



HOWLONG GOLF RESORT



SPONSORSHIP PACKAGES

Stay, play, relax, be entertained
at Howlong on the Murray...

Howlong Golf Resort is a community not for profit organisation; the Club plays an important role in the local community in providing sporting facilities and social interaction. Sponsors are invited to be part of our community with all proceeds from sponsorship being invested in prizes for our tournaments and in improvements to our facilities

We insist on over delivering in value and customer service. Aligning yourself with the largest membership golf club in Australia really should be a very easy marketing decision.

It is well known that the Howlong Golf Resort has more members than it does residents in the town! Once you join us - we always stay in contact, keeping our members abreast of all of the upcoming tournaments, activities and events both within the club and other local events.

PLATINUM

SPONSORSHIP PACKAGE

\$4,400 incl. GST

Limited to a maximum of four sponsors per year.

- One year Tee Sponsorship in a high visibility platinum location on both the ladies and men's tees.
- Naming rights to one weekend or weekday event over the golf and bowls year where the sponsor can invite a team to play.
- An invitation for 3 people to our special Sponsors Golf Day held annually, where your golf, beverages, food and entertainment is provided at no cost. Your team must have a minimum of one representative from your business.
- 3 x free 18 hole green fee vouchers for 2 people, to use as you desire.
- 2 Free nights accommodation for two guests, twin share, in our Resort studio rooms.
- One year Golf Playing Membership
- \$250 in club vouchers.
- Logo and link to your website/Facebook page on the Sponsor's page of the Club's public website
- Logo and/or provided ad displayed on rotation on Sponsor's TV screen in the Sports Bar
- Advertising in up to four scheduled eDMs promoting club activities which is distributed to 4,500+ members Australia wide with email addresses.
- Advertising in up to four scheduled Facebook posts or shares via the Club's Facebook page

Includes one of the following:

- Naming rights to Nearest to Pins on rotation
- Tag on News Flash eDMs on rotation
- Equivalent branding opportunity to be negotiated with the club.

GOLD

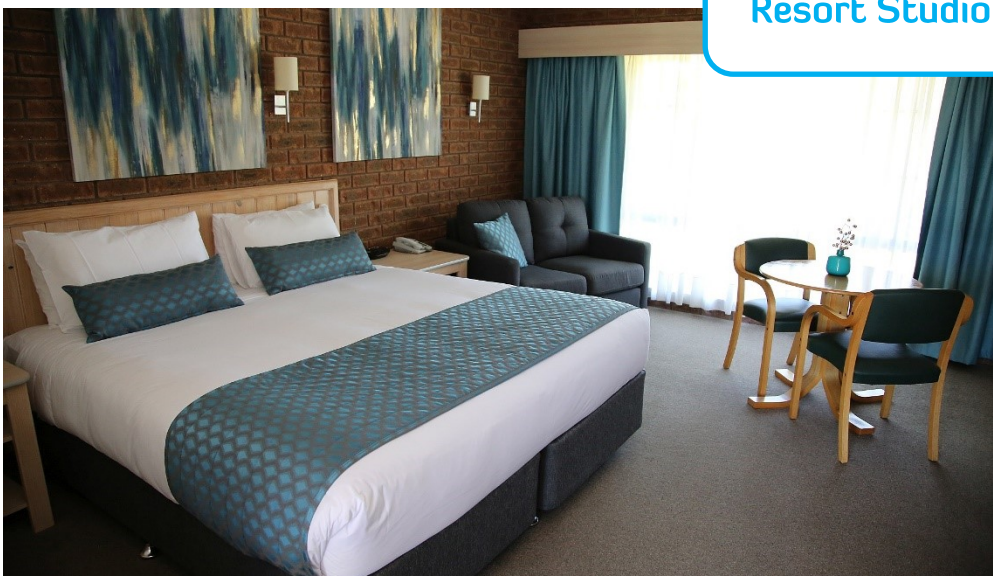
SPONSORSHIP PACKAGE

\$2,750 incl. GST

Limited to a maximum of six sponsors per year.

- One year Tee Sponsorship in a medium visibility gold location.
- Naming rights to one weekend or weekday event over the golf and bowls year where the sponsor can invite a team to play.
- An invitation for 3 people to our special Sponsors Golf Day held annually, where your golf, beverages, food and entertainment are provided at no cost. Your team must have a minimum of one representative from your business.
- 2 x free 18 hole green fee vouchers for two people to use as you desire.
- 1 free nights accommodation for two guests in our Resort studio room.
- 1 year Golf Playing Membership
- \$250 in club vouchers
- Logo and/or provided ad displayed on rotation on Sponsor's TV screen in the Sports Bar
- Advertising in up to two scheduled eDMs promoting club activities which is distributed to 4,500+ members Australia wide with email addresses.
- Advertising in up to two scheduled Facebook posts or shares via the Club's Facebook page

Resort Accommodation
Resort Studio Room





SILVER SPONSORSHIP PACKAGE \$1,650 ex. GST

- One year Tee Sponsorship.
- Naming rights to one weekend or weekday event over the golf and bowls year where the sponsor can invite a team to play.
- An invitation for 3 people to our special Sponsors Golf Day held annually, where your golf, beverages, food and entertainment is provided at no cost. Your team must have a minimum of one representative from your business.
- 1 x free 18 hole green fee vouchers for 2 people to use as you desire.
- 1 year Golf Playing Membership
- \$250 in club vouchers
- Logo and link to your website/Facebook page on the Sponsor's page of the Club's public website
- Logo and/or provided ad displayed on rotation on Sponsor's TV screen in the Sports Bar
- Advertising in up to one scheduled eDM promoting club activities which is distributed to 4,500+ members Australia wide with email addresses
- Advertising in up to one scheduled Facebook post or share via the Club's Facebook page

BRONZE

SUPPORT SPONSORSHIP PACKAGE

\$1,100 ex. GST

- 2 nights accommodation, twin share, in one of our Resort studio rooms
- \$250 of clubhouse vouchers
- 1 x Golf Playing Membership
- Logo and link to your website/Facebook page on the Sponsor's page of the Club's public website
- Logo and/or provided ad displayed on rotation on Sponsor's TV screen in the Sports Bar

Resort
Accommodation



*If you're interested in sponsoring your local club,
ask one of our friendly team now*

*We're happy to tailor sponsorship
to your organisation's needs*

Advantages of Sponsorship

Brand enhancement – Aligning your business with the Howlong Golf Resort which has a strong reputation and community focus can enhance your businesses reputation by association.

Awareness raising – Your brand name will gain visibility and be included in media coverage e.g. The McRae Motors Summer Series, Campbells Winery ‘Tastes of Rutherglen’ Stableford

Access to niche markets – Sponsorship can enable entry into a niche market, we have the ability to segment our database into gaining access to the consumers best suited to your business and most likely to respond to your product. With a database of 5000+ members (4,500+ with email addresses) we have a great starting point to reach the audience you require.

Generate or increase sales – This could be directly e.g. selling your product at the event you have sponsored, or indirectly – a positive change in audience attitude or awareness that leads to purchase.

Cost effective – Sponsorship can be more cost effective than mainstream advertising. We have a range of sponsorship options available as well as the flexibility to discuss any additional requirements or changes to the current arrangements.

Sponsors Day 2018 Lunch on the deck

