees great exposure leading up to, during and post event with full access use of the events database, social media and club night events.



Brand/logo will feature prominently on the front and back of tournament shirts.



2x full page advertisements in our exclusive Flathead Classic Magazine



Trade/promotional stand/display



Brand/logo included in digital advertising for the event.



Website news/blog (2-3)



Social Media 1 post per week. (6 weeks prior to the event and 4 weeks after the event. With General social media inclusion outside this period.)



2 x 3 person team +
2 non-fishing VIP entries
(includes meals & shirts)

SIGNAGE

Your branding prominently displayed on event signage.



PROMOTION

Pre and post event promotion



Let's discuss how we can tailor your sponsorship to better promote your business.

ULTIMATE CATEGORY SPONSORSHIP

Individual Opportunities \$16,500 +



The Ultimate Category Sponsor gives individual opportunities for key brands to showcase their products to a targeted audience.

As an example of previous Ultimate Category Sponsors, one brand in each category like; eyewear, apparel and electronics, etc. are showcased.



SWITCHBAIT

Apparel Partner



Brand/logo will feature prominently on tournament shirts.



Brand/logo front cover 1 1/2 full page in our exclusive Flathead Classic Magazine



Trade/promotional stand/display



Pre and post tournament promotion.



Brand/logo included in digital advertising for the event.



Website news/blog (1-2)



Social Media (Up to 10 posts)



2 x 3 person teams



CLUB MARINE

Insurance Partner

XXXX BEER

Beer Partner



Let's discuss how we can tailor your sponsorship to better promote your business.

DIAMOND SPONSORSHIP

\$12,500



Logo on tournament shirt
(2 logo limit)

1 Full page ad &
1/2 page editorial

Brand/logo included in
sponsorship list

Trade/promotional stand
(6x3 max)

Branding/promotional material

Website news/blog (1-2)

Social Media Posts (Up to 7)

2 x 3 person teams

PLATINUM SPONSORSHIP

\$10,000



Logo on tournament shirt
(2 logo limit)

1 Full page ad

Brand/logo included in
sponsorship list

Trade/promotional stand
(3x3 max)

Branding/promotional material

Website news/blog (1)

Social Media Posts (Up to 5)

1 x 3 + 1 x 2 person teams

GOLD SPONSORSHIP

\$7,000



Logo on tournament shirt
(1 logo limit)

1/2 page ad

Brand/logo included in
sponsorship list

Trade/promotional stand
(3x3 max)

Branding/promotional material

Website news/blog (1)

Social Media Posts (Up to 3)

1 x 3 person teams



GOLD SPONSOR
Anaconda

HOLIDAY
Freedom Adventures

SILVER SPONSORSHIP

\$4,000



Logo on tournament shirt
(1 logo limit)

1/4 page ad

Brand/logo included in
sponsorship list

Website news/blog (1)

Social Media Posts (Up to 2)

1 x 2 person team

BRONZE SPONSORSHIP

\$2,000



Logo on tournament shirt
(1 logo limit)

1/8 page ad

Brand/logo included in
sponsorship list

Website news/blog (1)

Social Media Posts (Up to 2)

1 free angler

EVENT DAYS BEVERAGE PACKAGE



As part of your sponsorship,
during the event you are able to
take advantage of our beverage
packages.

Your package is based off your
sponsorship level and offers
you a specific number of drinks
per transaction per night.

As a requirement of this package
you will need to present at the
bar to order and collect your
drinks.

This new offering is part of our
responsible service of alcohol
guidelines.

GEAR

Show Bag Fillers



PLEASE NOTE!

Marketing materials (stickers, hats,
collateral etc.) are most welcome
but are not counted towards
sponsorship RRP \$ commitment.

Free Team entries include meals
and shirts et. If team places are not
being used these may be taken as
meals for attending sponsors, but
you must let us know for catering
purposes.

EVENT HUB



Located at the Northern end of the Broadwater Parklands, on the beautiful Gold Coast, the Flathead Classic site features a 4 lane boat ramp and a 30 metre long jetty, with a 6 metre wide landing pontoon directly on the Broadwater.

