



Community way of life!

CLUBS SA 2012 CORPORATE SPONSORSHIP PACKAGES



CLUBS SA

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ABOUT CLUBS SA

Founded in 1919, Clubs SA is the peak body that represents the interests of licensed Clubs in South Australia. The membership base of Clubs SA comprises sporting, ethnic, social and community Clubs in South Australia. There are hundreds of licensed Clubs in South Australia that are members of Clubs SA, some of which have gaming machines. Clubs SA's membership continues to grow by almost 15% annually, increasing the opportunities of Corporate Sponsors to promote their products and services.

The Club industry in South Australia employs approximately 4,000 people and provides purpose and social networks for thousands of volunteers.

Sporting facilities maintained by the Club Industry includes approximately 230 bowling greens, 148 golf courses, 250 tennis courts and hundreds of playing fields which cater for sports such as cricket, football, soccer, softball, rugby, just to name a few. Clubs SA members include representation from each of these sectors offering a broad range of target markets to Corporate Sponsors.

Clubs SA's members are spread throughout the state with nearly equal representation in metro and regional areas. These Clubs are communicated with regularly through publications such as the monthly newsletter 'Keeping In Touch' and the full gloss bi-annual magazine 'Club Link'.

The Association promotes, advances and supports the interests of Member Clubs by providing a number of direct services including:

- Licensing and Gaming Matters
- Representation to Government and Authorities
- Industrial Relations
- Training and Development Services
- Materials and Publications
- Grants and Funding

Clubs SA has produced a range of Corporate Sponsorship Packages offering marketing and promotional opportunities through both verbal and printed resources. The following levels outline the features of Corporate Sponsorship with Clubs SA. Both Major and Diamond Sponsorship levels are only available by negotiation. Please contact Clubs SA for further details on these packages.



CORPORATE SPONSORSHIP LEVELS AVAILABLE

- Major
- Diamond
- Platinum
- Gold
- Silver
- Bronze
- Operational Award Category
- Industry Award Category

CLUBS SA BOARD AND MANAGEMENT

CLUBS SA BOARD

President	Cameron Taylor
Deputy President	Bill Cochrane
Vice President	Gregory Saunders
Board Members	Laraine Donaghay
	Kym Flanagan
	Steven Grant
	Graham Nichols
	Bob Raphael

CLUBS SA MANAGEMENT

General Manager	Helen Martin
Membership & Sponsorship Manager	Deb Cartwright
Industrial Relations Advisor/Advocate	Denis Kildare
Office Manager	Annie Nixon

CONTACT CLUBS SA

Licensed Clubs Association of South Australia (Clubs SA)

Deb Cartwright

Membership and Sponsorship Manager

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2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

PLATINUM CORPORATE SPONSORSHIP BENEFITS

HOSPITALITY & EVENTS

- Company/Logo identification at all Clubs SA events
- Six complimentary tickets to Clubs SA Annual Awards of Excellence Dinner
- Complimentary invitations to each of the fifteen 'Regional Meetings' with opportunity to make presentation
- Complimentary invitation to attend 'Gaming Managers Meetings' and 'Club Managers Meetings' held three times a year, with opportunity to make presentation
- Complimentary invitations to attend the Clubs SA Presidents Christmas Function
- Complimentary invitations to attend Clubs SA's Corporate Sponsors Appreciation Function
- Complimentary invitation to host a stand at the Annual Clubs SA Mini Expo
- Complimentary invitations to other key Clubs SA Industry Events
- Invitation to be a part of the Clubs SA Annual Awards of Excellence Judging Panel

MARKETING & PROMOTION

- Recognition as Platinum Corporate Sponsor at all Clubs SA functions, events and in publications
- Provision of the Clubs SA Members Database, including contacts within each member venue, to be updated twice yearly
- Promotion of product or service special offers to Clubs SA members
- Inclusion in Clubs SA mailing list to receive regular publications including updates on industry related matters
- Priority on special sponsorship opportunities (E.g. Clubs SA Awards of Excellence Categories)
- Promotion of service or product by Clubs SA to its members with specific goods/service enquiries

FRAMED CERTIFICATE

- Annual Certificate of Appreciation acknowledging the Companies generous support of Clubs SA



2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

PLATINUM CORPORATE SPONSORSHIP BENEFITS

ADVERTISING

- Three complimentary half page editorial contributions in 'Clublink' Magazine
- Eight complimentary full page editorials in the 'Keeping In Touch' Newsletter
- Twelve complimentary inclusions of inserts in the 'Keeping In Touch' Newsletter
- Logo featured on sponsors page in every issue of 'Clublink' Magazine
- Company name and contact details included in each edition of the Clubs SA 'Services Directory' of these publications
- First option for advertising in each edition of 'Clublink' Magazine

WEBSITE (www.clubssa.com.au)

- Acknowledged with logo placement in Sponsors Listing on Clubs SA home page
- Company listing on the Platinum Corporate Sponsorship page with logo, link to company website and a brief description of the company's products/services
- Advertising opportunities to purchase space on the top page banner of the site (when available)
- Access provided to the 'Members Only' area of the website for access to online information

All efforts will be made to ensure that all Corporate Sponsors of Clubs SA are aware of promotional and marketing opportunities as they arise. All Corporate Sponsors will receive the personal attention of the sponsorship representative from Clubs SA. All agreement renewals will be re-negotiated one month from expiration of their agreement.

