

2019 FLATHEAD CLASSIC

**THE ULTIMATE
FISHING EVENT**



**1ST - 4TH OCT 2019
SPONSORSHIP
PROPOSAL
GOLD COAST | QLD**



EVENT SNAPSHOT

- SNAPSHOT
- SPONSOR OPPORTUNITIES
- EVENT LOCATION
- SPONSOR PROMOTIONS
- REVIEWS
- ACCEPTANCE FORM

Anglers travel from as far away as Darwin and Tasmania. Over the event period, competitors add a sizable injection into the local community, creating substantial public interest, giving our sponsors greater exposure.

ANGLER PROFILE



In 2018 the event welcomed, approximately 692 individual anglers including more than 35 females and around 70 juniors.

Anglers return year after year making this event part of their annual calendar. The Flathead Classic caters to all anglers from the first timers to the seasoned professional. Most popular age group 25-34 closely followed by 35-44 males.

REACH & EXPOSURE



ADVERTISING



Reaching over 1,000,000 on Facebook each year, our website also serves over 65,000 page views to visitors.

With a multi-formatted advertising plan, the three day, four night event is well supported with exposure on radio, television, newspaper, fishing publications, as well as a range of digital assets.

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

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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 bag, tournament shirt as well as a chance to win part of 350K worth of random prizes.

LOCATION



PRIZES & TROPHIES



Highly visible site and great event domain with stage, promotions and entertainment in the Northern precinct of the Broadwater Parklands, Southport, with a dedicated four-lane boat ramp and pontoon.

Exposure to a high level of street traffic due to the location adjacent to Gold Coast Hwy at Southport.

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SPONSORSHIP OPPORTUNITIES



OFFICIAL PARTNER

Exclusive Single Opportunity \$35,000 +

The Official Partner offers an excellent opportunity to expose your brand to over 1 million people in 2019/20.

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 2019 and part of 2020.

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

MAJOR PRIZE SPONSOR

Exclusive Single Opportunity \$25,000 +

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

ULTIMATE CATEGORY SPONSOR

Individual Opportunities \$15,000 +

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.

Brand/logo will feature prominently on tournament shirts.
Brand/logo front cover 1 ½ 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 (2) / Social Media (Up to 10 posts)
2 x 3 person teams



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DIAMOND SPONSOR

\$12,000

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
Pre-tournament promotion + 4 months post event including publication feature articles and blog posts. Website news/blog (2) / Social Media Posts (Up to 7)
2 x 3 person teams

PLATINUM SPONSOR

\$9,000

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
Pre-tournament promotion + 3 months post event including publication feature articles and blog posts. Website news/blog (1) / Social Media Posts (Up to 5)
1 x 3 + 1 x 2 person teams

GOLD SPONSOR

\$6,000

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
Pre-tournament promotion + 2 months post event including publication feature articles and blog posts. Website news/blog (1) / Social Media Posts (Up to 3)
1 x 3 person teams

Marketing materials (stickers, hats, collateral etc) are most welcome but are not counted towards sponsorship RRP \$ commitment. Free Team Entries include meals and shirts etc. 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.

SILVER SPONSOR

\$3,000

Silver Sponsors will have their brand name placed on tournament shirt in text along with receiving a 1/4 page ad in the Gold Coast Flathead Classic Magazine, with a text version of their brand featured in the sponsors section of the website, plus 1 x 2 person team.

BRONZE SPONSOR

\$1,500

Bronze Sponsors will receive their brand name in text on the tournament shirt along with a 1/8 page ad in the Gold Coast Flathead Classic Magazine and receive 1 free angler.

CHOOSE YOUR LEVEL OF SPONSORSHIP

To be included in shirt design, sponsorship must be formalised and logos submitted by:
Friday 12th July, 2019.

