

Sponsorship Proposal

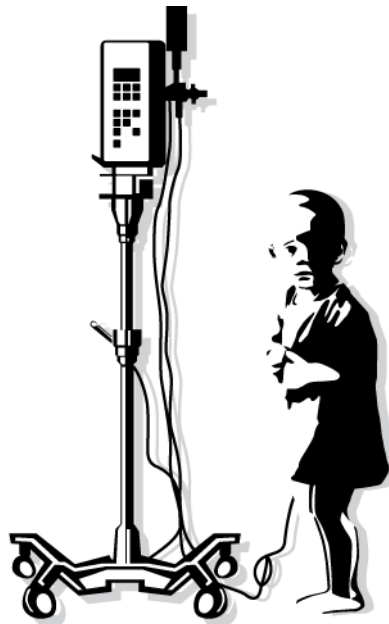
2010 Balmoral Swim

**Gold, Silver and Bronze
sponsorships available**



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CHILDREN'S
CANCER
INSTITUTE
AUSTRALIA

The Balmoral Swim is one of the few open water races to be held within the beauty of Sydney Harbour, making it a safe event for all comers.

The course is short and the start and finish areas are together, ensuring a large crowd of swimmers and spectators together in the main beach area

The event will be held on 21 March 2010



Background

Each year, ocean swims are hosted up and down the coasts of Australia. For the past 19 years, Balmoral Beach on Sydney's lower north shore, has hosted 'The Balmoral Swim' within the broader calendar of events.

This swim, though, is one with a difference. All profits from the race are directed to the Children's Cancer Institute Australia (CCIA). Corporate sponsorship is sought to cover the costs of staging the event to maximise the profit.

We invite you to consider this opportunity to obtain brand exposure for this worthy cause while also being associated with a popular, activity-based community event.

History

The Balmoral Swim is the perfect example of an iconic Sydney summer activity, health and positive values, and simultaneously supports a cause high in the community's consciousness: the fight against cancer. 2010 marks the 20th year of the event. Initiated within the Sydney community as a "Swim for Cancer", funds have been raised since 1990 to benefit targeted cancer-related charities:

- the Cancer Council;
- Camp Quality; and,
- CCIA.

This is the fifth year running that CCIA stands as beneficiary of funds raised. CCIA is the only independent medical research institute in Australia dedicated to research into the causes, better treatment, prevention, and cure of childhood cancer.

Community Involvement

To ensure that the swim remains an integral part of the community calendar, the event has been organised for the past four years by the locally-based Balmoral Beach Club (BBC) ([BBC Home Page](#)) and a number of community members who founded the swim. All members of the committee are volunteers, as are the many helpers from the community on race day.

The local council – Mosman Municipal Council – not only provides regulatory approval for the swim; it actively encourages and supports it as a feature in the local calendar.

The locally based Navy at HMAS Penguin lay the course and assist with safety on the day, creating much public interest with their equipment and professional nature.

What is the Nature of the Opportunity?

We are looking to raise money for the CCIA from sponsors, participants (swimmers), corporate entries (in the relay swim) and community supporters.

From an individual, family or corporate point of view, simply participating and paying registration fees shows effective support. The structure of the day allows for multiple opportunities to contribute, through participation in a combination of the events at a number of levels, as events include:

- A 1km swim – the ‘main’ event;
- A junior swim;
- A variety of relay events (Schools, Sporting Clubs, Swim Centres, Corporate, Families, Age Groups...);
- The Alexander Patrick Hall Charity Cup; and,
- The Anita Comelli Dash for Glory.

There are sponsorship opportunities for companies who can either become Gold, Silver, or Bronze sponsors. The premier category “Gold” sponsorship offers you the right to have your name and logo on the front cover of the entry form, and the advertising banner which hangs prominently in the Mosman village over Military Road in the week prior to the event. Silver sponsors have their logo on the rear cover of the entry form. All sponsors will be displayed on the swim website, which will also contain links through to sponsor’s websites.

Make a donation and become associated with the race. It can provide significant brand awareness for your company.

Gold Sponsorship is \$5,000
Silver Sponsorship is \$2,000
Bronze Sponsorship is \$500

Benefits of Sponsorship

The event, its organising committee, supporters and participants can amplify your message, reaching a wide audience for an amount starting at less than the cost of a ONE page advertisement in a glossy niche magazine. We will have more than 500 potential walking display ads on the day. This is a well-connected set of people whose networks reach deep into some of Australia’s most sought after demographic groups.

