

Get Kids In Boats

Fundraising and Sponsorship Prospectus



Summary

This document presents Brighton and Seacliff Yacht Club's (BSYC) *Get Kids In Boats* project that aims at attracting children to sailing and aquatics.

To achieve this BSYC needs to increase its resources and in particular acquire a fleet of sail training dinghies, support craft and on-land teaching items.

The total cost of the project is \$110,000 and BSYC hopes to achieve this figure over a 3-4 year period through the following means:

- Commercial Sponsorship
- Government and foundation grants
- Australian Sports Foundation (ASF) Donations
- Other fundraising initiatives

This document presents Brighton and Seacliff Yacht Club and gives information on each of the funding Streams.

In particular, this document presents our sponsorship program that includes details of sponsorship categories and benefits, sponsorship servicing and tangible value.

Brighton and Seacliff Yacht Club is a community facility with a responsibility to promote, develop and nurture sailing.



Index

1. Summary
2. Index
3. Brighton and Seacliff Yacht Club – something for everyone
4. Welcome to BSYC
5. Membership
6. Get Kids In Boats project
7. Introduction to Get Kids In Boats project
8. Youth membership and program
9. Resources required and cost
10. Raising the Money
11. Fundraising Streams: a) grants b) Aussie Lend-a-Hand initiative
12. Fundraising Streams: c) donations – Australian Sports Foundation
13. Sponsorship Program
14. Our Sponsorship program and service
15. Sponsorship categories
16. Sponsor benefit package: Official Senior Sailing Sponsor
17. Sponsor benefit package: Official Youth Sailing Sponsor
18. Sponsor benefit package: Official Sailing School Sponsor
19. Tangible value
20. Corporate Sponsorship benefit package
21. Tangible value
22. Boat Sponsor benefit package
23. Tangible value



Brighton and Seacliff Yacht Club

something for everyone



Welcome to Brighton and Seacliff Yacht Club

Founded in 1919, Brighton and Seacliff Yacht Club has a long tradition of sailing excellence. We are one of the most prominent off-the-beach yacht clubs in Australia and our experience has been gained through not only weekly Club sailing but the organisation and management of numerous state, national and world championships. We are located at the very southern end of the Esplanade at Seacliff, 30m south of central Adelaide.

Something for everyone



SAILING SCHOOL
Brighton and Seacliff Yacht Club is a Yachting Australia Training Centre and delivers a full program of Learn To Sail, powerboat and windsurfing courses. We also offer general aquatics programs during the term and at the holidays and we aim to give as many people as possible the opportunity to come 'n' try.



FUNCTION CENTRE
In 2009/2010 we hosted 96 functions, predominantly at weekends. Our current objective is to consolidate this position while looking to acquire a piece of the mid week meetings and conference market. Our popularity is a result of our fabulous location, our superb service and our cost effective deals. Members receive 20% discount on the hire fee.



BAR AND BISTRO
The Mariners Bar is open every day from 4.30pm and offers the best company and cheapest beer on the coast! Our bistro is open to all on Friday evenings and offers great value. Members receive a 10% discount off their bill.



COMMUNITY CENTRE
At 90 years old, BSYC is one of the oldest institutions in the area and recognises its community responsibility. We take a full interest in council business and support initiatives that benefit members and the local community.



Membership

Our membership is over 300 and categories include Sailing, Social, Family and Youth. Youth membership is the Club's priority and we currently have 63 members in the section, the majority of which are under 14

Senior Program

Our senior fleet is made up from Australian Sharpies, 505s, NS14s, Tasars, Payne Mortlock Sailing Canoes, Contenders, Sabres and trailerable yachts and the Club organises racing for all classes from October to April. Within each class, sailors compete for an annual Consistency Series and Class Championship.



Youth Program

Our youth sailors begin in either an International Optimist or Holdfast Trainer and progress into a Laser, Cadet or 420. Our youth sailors also compete for a Consistency Series and Class Championship and during the 2010/11 season we will host the Holdfast Trainers state championships, the Optimist state championships and the Youth Sail Brighton regatta which is one of three rounds of a South Australian Youth Tri Series Championship.



