

# 2018 Golf Fundraising Event

# SPONSORSHIP

# PROPOSAL

Prepared for Business Education Network  
Prepared by Prepared by  
Samantha King Executive Officer and  
Ian Nicholas – Chairperson

Lot 4 Tumburra Street  
Ingleside NSW 2101



**Business  
Education  
Network**

*Assisting Young People to  
Create a Better Future*

Cromer Golf Club  
Cromer Road,  
NSW 2099



## About Us

The Business Education Network Inc (formerly the Northern Beaches Business Education Network Inc) has assisted more than 50,000 young people to establish career paths through workplace learning experiences, industry tours, career and transition programmes and welfare and supported learning projects.

Our services have been funded by both the State and Commonwealth Governments in alignment to educational and community service outcomes. In recent times, this funding has become less available yet the diverse needs of supporting young people from “adolescences to adulthood” become more challenging.

*4 or more QUALITY career interactions makes young people 5 times likely to successfully transition into employment, further education and the next step.*

In becoming a registered charity, our aim is to look beyond our current contractual involvement and extend our support of young people in the expansion of existing projects and creation of new projects in alignment with identified community needs.

With the proceeds of our fundraising, we aim to expand our existing projects and invest in programmes to develop new resources to support our youth including mentor training, facility upgrades and contributions to buying a small bus for transportation of students to and from projects.

*“School wasn’t for me – the whole structure of it was just not working for me. All the books and classes felt meaningless and impractical. ...through the BEN, I quickly realised there’s a whole new way of learning...”- Ben, Student*

## About Cromer

Cromer Golf Club is renowned for its friendly atmosphere and any visitors to the Club always feel right at home. Located on Sydney’s Northern Beaches, adjacent to the Narrabeen Lake and the surrounding Garigal National Park Cromer is a private Group 1 championship course with first class facilities.

The course has a classic bushland setting, native flora, an abundance of bird life and a cool breeze from the calming water of the lake. Strategically placed bunkers, creeks, ponds and pristine greens all contribute to making Cromer a wonderful golfing experience.

# Event details

**Location:** Cromer Golf Club, Cromer Road, Cromer NSW 2099

**Date:** Tuesday 25<sup>th</sup> September 2018

**Starting format:**

**7:00am** arrival and registration followed by breakfast

**8:30am** shotgun start



# Sponsorship **benefits**

**Quality time with potential clients:** allows you several hours in a relaxed environment to strengthen your relationship with existing clients and the opportunity to convert prospective clients into actual clients.

**Distinguish your company from the competition:** Do they thank their existing clients and/or staff in such a way?

**Brand Exposure & Awareness:** Achieved through on course branding (pop-up banners on the golf course and across the grounds), promotional merchandise & community social media (with currently over 13,000 facebook followers!)

**Thanking your clients/ client recognition:** use the day as a tool in thanking existing clients for their loyalty and business.

**Give back to the organisation that grows your local future workforce!**

## Package 1

**Naming Rights: - \$10,000 plus GST. – Prime sponsorship package with up to 3 year options**

1. All promotional material Naming Rights header with Company logo & Name.
2. Advertising on Business Education Network website, quarterly newsletter and scheduled social media postings, company logo on network screen from date of agreement until COB event day.
3. Rights to display 6 banners on course plus 2 banners in house 1 week prior to & 1 week post event.
4. 4 groups of 4 players
5. Company logo & Name on Club website for 1 year.
6. Recognition through Business Education Network online communications for 12 months.
7. Exclusive promotional rights on the 1st hole.

## ► Package 2

### **Putting Green: - \$5,000 plus GST. - Premium exposure location**

1. Recognition on all promotional material company name & logo.
2. Advertising in house, network screen 1 week prior & 1 week post event.
3. Rights to display 2 Banners around putting green & 1 banner in house – 1 week prior & 1 week post event.
4. 3 Groups of 4 players
5. Company name & logo on the Business Education Network website for 6 months.
6. Recognition through Business Education Network online communications – 6 months.

## ► Package 3

### **All other holes: \$1,000 plus GST per hole (13 holes available)**

1. Recognition on all promotional material company name & logo.
2. Rights to display 2 banners around nominated hole, 1 week prior to & 1 week post event.
3. 1 group of 4 players FOC. Am or Pm field. TBA.
4. Company name & logo onto Club website 1 month.

## ► Package 4

### **Non - playing hole sponsor \$500 plus GST**

1. Recognition on all promotional material company name & logo.
2. Rights to display 2 banners around nominated hole, 1 week prior to & 1 week post event.
3. Company name & logo onto Club website 1 month.

Thank you for taking the time to view our sponsorship package. Business Education Network in partnership with Cromer Golf Club are dedicated to marketing their sponsors to ensure optimal benefits for both parties. Business Education Network will assist activating your sponsorship in an innovative and creative way.

We look forward to forming a great business partnership with you. Please contact us if you want to know how you can become involved and what we can do for you.

As part of our annual golf fundraiser as well as other activities run throughout the year at the BEN, we rely on the support of our community through donations of prizes. If you or your organisation are unable to assist in sponsorship or participation in our Annual Golf Fundraiser, could we suggest you consider donating a prize for the prize pool for the raffle or event day accolades. For example; hampers, gift vouchers, sponsored trophies are all great examples of prizes we would appreciate.

Prize donors will receive recognition of their generosity in our newsletter, website, in the event program and live at the event. This is an excellent marketing opportunity for your company to be in front of your broader community of businesses, parents, families and other general consumers.

## Our profile

The Business Education Network has a strong social media profile in which it engages its key stakeholders – Community, Parents, Young People and Business.



F @BusinessEduNetwork



T @BusinessEduNet



In @BusinessEduNetwork



Y@BusinessEduNetwork

We have invested in our social media strategy in order to build awareness of who we are, what we provide to our clients **Young People** and our professional approach to delivering this at a high standard.

All sponsorship packages include promotion across both social media channels as well as our monthly newsletter and we will acknowledge you on our website.

When becoming a sponsor, you will be required to provide us with your company logo in both high and low resolution format, a brief company description as well as a short testimonial as to your motivation for supporting our local young people. The information and logo will be used to assist us in meeting the above mentioned sponsorship package benefits. We will also require all details of social media handles, website links and other relative marketing links to be used in the promotion of your support via sponsorship.

To become a sponsor, please contact our event coordinator – [events@theben.org.au](mailto:events@theben.org.au) and you will receive a link to provide all relative details for sponsorship.

## Contact details

*Samantha King*

*Executive Officer*

*Ph: 02 9986 3339 MOB: 0417 678 499*

*Email: [sking@nbben.com.au](mailto:sking@nbben.com.au)*

*Ian Nicholas*

*Chairperson*

*MOB: 0414 517 514*

*Email: [chairperson@nbben.com.au](mailto:chairperson@nbben.com.au)*

*Bella Griffin*

*Events Coordinator*

*Ph: 02 9986 3339*

*Email: [events@nbben.com.au](mailto:events@nbben.com.au)*



**Business  
Education  
Network**

*Assisting Young People to  
Create a Better Future*