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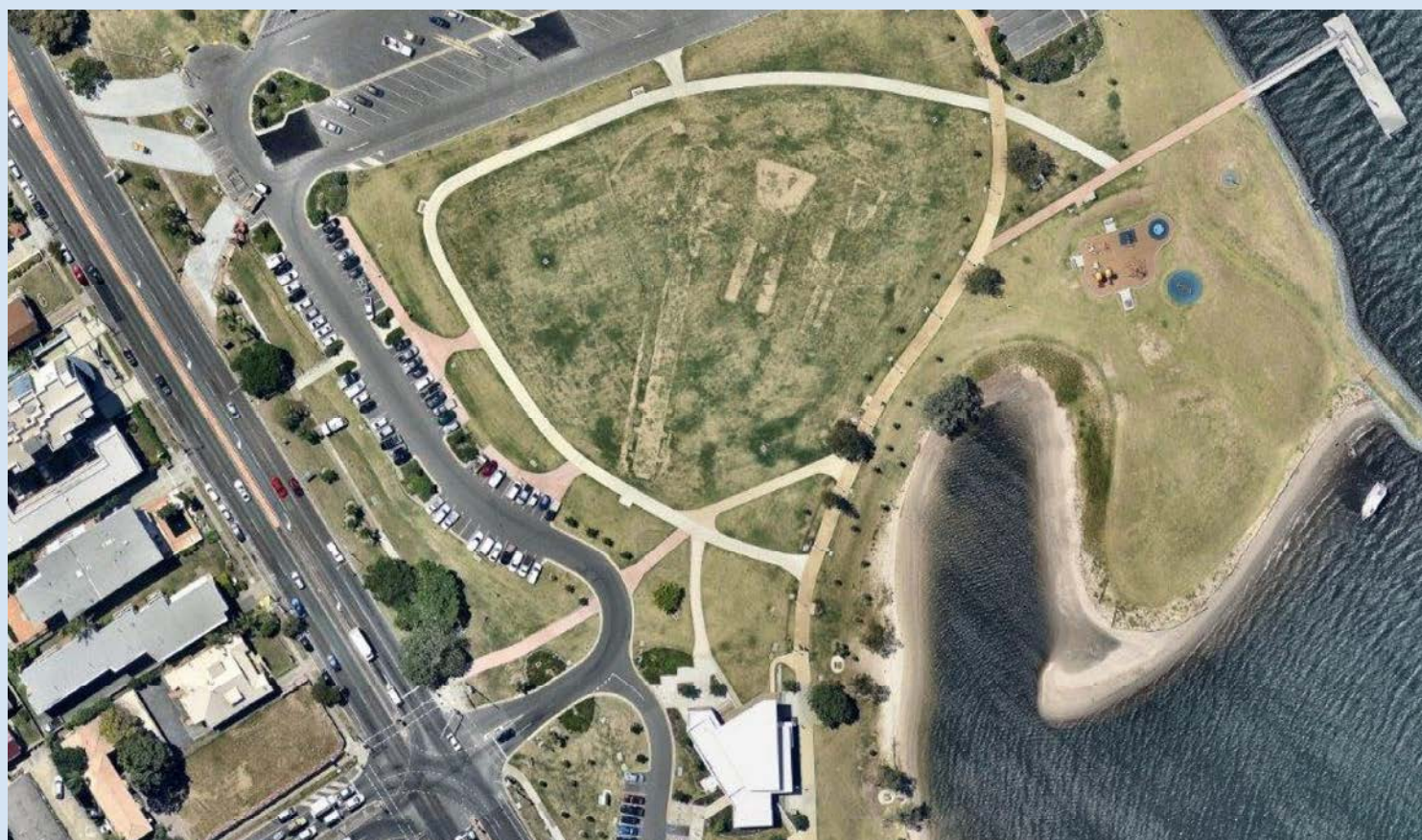
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EVENT LOCATION

City of Gold Coast

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.



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SPONSOR PROMOTIONS

As a sponsor of the 2019 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. As you may have briefly read on our snapshot page our event has a vast targeted audience, with a reach of over 1,000,000 people in the lead up and during the event period.

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 allow us to help promote your business and products, you will receive an email upon the submission of your approved sponsorship form. This is key for you to reply to as it enables us to build an accurate sponsor profile and be able to execute and promote your involvement to the best of our ability.

As an example, we may request you to supply;

>> A high-resolution copy of your logo, in PNG or PDF, is preferable.

>> 3-4 high-resolution images highlighting your brand/products and/or offering

>> 200 - 300 words highlighting your brand/products and/or offering.

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

@Gold Coast Flathead Classic or #2019GCFC
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 2019 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@goldcoastsportfishingclub.com.au

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ACCEPTANCE FORM



I will attend for the rest of my days, the premier fishing competition in Australia without doubt!!

Greg H



Some guys laugh when I say I travel from the NT to the Gold Coast once a year to fish for flathead... Dead set one of the best run comps around!!! Worth every cent!!!

Scotty W



Very well organised event run by great people at the right price. I would pay the money just for the show bag and the food well done guys.

Mark H



Once again the organisers have put together another amazing event. Family friendly, fantastic catering, plenty of public toilets, parking was perfect and everything ran smoothly. The beers were cold and it was great to meet more new people like I have at all the previous events.

I am looking forward to next year already.

James R



Five star first class. A competition for all skill levels, all ages, all genders. Has to be done to understand the brilliance that is the GOLD COAST FLATHEAD CLASSIC.

Adam B

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2019 Gold Coast Flathead Classic Sponsorship Acceptance Form.

Event dates: 1st to 4th October 2019

* 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: Friday 12th July 2019

RETURN FORM AND LOGOS TO:

P.O. Box 368, Southport Qld

sponsorship@flatheadclassic.com.au

Sponsorship Contact: David Whyte 0477 018 018

_____ (Business/company name please select the name you wish to have promoted) would like to be involved in the 2019 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, 2019.
- 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)
Y/N (Please circle)
- 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) **Y/N**

We accept the opportunity of being a _____ (package level) 2019 Gold Coast Flathead Classic and understand the package inclusions available.

Signed _____ Date _____

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.

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