Featuring some 100 car and trailer parks plus additional parking allocation during our event, access and parking is very easy.



MARKETING & PROMOTION

As a sponsor of the 2024 Gold Coast Flathead Classic, you are able to take advantage of our promotional platforms.

Our event evolves each year, and so does our promotional reach. Our event has a vast targeted audience, with a reach of over 1,600,000 people in the lead up and during the event.

Depending on your level of sponsorship you will be able to take advantage of our promotional platforms, this allowing you to promote your business and connect directly to our audience.

To assist us in promoting you can you please send us;

For us to help promote your social media pages we encourage you to use our social tags:

@Gold Coast Flathead Classic or #2024GCFC

We will endeavor to share all relevant content in a timely fashion.

**Content sharing is a great way to get more exposure to your social pages, however, please note that the sharing of content will still depend on your level of sponsorship and volume will be at the discretion of event organisers.*

If you are running a competition or launching a product in the lead up to or during the 2024 Gold Coast Flathead Classic, please let us know so we can assist with promotion.

For any further information, please don't hesitate to contact us at;

media@goldcoastsporfishingclub.com.au

1 A HIGH-RESOLUTION COPY OF YOUR LOGO, IN PNG OR PDF.

2 3-4 HIGH-RESOLUTION IMAGES OF YOUR BRAND/ PRODUCTS AND/OR OFFERING.

3 200 - 300 WORDS HIGHLIGHTING YOUR BRAND/ PRODUCTS AND/OR OFFERING.



2024 Gold Coast Flathead Classic Sponsorship Acceptance Form

Event Dates: 24th to 27th September

** This must be submitted to activate sponsorship and confirm your commitment. To be included in shirt design, sponsorship must be formalised and logos submitted by: Thursday June 27th 2024*

RETURN FORM AND LOGOS TO:

P.O. Box 368, Southport Qld

sponsorship@goldcoastssportfishingclub.com.au

Sponsorship Contact: Mitch Sartori

_____ (Business/company name please select the name you wish to have promoted) would like to be involved in the 2024 Gold Coast Flathead Classic as a _____ (include level) Sponsor.

We commit to providing _____ (products, services, cash etc.) Which has a Retail Value of _____

Our contact person is _____

Phone: _____ Email: _____ Fax: _____

IMPORTANT, PLEASE READ AND UNDERSTAND WHAT IS REQUIRED FROM YOU FOR PROMOTIONS.

- We, _____ (INSERT SPONSOR) commit to organising shipment of supplied goods or delivery to the Gold Coast Sportfishing Club or other organised address by: **Friday 13th September 2024.**
- We will provide high resolution JPG, PNG and or PDF files of business or product logos asap to be included in promotions etc. As per sponsorship level.
- We will supply brochures, stickers, collateral for inclusion in the tournament bag. (Not included in sponsorship value) **(Please circle) Y/N**
- We will take up the opportunity to have a trade stall within the tournament precinct. (If applicable to sponsorship level). **(Please circle) Y/N**
- We would like to enter a team/s as per sponsorship level and understand that we need to complete a tournament entry form. (Attached as separate document).
- We are not entering a team but would like to attend the event and will require meals as per sponsorship level (i.e. the same number as teams) **(Please circle) Y/N**

We accept the opportunity of being a _____ (package level) 2024 Gold Coast Flathead Classic and understand the package inclusions available.

Signed _____ Date _____

We accept and understand the new beverage package restrictions and requirements based on the responsible services of alcohol guidelines.

Signed _____ Date _____

UPDATE ACCOUNTS DETAILS

Accounts contact person is _____

Phone: _____ Email: _____ Fax: _____

Sponsorship level is a RRP value and your sponsorship can be in the way of product, services etc. and does not require a cash commitment. Marketing materials (stickers, hats, collateral etc.) are most welcome but are not counted towards sponsorship RRP \$ commitment.