They include:

- Participants – between 500 and 1,000 individuals of all ages, predominantly in the 25-49 age bracket
- Event Officials

- Around 100 other supporters assisting with the preparation, coordination, running and follow up of the event
- Families and friends directly connected to the participants in this event
- Passing trade – the event attracts much interest from beachgoers and there is always a large crowd on hand
- Oceanswims.com – effectively the 'industry body' and website that coordinates major events within this space and creates a sense of community to the broader interest group

We believe this swim and its related charitable cause aligns strongly with **[YOUR COMPANY]**'s credentials. Benefits to be gained from sponsorship, depending on the level subscribed to, include the following:

- **Names and logos** of sponsors would appear on pre-race fliers and entry forms given to each competitor. Pre-race fliers will be mailed and emailed to approximately 5,000 swimmers. They will also be distributed to members of the Balmoral Beach Club, and at many of the Ocean Swims that occur on summer Sundays in 2009/2010 along the NSW Coastline. Extensive information is distributed through www.oceanswims.com.
- A Balmoral Swim website also supports awareness and facilitates on-line entry, and has a link on Ocean Swims. All pre-race fliers direct potential entrants to this website. **[YOUR COMPANY]** name will appear on the website as sponsor, and the website will also contain a link through to **[YOUR COMPANY]'s website**.
- **[YOUR COMPANY]** can be highlighted in press releases targeting national, metropolitan and local media, including editorials in at least the Mosman Daily. Our publicist is also seeking editorial in other local and daily newspapers;
- For lead sponsors, **[YOUR COMPANY]** would be acknowledged on banners to be displayed in appropriate locations leading up to and during the event; and,
- **Names and logos** of lead sponsors will appear on certificates of achievement available to each competitor following the event, ensuring a measure of longevity
- **Continual mention of [YOUR COMPANY] over the public address at appropriate times.**

Please note that funds raised are for the sole benefit of CCIA, and that event organisers and supporting families operate as volunteers, obtaining no financial advantage and contributing to the event in the same way as ordinary participants.

If you can't manage a sponsorship, you may want to create a fundraising page on www.everydayhero.com.au/event/balmoralswim10. Your company, team or family can create their own fundraising effort and build it here right up to the day of the event.

Summary and Next Steps

An ocean swimming event is to take place on the morning of Sunday 21 March, 2010, at Balmoral Beach on Sydney's lower north shore.

This is the 20th consecutive year that the Balmoral Swim has taken place within the Sydney community and within the broader swimming community. It is an annual event and a highlight of the ocean swimming calendar. The event attracts more than 500 participants, a team of coordinators and officials and over 100 volunteers.

The race is conducted to benefit those affected by cancer, and in 2010, moneys raised will be donated to Children's Cancer Institute Australia to help save the lives of children with cancer and eliminate their suffering through world-class medical research.

Event organisers are inviting **[YOUR COMPANY]** to align your brand with this cause by becoming a Gold, Silver or Bronze Sponsor. Our goal is to raise an additional \$20,000 from corporate sponsorships such as yours.

The opportunity is offered in the first instance as a one off relating to the 2010 event, and the Balmoral Swim would welcome your consideration of an ongoing relationship which may extend to future seasons.

To secure this exciting opportunity, please contact:

Tony Arena (Sponsorship Coordinator)

Mobile 0411 888 148

Office 02 9439 3399

Facsimile 02 9438 5577

Email: balmoralswim@balmoralbeachclub.com.au

We thank you for your consideration of this opportunity.



Sample Event Information:

IMPORTANT EVENT INFORMATION

START:

Events start from 10am at Balmoral Beach near Raglan Street. Swimmers are to register at their age group desk before 9:30am. At the direction of marshals, each group of swimmers will move to the start line. Swimmers will be released in wave starts by age categories at the determination of the Race Director.

FINISH:

Swimmers will round the buoys and finish through the finish chute. A detailed course map will be displayed at registration on the morning of the event.

MEDICAL:

Swimmers' physical condition will be their own responsibility and they enter this event at their own risk. All participants are urged to train and have medical check-ups prior to entry.

SAFETY:

Safety craft will patrol the course throughout each event. Water safety officers have the final authority to remove a competitor from the water if judged to be physically incapable of continuing the swim without risk of serious injury.

CANCELLATION:

The Race Director reserves the right to cancel the event due to rough or dangerous conditions. In the event of cancellation, there will be NO refund of entry fee. A decision will be made on race day at 8am.

REGISTRATION:

On race day, all swimmers except those competing in the junior race and Dash for Glory will be issued with a race cap and number. The cap must be worn throughout the race.

THE ANITA COMELLI DASH FOR GLORY:

To be eligible you MUST compete in the 1km individual swim or team relay.

THE ALEXANDER PATRICK HALL CHARITY CUP:

You can raise money for the Children's Cancer Institute Australia as an individual or a team. The Alexander Patrick Hall Trophy will be awarded to both the swimmer and the team who raise the most money for the Balmoral Swim. Judges will award the prize to the team and the individual who have raised the most money by 10 pm on the eve of the race via the everydayhero site.

WETSUITS:

Wetsuits, flotation devices and fins are NOT allowed.

PROCEEDS:

All proceeds go to Children's Cancer Institute Australia.

PRESENTATION:

Presentations will be made on the beach at approximately 11.30am, directly after the Anita Comelli Dash for Glory