Get Kids In Boats



Get Kids In Boats

BSYC has a reputation nationally as a centre of sailing development excellence and we have been at the forefront of Australian sail training and development programs.

We are a Yachting Australia Training Centre offering both sailing and aquatics programs and we employ a Sailing Professional who is assisted by a fleet of assistants and volunteers to deliver...

[Junior Learn To Sail courses](#) [Adult and Family Learn To sail courses](#) [Active After-school Communities aquatics programs](#)
[Private sailing lessons and courses](#) [Try Sailing and Try Aquatics days](#) [Holiday aquatics courses](#)

Last Season

- Last season we taught 40 children how to sail and 50% of them took up our offer of membership
- 28 adults and/or family members learned how to sail and 20% continued to sail after the course had finished
- 42 children took part in our holiday aquatics course in January
- 36 children experienced sailing and aquatics through our Active After-school Communities program

This season we aim to consolidate these participation numbers and introduce the following:

- A 3rd Junior Learn To Sail course in March
- A 2nd holiday aquatics program to take place at Easter
- Market opportunities to come 'n' try sailing and aquatics directly to schools and OCHC units



Youth Membership

Our 60 or so youth members benefit from a full program of on-water, on-land and, increasingly, on-line activities. Central to this is our coaching program that takes place on Saturday mornings, one mid week evening and occasional Sundays and holiday afternoons.

All members are split into one of three groups – beginners, intermediate and advanced and each group is led by a member of our coaching team. We aim for our youth sailors to have a great time but also to develop their sailing ability and skills.

We provide a coaching scheme that suits all ages and abilities. So, if a child is happy just pottering around on the water we want to make their 'pottering' more enjoyable. However, if a child wants to follow a pathway through state, national and world championships we make sure that child is equipped with the skills to do as well as they possibly can.

Our main challenge, however, is coping with the amount of interest we have from our members and the community who want to get involved.



Our current resources

2 International Optimist dinghies

1 Holdfast Trainer dinghy

24 personal flotation devices

20 sailing crash helmets

8 sets of masks and snorkels

6 body boards

We lease 6 Pacer dinghies from the Metropolitan Schools Team Racing Association as well as sub-contracting kayak and windsurf hire and lessons. These costs are currently passed on to the participant

What we need

8 Pacer Dinghies

10 International Optimist dinghies

Additional appropriate learning dinghies

6 kayaks

6 windsurfers

1 support/rescue craft plus engine

Mobile storage trailer

Boat trailer

Additional coaching aids

Total investment required: \$110,000

Four means of achieving the required money

Government and corporate grants

ASF Donations

AUSSIE Lend-a-Hand initiative

Sponsorship



Raising the Money



Government and other Grants

Over the past 18 months we have successfully applied for and received grants towards the resources as follows:

a) Office of Recreation and Sport Active Club

Grants \$10,000

b) Active After Schools Program \$500

c) Clubs SA \$5,000

We will continue to seek funding for the Get Kids In Boats project through various grant streams



Government of South Australia
Office for Recreation and Sport



Aussie Lend a Hand Promotion

We have registered Brighton and Seacliff Yacht Club with the Aussie Lend-a-Hand initiative. This means that anyone attending an appointment with an Aussie broker who quotes our registration number will earn the Club \$100.

Here's how it works:

- You arrange and attend an interview with an Aussie broker (The Club has all necessary details)
- The Aussie broker will give you a claim card
- You fill in the details of the claim card on-line
- Aussie forwards the Club \$100





ASF Donations

Our *Get Kids In Boats* project has been registered with the Australian Sports Foundation (ASF). This allows the Club to promote the tax deductibility of donations to the ASF in support of our project. Note, donations are made unconditionally to the ASF but donors can nominate our project as their preferred beneficiary.

Here's how it works:

1. The decision to donate is made
2. The donor completes an ASF donation form and returns it with the donation to the Club
3. ASF processes the donation and issues a receipt for taxation purposes

The Australian Sports Foundation Ltd (ASF) was established by the Australian Government to assist organisations to raise funds through public and corporate donations for the development of sport in Australia. Pursuant to the ASF's listing in the Income Tax Assessment Act (1997) (div 30, S 30-90), donations of \$2 or more to the ASF are tax deductible.