**** 12 month agreement from the beginning of the month of commencement of the partnership**



2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

GOLD CORPORATE SPONSORSHIP BENEFITS

HOSPITALITY & EVENTS

- Company/Logo identification at all Clubs SA events
- Four complimentary tickets to Clubs SA Annual Awards of Excellence Dinner
- Complimentary invitations to each of the fifteen 'Regional Meetings' with opportunity to make presentation
- Complimentary invitation to attend 'Gaming Managers Meetings' and 'Club Managers Meetings' held three times a year, with opportunity to make presentation
- Complimentary invitations to attend the Clubs SA Presidents Christmas Function
- Complimentary invitations to attend Clubs SA's Corporate Sponsors Appreciation Function
- Complimentary invitation to host a stand at the Annual Clubs SA Mini Expo
- Complimentary invitations to other key Clubs SA Industry Events
- Invitation to be a part of the Clubs SA Annual Awards of Excellence Judging Panel

MARKETING & PROMOTION

- Recognition as Gold Corporate Sponsor at all Clubs SA functions, events and in publications
- Provision of the Clubs SA Members Database, including contacts within each member venue, to be updated twice yearly
- Promotion of product or service special offers to Clubs SA members
- Inclusion in Clubs SA mailing list to receive regular publications including updates on industry related matters
- Priority on special sponsorship opportunities (E.g. Clubs SA Awards of Excellence Categories)
- Promotion of service or product by Clubs SA to its members with specific goods/service enquiries

FRAMED CERTIFICATE

- Annual Certificate of Appreciation acknowledging the Companies generous support of Clubs SA



2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

GOLD CORPORATE SPONSORSHIP BENEFITS

ADVERTISING

- One complimentary half page editorial contributions in 'Clublink' Magazine
- Five complimentary full page editorials in the 'Keeping In Touch' Newsletter
- Twelve complimentary inclusions of inserts in the 'Keeping In Touch' Newsletter
- Logo featured on sponsors page in every issue of 'Clublink' Magazine
- Company name and contact details included in each edition of the Clubs SA 'Services Directory' of these publications
- Opportunity to advertise in each edition of 'Clublink' Magazine

WEBSITE (www.clubssa.com.au)

- Acknowledged with logo placement in Sponsors Listing on Clubs SA home page
- Company listing on the Gold Corporate Sponsorship page with logo, link to company website and a brief description of the company's products/services
- Advertising opportunities to purchase space on the top page banner of the site (when available)
- Access provided to the 'Members Only' area of the website for access to online information

All efforts will be made to ensure that all Corporate Sponsors of Clubs SA are aware of promotional and marketing opportunities as they arise. All Corporate Sponsors will receive the personal attention of the sponsorship representative from Clubs SA. All agreement renewals will be re-negotiated one month from expiration of their agreement.

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2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

SILVER CORPORATE SPONSORSHIP BENEFITS

HOSPITALITY & EVENTS

- Company/Logo identification at all Clubs SA events
- Two complimentary tickets to Clubs SA Annual Awards of Excellence Dinner
- Complimentary invitations to each of the fifteen 'Regional Meetings' with opportunity to make presentation
- Complimentary invitation to attend 'Gaming Managers Meetings' and 'Club Managers Meetings' held three times a year, with opportunity to make presentation
- Complimentary invitations to attend the Clubs SA Presidents Christmas Function
- Complimentary invitations to attend Clubs SA's Corporate Sponsors Appreciation Function
- Invitation to host a stand at the Annual Clubs SA Mini Expo for minor fee
- Complimentary invitations to other key Clubs SA Industry Events

MARKETING & PROMOTION

- Recognition as Silver Corporate Sponsor at all Clubs SA functions, events and in publications
- Provision of the Clubs SA Members Database, including contacts within each member venue, to be updated twice yearly
- Promotion of product or service special offers to Clubs SA members
- Inclusion in Clubs SA mailing list to receive regular publications including updates industry related matters
-
- Promotion of service or product by Clubs SA to its members with specific goods/service enquiries

