

# PHILLIP ISLAND GOLF CLUB

---

## Business Partnership Packages





## Overview

The Phillip Island Golf Club (PIGC), a member and community club, offers a range of business sponsorship packages designed to enhance the brand recognition of your company's marketing and promotional efforts.

The Club is offering sponsorship opportunities that will greatly enhance your networking capabilities and provide you with access to over 30,000 rounds of golf annually, in excess of 700 hundred local members, and the greater golfing community across Victoria and Australia. Each sponsorship level represents exceptional value and the ability to link with the broader golf club network including our many significant business partners.

The PIGC has a strong & loyal membership base that has a proud history of supporting local businesses and believes strongly in the building of successful business relationships. Many existing sponsors have been involved with the club for well over 10 years which is a testament to the value returned to the business.

Business sponsorship affords excellent exposure for your company over 12 months with outstanding goodwill representing extreme cost-efficiency. In fact, the total cost is the same or less than you might spend on once-off advertising space.

Please find enclosed some of the various types of sponsorships that we have to offer and the associated benefits of each option. We can also offer bespoke options if you wish to tailor a package to suit your organisation. All sponsorship options run for a 12-month term excluding the sand bucket sponsorship which is 2 years.

The PIGC Board would like to thank you for your consideration of the included packages & entitlements.

Doug O'Keeffe  
General Manager  
Phillip Island Golf Club

## Events

### MONTHLY MEDAL

Each month a Monthly Medal is awarded to the men's and ladies best nett competition score. This award is presented during club presentations. This sponsorship opportunity advertises your business to 150 members each month.

#### Benefits:

- Direct marketing to 150 members during presentations
- Ongoing acknowledgement of sponsorship on the Monthly Medal honour board for the entire year

Sponsorship Opportunity - \$150 per month (no minimum).



### PENNANT UNIFORMS

Competing in the South Gippsland District Association Pennant competition, Phillip Island Golf Club plays host to and visits clubs around the district. The club has won this event on numerous occasions over the years. This is an opportunity to associate your business with some of the best golfers in South Gippsland & includes the placement of your logo on the player's uniform.

Sponsorship Opportunity - \$500 each (male & female)  
(This includes the cost of embroidery)

## Signage

### ROAD FRONTAGE SIGNAGE

Create maximum exposure through our road frontage signage. Place your brand and have your own custom message on one of our premier locations. The road signage sees hundreds of motorists pass by it every single day. This is a great opportunity to promote to the members, green fee players, and the greater community.

**Sponsorship Opportunity - From \$1,800**

### EXCLUSIVE HOLE SIGNAGE - FENCE & TEE SIGNAGE EXCLUSIVE NAMING RIGHTS GOLF HOLE

Create your own exclusive business golf hole. The combination of both tee and fence signage is available on most holes and maximises advertising opportunities for your business or company through exclusive naming rights to the hole.

Businesses may choose to have their signage placed on a par-3 hole and offer prizes related to your business as a 'hole-in-one' prize.

**Sponsorship Opportunity - From \$1,800**



## MINOR HOLE SIGNAGE

Each hole sign is positioned to achieve maximum exposure to the significant green fee and member numbers that frequent the course per annum. This is a great opportunity to market your brand / business.

- TEE SIGNAGE - 30cm x 1.2m

## Sponsorship Opportunity - From \$680



## LED SIGNAGE



With a huge volume of traffic transiting pass the golf club on a daily basis the rotating LED signage can give you a prominent location at a minimal cost.

Sponsorship Opportunity - From \$330



## PRACTICE PUTTING GREEN

Adjacent to the bar and visible from the 1st & 9th holes, the putting green is where most golfers head prior to their round. This opportunity give the sponsor exclusive signage (three signs) around the fencing in this area.

**Sponsorship Opportunity - From \$1300**



Please note:

- Signage works are not included in any costings above
- Signage must be approved by the club and there are specific size restrictions to ensure continuity and the course ambiance is not affected.

## Something different

### SAND BUCKETS

Every player who plays the course must carry and use a sand bucket. With 30,000 rounds played per year, this is a great branding opportunity.