Donors must contribute unconditionally to the ASF to claim a tax deduction, however the ASF's structure makes it possible for a donor to nominate a registered project as the preferred beneficiary of the gift. Brighton and Seacliff Yacht Club – Get Kids in Boats Project, no, 210305, is registered with and conducted under the charter of the ASF.

All claims are subject to being accepted by the Commissioner of Taxation. If either an individual or business is uncertain of their position they should seek their own professional advice.



Sponsorship Program



Our Sponsorship Program

The Club offers a commercial sponsorship program that benefits investors through

- Brand exposure
- Engagement opportunities
- Corporate and key customer hospitality
- Sales promotion and product placement
- Staff, customer or supplier value adds
- Community involvement
- Integration and networking opportunities

Sponsorship Servicing

The Club is committed to developing strong relationships with investors and aims to work with the sponsor to increase the value of their investment. To this end, the Club holds regular meetings with sponsors to discuss and brainstorm ideas to leverage on sponsorship rights.

While the Club is able to give tangible value measurements on some benefits (see later) it would like to work with the sponsor in developing value measurements for more intangible items based on a sponsors' investment objectives.



Sponsorship Categories

The Club offers three levels of sponsorship

Category 1	Official Senior Sailing Sponsor	\$5,000 per year for 3 years
	Official Youth Sailing Sponsor	\$5,000 per year for 3 years
	Official Sponsor of Sailing School	\$5,000 per year for 3 years
Category 2	Corporate Membership	\$2,500 per year for 3 years
Category 3	Sponsor an Optimist	\$1,500 per year for 3 years (payable by September 2011)
	Sponsor a Pacer	\$1,500 per year for 3 years (payable by September 2011)



Sponsor Benefit Package Category 1 OFFICIAL SENIOR SAILING SPONSOR

1. Corporate Membership

The Official Senior Sailing Sponsor of the Brighton and Seacliff Yacht Club is entitled to:

- 1.1 Membership. Two full Senior Sailing memberships.
- 1.2 Facility Hire. The right to use for free a function room as follows (usual terms and conditions and booking methods apply):
 - a) One Saturday between May and August. *Member beer prices apply; 15% discount on all catering.*
 - b) One Sunday during the year. *Member beer prices apply. 15% discount on all catering.*
 - c) One mid week day per month. *15% discount on all catering.*
- 1.3 Learn To Sail. A Yachting Australia Basic Sailing (Learn To Sail) course delivered by the BSYC Sailing Professional free for up to 12 people. This is a twelve hour course and must be undertaken as a group at a time that is mutually agreeable. *All participants receive free membership for the remainder of the season to BSYC.*

2.Branding

- 2.1 Web site. Sponsor's logo can be carried on each page within the Sailing Section of the website.
- 2.2 Club's rescue fleet. Sponsor will be able to brand at their cost all craft within the rescue fleet at the Club.

2.3 Club facia. Sponsor will be able to supply a banner that will be attached to the Upper Deck balcony safety rail. Size TBC.

3. Engagement

The Club will consider proposals of methods to engage with senior members. This may include, but is not limited, to:

- a) Direct sales promotions at any Club sailing events.
- b) Direct sales promotions at any other senior sailing events so long as this does not conflict with any existing sponsorship agreement with the rights holder of the sailing event.
- c) Direct sales promotions at non-sailing events that are specifically for senior members.
- d) Indirect sales promotion through Club media and mailing list so long as the communication is part of an existing Club communication aimed at senior members.
- e) Other events that may be proposed by the Sponsor.

4. Naming rights

The Club's Consistency and Club Championships series for senior sailors. The Sponsor may donate and present prizes at the legs of the series during the season as well as the overall champions at the Club's Prize Giving night. The sponsor may engage in other promotional opportunities at this stage.

5. Others

- 5.1 Two tickets to the Club's Opening and Closing night dinners.
- 5.2 One table at the annual Commodores Ball at a 50%discount .