FRAMED CERTIFICATE

- Annual Certificate of Appreciation acknowledging the Companies generous support of Clubs SA



2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

SILVER CORPORATE SPONSORSHIP BENEFITS

ADVERTISING

- Three complimentary full page editorials in the 'Keeping In Touch' Newsletter
- Eight complimentary inclusions of inserts in the 'Keeping In Touch' Newsletter
- Company Name featured on sponsors page in every issue of 'Clublink' Magazine
- Company name and contact details included in each edition of the Clubs SA 'Services Directory' of these publications
- Opportunity to advertise in each edition of 'Clublink' Magazine

WEBSITE (www.clubssa.com.au)

- Company listing on the Silver Corporate Sponsorship page with logo, link to company website and a brief description of the company's products/services
- Advertising opportunities to purchase space on the top page banner of the site (when available)
- Access provided to the 'Members Only' area of the website for access to online information

All efforts will be made to ensure that all Corporate Sponsors of Clubs SA are aware of promotional and marketing opportunities as they arise. All Corporate Sponsors will receive the personal attention of the sponsorship representative from Clubs SA. All agreement renewals will be re-negotiated one month from expiration of this agreement.

*** 12 month agreement from the beginning of the month of commencement of the partnership*



2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

BRONZE CORPORATE SPONSORSHIP BENEFITS

HOSPITALITY & EVENTS

- Company/Logo identification at all Clubs SA events
- Complimentary invitations to each of the fifteen 'Regional Meetings' with opportunity to make presentation
- Complimentary invitation to attend 'Gaming Managers Meetings' and 'Club Managers Meetings' held three times a year
- Complimentary invitations to attend Clubs SA's Corporate Sponsors Appreciation Function
- Invitation to host a stand at the Annual Clubs SA Mini Expo for minor fee

MARKETING & PROMOTION

- Recognition as Bronze Corporate Sponsor at all Clubs SA functions, events and in publications
- Promotion of product or service special offers to Clubs SA members
- Inclusion in Clubs SA mailing list to receive regular publications including updates industry related matters
- Inclusion in the Clubs SA Services Directory to be distributed to members twice yearly
- Promotion of service or product by Clubs SA to its members with specific goods/service enquiries

FRAMED CERTIFICATE

- Annual Certificate of Appreciation acknowledging the Companies generous support of Clubs SA

ADVERTISING

- Eight complimentary inclusions of inserts in the Keeping In Touch Newsletter
- Company Name featured on sponsors page in every issue of Clublink Magazine
- Company name and contact details included in each edition of the Clubs SA Services Directory
- Opportunity to advertise in each edition of Clublink Magazine

WEBSITE (www.clubssa.com.au)

- Company listing on the Bronze Corporate Sponsorship page with logo and a brief description of the company's products/services
- Advertising opportunities to purchase space on the consistent top page banner of the site, when available
- Access provided to the 'Members Only' area of the website for access to online information

All efforts will be made to ensure that all Corporate Sponsors of Clubs SA are aware of promotional and marketing opportunities as they arise. All Corporate Sponsors will receive the personal attention of the sponsorship representative from Clubs SA. All agreement renewals will be re-negotiated one month from expiration of this agreement.

**** 12 month agreement from the beginning of the month of commencement of the partnership**



2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

OWNERSHIP OF OPERATIONAL AWARD CATEGORY FOR CLUBS SA AWARDS OF EXCELLENCE

- Ownership of an Operational Award Category at the Clubs SA Awards of Excellence
- Invitation for a representative to present winning plaque at the event
- Logo placement on framed presentation plaque presented to winner
- Invitation for a representative to hold a place on the Judging Panel
- Point of Sale exposure at the event (2 x pull-up banners)
- Logo on all 'Awards of Excellence' stationary, including presentation program
- Sponsorship recognition on screen
- Acknowledgement by the Master of Ceremonies

All efforts will be made to ensure that all Corporate Sponsors of Clubs SA are aware of promotional and marketing opportunities as they arise. All Corporate Sponsors will receive the personal attention of the sponsorship representative from Clubs SA.



2011 CLUBS SA CORPORATE SPONSORSHIP PACKAGE

AWARDS OF EXCELLENCE INDUSTRY CATEGORY SPONSORSHIP

OWNERSHIP OF INDUSTRY AWARD CATEGORY FOR CLUBS SA AWARDS OF EXCELLENCE

- Sponsorship of Industry Category
- Point of Sale exposure at the event (1 x Pull Up Banner). **Extra banner space may be purchased for \$250 + gst per banner*
- Logo on 'Awards of Excellence' program
- Logo/Company name on small winner plaque for category
- Ticket entitlements as per annual sponsorship agreement
- Invitation for representative to hold a place on the 2011 Awards of Excellence Judging Panel
- Invitation for a representative to present winning plaque at event
- Acknowledgement by the Master of Ceremonies

All efforts will be made to ensure that all Corporate Sponsors of Clubs SA are aware of promotional and marketing opportunities as they arise. All Corporate Sponsors will receive the personal attention of the sponsorship representative from Clubs SA.



