



# *Sponsorship Prospectus 2023*



## *Whakatane Sportfishing Club Inc.*

Muriwai Drive  
office@wsfc.co.nz  
www.whakatanesportfishingclub.co.nz  
Phone 07 3070334



# ABOUT US

The Whakatane Sportfishing Club Inc., located on Muriwai Drive in Whakatane, offers breath-taking views of the Whakatane River and Pacific Ocean from our Club Lounge, Conference Room, and Anchorage Bar and Balcony.

Our onsite restaurant, Skippers Restaurant, serves a delightful menu every day, offering supreme quality at unbeatable prices. The team at Skippers can cater to various dining preferences, from à la carte to buffet and private functions.

With a dedicated team of staff and committee, the Whakatane Sportfishing Club Inc. is committed to providing an exceptional experience for our members, guests, and sponsors.

Our membership currently stands at approximately 3,000 individuals from New Zealand and overseas. Many of our members actively participate in angling, while others take pleasure in our outstanding club facilities and club nights.

To keep our members informed about club activities and tournaments, we regularly share updates through our monthly newsletter and extensive use of social media. Recognising the significance of social media in today's communication landscape, we have a contracted Social Media Manager who ensures maximum impact for both the club and our sponsors across many platforms. We have over 8500 followers on Facebook alone.

## WHAT CAN WE OFFER

At the Whakatane Sportfishing Club Inc., we offer a range of sponsorship opportunities that provide valuable exposure and benefits for our sponsors. Whether you are a large corporate company or a small family business, we have sponsorship packages designed to suit different budgets and objectives.

By becoming a sponsor, you have the opportunity to showcase your brand to our captive and engaged audience. As the third largest sportfishing club in New Zealand, we offer a platform for your brand to gain visibility and make a lasting impact.

Our sponsorship packages include various promotional avenues, such as multimedia displays featuring your logo, dedicated sections in our newsletters and website, extensive social media coverage, and even radio and newspaper advertising. We ensure that your brand receives the exposure it deserves across multiple platforms.

In addition to exposure, our sponsors also enjoy exclusive benefits, including the use of our outstanding club facilities for functions and events at no charge. We go the extra mile to ensure that your event is elevated and represented in the best possible light.

We are committed to providing the best value for your sponsorship investment, ensuring that you receive the exposure and returns you expect. Our goal is to build a mutually beneficial and long-lasting relationship with our sponsors.

**Contact us today to explore the sponsorship opportunities available and discover how we can help promote your brand and support your business goals.**

# SPONSORSHIP OPTIONS

## Sponsorship Options:

1. **Multimedia Display:** Your company logos will be showcased on our large HD widescreen, with prominent visibility during events.
2. **Table Talkers:** A dedicated section on our six-panel table talkers will feature our annual Marquee Sponsors logo, alongside promotions for club facilities and Skippers Restaurant.
3. **Website:** Our regularly updated website will display a sponsorship banner on the homepage, providing a link to our annual Marquee Sponsors' websites.
4. **Monthly Newsletter:** Our electronic and hard copy newsletter, distributed to all members, will prominently feature logos of our annual Marquee Sponsors and occasional sponsor highlights.
5. **Social Media:** Our contracted Social Media Manager will maximize your brand's exposure across all platforms, reaching our 8500 followers on Facebook and Instagram.
6. **Local Radio and Newspaper Advertising:** Marquee and Tournament Sponsors will be included in our local radio and newspaper advertisements.
7. **P.A. Announcements:** Extensive mentions of our Marquee and Tournament Sponsors over the club's PA system during selected events and tournaments.
8. **Company Product and Promotional Display:** Sponsors can showcase their products at events, and we welcome associate suppliers and clients to take sponsorship packages in support of a Primary Sponsor.

## Sponsorship Packages:

### 1. Marquee Sponsor:

- 12-month sponsorship with extensive coverage across all club platforms
- Access to a large, active, and engaged audience of 3000 members and external coverage
- Non-competitive environment
- First right of refusal for event or tournament sponsorship
- Open to additional options and ideas for brand promotion in collaboration with the Whakatane Sportfishing Club Inc. Tier 1: Customised pricing Tier 2: Product and/or Services

### 2. Tournament Sponsor:

- Utilise platforms available to Marquee Sponsors during and after tournaments
  - Advertising running one month prior and two weeks after the event, including results and photos
  - Extensive coverage through social media and other advertising
  - Opportunity for sponsors, suppliers and customers to participate in Tier 2 and Tier 3 options
- Tier 1: Naming rights (Price negotiable, non-competitive sponsors)  
Tier 2: Associate Sponsor (Unlimited)  
Tier 3: Associate Sponsor (Product, Unlimited)

### 3. Club Sponsor:

- Raffles: Annual sponsorship of cards from 1st June to 31st May, priced at \$500 + GST
- Grid Map: Sold at sponsors night via auction

#### 4. Meal Pagers:

- Brand exposure through repetitive use of meal pagers with logo labels attached
- Annual sponsorship of 10 pagers for \$1000+gst

#### 5. Weigh Station Signage:

- Weigh station boards are used as a backdrop for photos, social media and other advertising
- Weigh station backdrop sign \$1000 +gst per annum
- Weigh board displaying catch details \$2000 +gst per annum

***A heartfelt thank you to all our current sponsors  
for your continued support.  
We truly appreciate you!***