Benefits:

- Company logo printed on all sand buckets (cost to be covered by sponsor)
- 10x 18-hole golf vouchers distributed as you wish

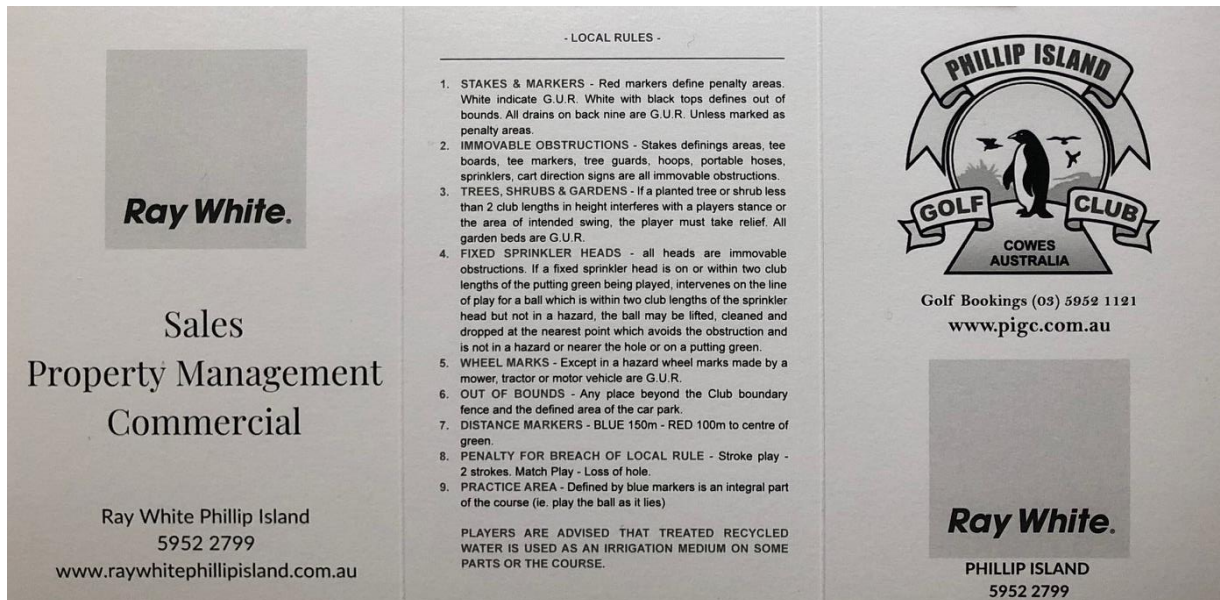


**Sponsorship Opportunity - \$1,500 per year - 2-year minimum**

## SCORECARD

Looking for the best bang for your buck? Look no further than having your logo printed on the club's scorecards. With 30,000 scorecards used annually, this is a fantastic opportunity to reach a huge audience.

### Sponsorship Opportunity - \$1,000



## MOTORISED GOLF CARTS

The popularity of golfers using motorised golf carts continues to soar. Over the course of the year, PIGC hires out over 1,000 golf carts each year and sometimes the same cart can be hired out three times in one day. Adding your logo to the golf carts will achieve maximum exposure to the significant number of green fee and members that utilise the carts.

### Benefits:

- Company Logo on all motorised golf carts (approx. 7)
- 10x 18 Hole Golf Vouchers distributed as you wish

### Sponsorship Opportunity - \$1,000

(Signage works not included in costing)

## GOLF FLAGS

Imagine your company logo adorning the flags around the course. 18 holes, 30,000 rounds, that is a lot of exclusive exposure for an interested sponsor.

**Sponsorship Opportunity - \$4,000**



## BRONZE SPONSORSHIP (AVAILABLE TO PIGC MEMBERS ONLY)

This sponsorship option is an easy way for the members that own a small business to partner with the golf club and gain additional exposure for their business. This package includes full membership and promotion representation on the club's website.

Benefits:

- 1x full 7-day membership
- Company logo placed on PIGC website
- Tax deductible

**Sponsorship Opportunity - \$1,200**