

**CORPORATE
SPONSORSHIP
PACKAGE**

CLUBS S.A.

A BRIEF BACKGROUND

Clubs SA is the trading name for the Licensed Clubs' Association of South Australia, which was founded in 1919. The Association's philosophy has changed little over the years. Its major platform over that time has been to promote changes to government legislation, so as to give clubs a more equitable position to become totally self sufficient in the long term and provide the necessary infrastructure to promote sport and community related enterprises with the industry.

The subsequent changes to legislation over the past 20 years could be attributed to the devotion of the Association to maintaining its original mandate.

OBJECTIVES OF CLUBS SA

Clubs SA has, as an overall policy, sound objectives to preserve, promote and advance the interests of member clubs.

Clubs SA is part of a national structure made up of each State Association in Australia and New Zealand Charter Clubs known as Clubs of Australia and New Zealand.

Clubs SA has always been an active member of Clubs Australia and New Zealand in order to represent the interests of our members on a national level.

Such issues as excise duties, taxation, industrial relations of a federal nature, fundraising techniques, management and other issues of concern, both nationally and internationally are discussed.

As well, Clubs SA continues contact with colleague's interstate to allow for a flow through of information and ideas for possible implementation in this State.

The membership of Clubs SA consists of all sporting, ethnic, social and community Clubs in this State who all have a common interest bond, both within their Club and with the Association.

As the philosophy of the Association is to promote and protect the interests of its member clubs, Clubs SA provides a number of direct services to the Club movement of South Australia including:

Employee Relations
Services
Legal Services
Industry Liaison

Licensing Matters Training and development
Representation to Government and Authorities
Employment Services Business Services

THE STRUCTURE OF CLUBS SA

The affairs of Clubs SA are administered by an executive of ten personnel. Eight of these voluntary officers are nominated by their member club and appointed following a ballot at the Annual General Meeting. The remaining two delegates are elected by Affiliate Members at the Annual General Meeting. The executive structure of the Association is President, Deputy President, Vice President and seven executive office bearers.

PROFILE of CLUBS S.A.

Clubs SA is the recognised industry body representing the interests of Licensed Clubs in South Australia.

The Licensed Clubs' Association of South Australia Inc. was founded in 1919 and has devoted the past 80 years to servicing and reflecting the views of the Club Industry.

Clubs SA 'Community way of life' is the trading name, logo and slogan of this long serving organisation. This identity does not change the focus of the Association but reinforces its approach to representing and servicing the member clubs.

NEW CHALLENGES

The industry has changed significantly over the past 20 years, particularly with changes to the Licensing Laws and the introduction of Gaming into the hospitality market. The continued development of Clubs is seen as a prime goal of Clubs SA.

The Hospitality Industry is recognised as a sector, which will provide increased employment and economic growth within South Australia in the years ahead.

OUR MEMBERS ARE YOUR CUSTOMERS

The Club industry is a large provider of services and support within the community, as such it is a predominant user of support services, particularly those of a commercial nature which in turn support a large number of other business sectors.

Clubs SA is currently looking to increase its already strong membership base, therefore increasing the prospects of its supporters obtaining increased benefits.

CORPORATE SPONSORSHIP

Clubs SA has always recognised the interests of many associated individuals and groups who wish to support the Club industry within the community. To this end Clubs SA has provided for these individuals and groups to become Affiliate Members of the Association.

Clubs SA finds that many businesses wish to strongly align themselves with the Club industry or are seeking opportunities to increase and maximize industry contacts through participation at special event's and functions.

The businesses that support Clubs SA by way of Corporate Sponsorship are also seen as supporting the community.

Clubs SA recognises that each business has its individual support level and accordingly has produced a range of Corporate Sponsorship Packages that are included within this package.

Clubs SA's Membership and Sponsorship Manager, Kim Copperstone is available at any time to discuss these packages with you.

CLUBS SA

MAJOR SPONSORSHIP PACKAGE

FEATURES OF A CORPORATE SPONSORSHIP

- Exposure to the Club industry and its member clubs
- Increased Company profile within the industry
- Opportunities to network
- Increased business opportunities
- Recommendations from Clubs SA to the club industry for your products/services
- Valuable publicity to be seen as a supporter of the Club community

BENEFITS

- Recognition on all Clubs SA official letterhead
- Logo/Company identification at all Clubs SA events for the next 12 months
- 4 x Advertising Features in Clubs SA Magazine Clublink
- Sponsor of Category at 'Clubs SA Awards of Excellence'
- Editorial available in all Clublink magazines
- Free Listing on the Clubs SA Website
- 10 x Complimentary tickets to all Clubs SA Functions
- Recognition at all Clubs SA functions and events
- Acknowledgment in all Clubs SA major publications
- Advertising/ Editorial Special available in all 'Keeping in Touch' Newsletters
- Distribution of all product/service information through Clubs SA mail outs
- Use of Clubs SA data base as a marketing tool
- Inclusion in the Corporate Sponsors Club Information Booklet
- Invitation to all Regional meetings with the opportunity to make presentations
- Priority on Special Sponsorship Opportunities (eg Clubs SA's Awards Of Excellence)
- Access to LCITF Training centre for product/services promotion
- Affiliate Membership of Clubs SA
- All Corporate Sponsors are assured the personal attention of Clubs SA's Membership and Sponsorship Manager, Kim Copperstone

CLUBS SA

PLATINUM SPONSORSHIP PACKAGE

FEATURES OF A CORPORATE SPONSORSHIP

- Exposure to the Club industry and its member Clubs
- Increased Company profile within the industry
- Opportunities to network
- Increased business opportunities
- Recommendations from Clubs SA to the Club industry for your products/services
- Valuable publicity to be seen as a supporter of the Club community