EVENTS OVERVIEW

CLUBS SA REGIONAL MEETINGS

Held in April and May each year the Clubs SA Regional Meetings provide member and nonmember Clubs with up to date industry advice. Sponsors are invited to attend these meetings to network and promote products and services. The regional tour provides a



fantastic opportunity to meet the key decision makers. The following regions are visited;

Northern Metro	Murray Bridge	Whyalla	Ceduna
Barossa	Southern Metro	Naracoorte	Port Lincoln
Adelaide Metro	Port Pirie	Mount Gambier	Victor Harbor
Riverland	Port Augusta	Yorke Peninsula	Normanville



CLUBS SA ANNUAL AWARDS OF EXCELLENCE

This event is truly the 'night of nights' for the licensed Club Industry. Held annually in October/November, this formal event acknowledges the tremendous work Clubs do for their members and communities. Many sponsorship packages include ticket entitlements to this event, however partnership opportunities are available to sponsor individual Awards. This event is a fantastic networking event, providing the ideal environment to meet and congratulate Clubs individually.



CLUB MANAGERS MEETINGS

Held twice a year the Clubs SA Club Managers Meetings are metro based seminars for members of the Association. Each meeting provides the opportunity for Club representatives to hear guests speak on topics relevant to the industry. Sponsors are encouraged to attend these meetings to learn from the information provided, whilst also networking with the Club attendees. The August/September Club Managers Meeting is directly linked to the Clubs SA Mini Expo.



EVENTS OVERVIEW

CLUBS SA MINI EXPO

To ensure maximum exposure for this event the Mini Expo is aligned with the August/September Club Managers Meeting (CMM). The format of the day provides the CMM in the morning with the Mini Expo held in the afternoon with a light lunch. This format ensures attendees take the time to network and view the products and services on offer from Clubs SA's Corporate Partners. The Clubs SA Mini Expo is growing each year and provides the ideal platform to demonstrate and promote products to Clubs SA members.





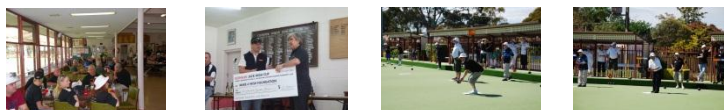
CLUBS SA SPONSORS APPRECIATION COCKTAIL PARTY

Clubs SA acknowledges the ongoing support and commitment to the Licensed Clubs Industry from their numerous Corporate Sponsors by hosting a 'Corporate Sponsors Cocktail Party' each year. At this event Clubs SA Board and Staff are united with its Corporate Partners to reflect on the year that was and to further strengthen the relationship between the Association and these companies. The Clubs SA Sponsors Appreciation Cocktail Party occurs in June each year.



ANNUAL BOWLS DAY

Clubs SA hosts an Annual Bowls Day each year to raise money for charity. This event invites teams of 4 from Clubs and Sponsors to spend the day networking and having fun whilst raising over \$8,000 in donations. This event is held at a member bowling Club each year in October, providing the perfect climate for a day out on the greens.



PRESIDENTS CHRISTMAS COCKTAIL PARTY

At the end of each year Clubs SA rewards its key partners and members by hosting a Christmas Cocktail Party. This function ranges from twilight race events to afternoon cocktails at a sea front location. Each year Clubs SA prides itself in the relaxed nature of this event, allowing for all that attend to have a great time whilst socialising with colleagues. This event takes place in December prior to most offices breaking for the holidays.



CURRENT CLUBS SA CORPORATE SPONSORS

MAJOR



DIAMOND





PLATINUM



GOLD



SILVER

AlSCO (Fresh & Clean)
 Amtek Services
 APRA
 Australian Liquor Marketers
 BOC Gases
 Bytecraft
 Cashcard

Coca-Cola Amatil
 Diageo Australia
 Donaldson Walsh Lawyers
 Eastcoast Energy Consultancy
 Employers Mutual
 Independent Gaming Analysis

James Richardson Furniture
 Kraft Foods
 Not For Profit Accounting Specialists
 Tj's Cleaning Services
 Treasury Wine Estates
 Trusonic
 Wallmans Lawyers

BRONZE

Abnote
 Ainsworth
 Hoshizaki Lancer
 Innovision Consulting

Macmont Gaming Supplies
 People Vision
 PPCA

Statewide Gaming Supplies
 The Printing Hub
 Vegas Promotions





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