Sponsor Benefit Package Category 1 OFFICIAL JUNIOR SAILING SPONSOR

1. Corporate Membership

The Official Senior Sailing Sponsor of the Brighton and Seacliff Yacht Club is entitled to:

1.1 Membership. Two full Senior Sailing memberships.

1.2 Facility Hire. The right to use for free a function room as follows (usual terms and conditions and booking methods apply):

a) One Saturday between May and August. *Member beer prices apply; 15% discount on all catering.*

b) One Sunday during the year. *Member beer prices apply. 15% discount on all catering.*

c) One mid week day per month. *15% discount on all catering.*

1.3 Learn To Sail. A Yachting Australia Basic Sailing (Learn To Sail) course delivered by the BSYC Sailing Professional free for up to 12 people. This is a twelve hour course and must be undertaken as a group at a time that is mutually agreeable. *All participants receive free membership for the remainder of the season to BSYC.*

2.Branding

2.1 Web site. Sponsor's logo can be carried on each page

within the Youth Sailing pages of the website.

2.2 Club's fleet of Optimists (6). Sponsor will be able to brand at their cost all Optimists on sail and hull and also name the boats.

2.3 Club facia. Sponsor will be able to supply a banner that will be attached to the Upper Deck balcony safety rail. Size TBC.

3. Engagement

The Club will consider proposals to engage with youth members and their parents This may include, but is not limited, to:

a) Direct sales promotions at any Club youth sailing events.

b) Direct sales promotions at any other youth sailing events so long as this does not conflict with any existing sponsorship agreement with the rights holder of the sailing event.

c) Direct sales promotions at non-sailing youth events that are specifically for youth members.

d) Indirect sales promotion through Club media and mailing list so long as the communication is part of an existing Club communication aimed at youth members and their parents

e) Other events that may be proposed by the Sponsor.

4. Naming rights

The Club Championships series for youth sailors. The Sponsor may donate and present prizes at the Club's youth championships legs during the season as well as the overall champion at the Club's Prize Giving night. The sponsor may engage in other promotional opportunities at this stage.

5. Others

5.1 Two tickets to the Club's Opening and Closing night dinners.

5.2 One table at the annual Commodores Ball at a 50%discount .



Sponsor Benefit Package Category 1 OFFICIAL SAILING SCHOOL SPONSOR

1. Corporate Membership

The Official Senior Sailing Sponsor of the Brighton and Seacliff Yacht Club is entitled to:

1.1 Membership. Two full Senior Sailing memberships.

1.2 Facility Hire. The right to use for free a function room as follows (usual terms and conditions and booking methods apply):

a) One Saturday between May and August. *Member beer prices apply; 15% discount on all catering.*

b) One Sunday during the year. *Member beer prices apply. 15% discount on all catering.*

c) One mid week day per month. *15% discount on all catering.*

1.3 Learn To Sail. A Yachting Australia Basic Sailing (Learn To Sail) course delivered by the BSYC Sailing Professional free for up to 12 people. This is a twelve hour course and must be undertaken as a group at a time that is mutually agreeable. *All participants receive free membership for the remainder of the season to BSYC.*

2.Branding

2.1 Web site. Sponsor's logo can be carried on each page

within the Sailing School pages of the website.

2.2 Club's fleet of Pacers (6). Sponsor will be able to brand at their cost all Pacers on sail and hull.

2.3 Club facia. Sponsor will be able to supply a banner that will be attached to the Upper Deck balcony safety rail. Size TBC.

2.4 Any pending marketing collateral for the Sailing School.

3. Engagement

The Club will consider proposals to engage with youth members and their parents This may include, but is not limited, to:

a) Direct sales promotions at Sailing School programs/courses.

b) Direct sales promotions at any other youth sailing events so long as this does not conflict with any existing sponsorship agreement with the rights holder of the sailing event.

c) Direct sales promotions at non-sailing youth events that are specifically for youth members.

d) Indirect sales promotion through Club media and mailing list so long as the communication is part of an existing Club communication aimed at sailing school participants and their parents.