BENEFITS

- Logo/Company identification at all Clubs SA events for the next 12 months
- 6 complimentary tickets to all Clubs SA functions for 12 months
- Logo Identification on all invitations to above events
- Recognition at all Clubs SA functions and events
- Acknowledgment in all Clubs SA major publications
- Free Listing on the Clubs SA Website
- 3 x Advertising/ Editorial Special Features in 'Clublink' magazine
- 8 x Advertising/Editorial features in 'Keeping in Touch' newsletter
- Distribution of all product/service information through Clubs SA mail outs
- Use of Clubs SA data base as a marketing tool
- Inclusion in the Corporate Sponsors Club Information Booklet
- Invitation to all Regional meetings with the opportunity to make presentations
- Priority on Special Sponsorship Opportunities (e.g. Clubs SA Awards of Excellence)
- Access to LCITF Training centre for product/services promotion
- Affiliate Membership of Clubs SA
- All Corporate Sponsors are assured of the personal attention of Clubs SA's Membership and Sponsorship Manager, Kim Copperstone

CLUBS SA

GOLD SPONSORSHIP PACKAGE

FEATURES OF A CORPORATE SPONSORSHIP

- Exposure to the Club industry and its member Clubs
- Increased Company profile within the industry
- Opportunities to network
- Increased business opportunities
- Recommendations from Clubs SA to the Club industry for your products/services
- Valuable publicity to be seen as a supporter of the Club community

BENEFITS

- Logo/Company identification at all Clubs SA events for the next 12 months.
- Recognition at all Clubs SA functions and events
- 4 x complimentary tickets to all Clubs SA functions for 12 months
- Acknowledgment in all Clubs SA major publications
- Free Listing on the Clubs SA Website
- 1 x Advertising/Editorial Feature in 'Clublink' magazine
- 5 x Advertising/Editorial Features in 'Keeping in Touch' Newsletter
- Distribution of all product/service information through Clubs SA mail outs
- Use of Clubs SA data base as a marketing tool
- Inclusion in the Corporate Sponsors Club Information Booklet
- Invitation to all Regional meetings with the opportunity to make presentations
- Affiliate Membership of Clubs SA
- All Corporate Sponsors are assured of the personal attention of Clubs SA's Membership and Sponsorship Manager, Kim Copperstone

CLUBS SA

SILVER SPONSORSHIP PACKAGE

FEATURES OF A CORPORATE SPONSORSHIP

- Exposure to the Club industry and its member Clubs
- Increased Company profile within the industry
- Opportunities to network
- Increased business opportunities
- Recommendations from Clubs SA to the club industry for your products/services
- Valuable publicity to be seen as a supporter of the Club community

BENEFITS

- Recognition at all Clubs SA functions and events
- 2 x complimentary tickets to all Clubs SA functions for 12 months
- Acknowledgment in all Clubs SA major publications
- Free Listing on the Clubs SA Website
- 3 x Advertising/Editorial Features in 'Keeping in Touch' Newsletter
- Distribution of all product/service information through Clubs SA mail outs
- Use of Clubs SA data base as a marketing tool
- Inclusion in the Corporate Sponsors Club Information Booklet
- Invitation to all Regional Meetings with the opportunity to make presentations
- Affiliate Membership of Clubs SA
- All Corporate Sponsors are assured of the personal attention of Clubs SA's Membership and Sponsorship Manager, Kim Copperstone

CLUBS SA

BRONZE SPONSORSHIP PACKAGE

FEATURES OF A CORPORATE SPONSORSHIP

- Exposure to the Club industry and its member Clubs
- Increased Company profile within the industry
- Opportunities to network
- Increased business opportunities
- Recommendations from Clubs SA to the Club industry for your products/services
- Valuable publicity to be seen as a supporter of the Club community

BENEFITS

- Recognition at all Clubs SA functions and events
- Acknowledgement in all Clubs SA major publications
- Distribution of all product/service information through Clubs SA mail outs
- Affiliate Membership of Clubs SA
- Free Listing on the Clubs SA Website
- Inclusion in the Corporate Sponsors Club Information Booklet
- Invitation to all Regional Meetings with the opportunity to make presentations
- All Corporate Sponsors are assured of the personal attention of Clubs SA's Membership and Sponsorship Manager, Kim Copperstone

CLUBS SA

INDUSTRY EVENTS

Statewide Regional Meetings

Awards of Excellence

Clubs SA Annual General Meeting

Presidents Christmas Function

Industry specific seminars

Corporate Sponsor Events

OTHER BENEFITS

Clubs SA directs member's inquiries to Corporate Sponsors.

It is our policy to support those who support Clubs SA.

Updated contact lists of Corporate Sponsors are regularly distributed to member Clubs.

CLUBS SA

Office: Morphettville Racecourse Morphett Road
Postal: 470 Anzac Highway CAMDEN PARK SA 5038
Telephone: (08) 8376 2699 Facsimile: (08) 8376 2659
Email: admin@clubssa.com.au



Community way of life!

APPLICATION FOR CORPORATE SPONSORSHIP

We hereby make application for Corporate Sponsorship of Clubs SA and the following information:

Full Name of Company/Organisation:

Street Address: _____ **PostCode** _____

Postal Address: _____ **PostCode** _____

Telephone: _____ **Fax:** _____ **Email:** _____

Name of person to whom communication can be made (mail/in person)

(Name)

(Title)

LEVEL OF SPONSORSHIP:

(Please circle appropriate level)

MAJOR SPONSORSHIP

PLATINUM SPONSORSHIP

GOLD SPONSORSHIP

SILVER SPONSORSHIP

BRONZE SPONSORSHIP

N.B Periods not coinciding with a financial year (July to June) may incur an alteration to fees.

Signature: _____ Date: _____