4. Naming rights

The Club consistency series for youth sailors. The Sponsor may donate and present prizes at the Club's youth consistency legs during the season as well as the overall consistency champion at the Club's Prize Giving night. The sponsor may engage in other promotional opportunities at this stage

5. Others

5.1 Two tickets to the Club's Opening and Closing night dinners

5.2 One table at the annual Commodores Ball at a 50%discount



Tangible Value

The full utilisation of the Official Club Sponsors' benefit package delivers a tangible value of \$10,435 per year

Senior sailing membership x 2	\$800	
Function Hire – Saturday	\$500	
Function Hire – Sunday	\$500	
Function Hire – Midweek	\$2100	(6 x \$350)
Members Beer Prices (est.)	\$200	(\$1 discount x 100 pints x 2 occasions)
Catering discount 1 (est.)	\$240	(15% discount on cocktail menu @ \$20 for 80)
Catering discount 2 (est.)	\$420	(15% buffet menu @ \$35 for 80 people)
Learn To Sail	\$3000	(\$250 x 12)
Complimentary sailing membership	\$2400	(\$200 x 12 people post Learn To Sail course)
Opening and Closing Night	\$100	(\$25 per person per event)
Commodores Ball	\$375	(\$75 per person)
TOTAL	\$10,435	



Sponsor Benefit Package Category 2 CORPORATE SPONSOR

1. Membership

A Corporate Sponsor of the Brighton and Seacliff Yacht Club is entitled to:

- 1.1 Two full Senior Sailing memberships
- 1.2 Twelve social memberships

2. Facility Hire

A corporate sponsor would be able to use the Function Centre without incurring a hire fee at the following times

- a) One Saturday between May and August.
- b) One Sunday during the year.
- c) Three mid week days during the year

3. Try Sailing

Sponsor would be able to book a try sailing experience for up to 10 people on one Saturday afternoon during the season of each year of the term.

4. Learn To Sail.

A corporate sponsor would benefit from a 50% discount on the cost of a Yachting Australia Basic Sailing (Learn To Sail) course delivered by the BSYC Sailing Professional for up to 10 people. This is a twelve hour course and must be undertaken as a group at a time that is mutually agreeable. *All participants receive free membership for the remainder of the season to BSYC.*



Tangible Value

The full utilisation of the Official Club Sponsors' benefit package delivers a tangible value of \$4400 per year

Senior sailing membership x 2	\$800
Function Hire – Saturday	\$500
Function Hire – Sunday	\$500
Function Hire – Midweek	\$1050
Learn To Sail	\$1250
Try sailing	\$300
TOTAL	\$4400



Sponsor Benefit Package Category 3 SPONSOR AN OPTIMIST

1. Membership

The Sponsor would be entitled to two full Senior Sailing memberships during the term

2. Branding

One International Optimist would be named after the sponsor and the sponsor would be free to brand the sail and hull of the boat at their cost. (Approximate cost per brand sticker is \$150).

Note: these are additional boats from the Official Junior Sailing sponsor

3. Learn To Sail

Sponsor would be entitled to 2 places in a Learn To Sail course at 50% discount each year during the term.

4. Try Sailing

Sponsor would be able to book a try sailing experience for up to 10 people on one Saturday afternoon during the season of each year of the term.

Sponsor Benefit Package Category 3 SPONSOR A PACER

1. Membership

The Sponsor would be entitled to two full Senior Sailing memberships during the term

2. Branding

One International Optimist would be named after the sponsor and the sponsor would be free to brand the sail and hull of the boat at their cost. (Approximate cost per brand sticker is \$150)

Note: these are additional boats from the Official Sailing School sponsor

3. Learn To Sail

Sponsor would be entitled to 2 places in a Learn To Sail course at 50% discount each year during the term.

4. Try Sailing

Sponsor would be able to book a try sailing experience for up to 10 people on one Saturday afternoon during the season of each year of the term.



Tangible Value

The full utilisation of the Optimist/Pacer Sponsors' benefit package delivers a tangible value of \$1350 per year

Senior sailing membership x 2	\$800
Learn To Sail	\$250
Try Sailing	\$300
TOTAL	\$1,350



Further information

Please contact The Manager on 08 8296 7935 or e-mail manager@bsyc.com.au

