



PROPOSAL

State Waterski Championships - 16th and 17th April 2011

National Water Ski Championships - April 22nd – 26th (Easter) 2011

To be Held @ Blacks Weir / Loam Island / Riverway - Townsville



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INVITATIONS

Invitation – Chairman, 2011 Queensland State and the National Water Ski Championships

In April 2011, the Townsville Water Ski Club will be the host for the Queensland State and the National Water Ski Championships. These events will be a milestone for both Townsville, as it will be the first time the Titles have been held in our City.

These Titles are held every year and each state takes a turn in hosting the event, the competitor numbers are growing each time. Next year will see Queensland enter with a full strength team and the support of the home crowd will certainly be an unrivalled advantage for them. The Queensland Team has several members of the National Disabled ski jump team (aptly named the “Flying Kangaroos”) who set World records in Townsville on their last visit here for the World Championships in May 2007, they in particular have been important in assisting the TWSC to gain the rights to Host these significant events, by sending a very positive report of our City and Facilities.

Upon our successful bid to host the 2011 State and National Water Ski Championships, the TWSC organizing committee is now seeking sponsors to ensure that these events are unforgettable for the competitors and the public alike.

These events present an excellent opportunity for local businesses and larger companies to get involved with a world class event and a promotional avenue for your business. As you can appreciate, this event will require huge resources from suppliers, volunteers and monetary contributions.

The 2011 Queensland State and the National Water Ski Championships present a brilliant opportunity for Townsville to themselves to the world. This event will surely bring great exposure to the city and indeed to your business.

As President of the Townsville Water Ski Club, I invite you to be part of this program as a sponsor of this national sporting event and assist us in showing the country and the rest of the world what we all know that we are capable of.

Yours Sincerely

Scott Keevers
President
Townsville Water Ski Club
0409 267553



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Aims of Australian Water Ski Federation Tournament:

- To work with State Water Ski Federations/Associations to provide people with the opportunity to try water skiing.
- To assist States to commence and develop water ski programs for beginners up to elite skiers.
- To encourage an increase in the number of participants in all levels of water skiing, including recreational as well as competitive.
- To provide information on coaching techniques, rules and specialised equipment.
- To develop, maintain and promote safe practices for all involved in water skiing.
- To facilitate the training of skiers in all aspects of competitive skiing.
- To foster water skiing through media, advertising and promotion.
- To provide ongoing education to enable the sport to continually expand.
- To liaise with peak bodies to raise funds to develop all aspects of the sport

Dates:

State Championships 16th and 17th April 2011

National Championships 22nd – 26th April 2011 (Easter Weekend)

Venue:

Thuringowa Riverway and Loam Island

Attendance:

We anticipate in excess of 300 competitors and a total of more than 800 event attendees at the 2010 event, with in excess of 80 competitors from Queensland alone attending as a team to take on the rest of the country.



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Proposed Program Overview (to be finalized):

3 rd to 15 th April	9:00 am to 12:00 am 1:00 pm to 6:00 pm	Familiarisation including on river training in the three events of Jump, Trick and Slalom
Friday 15 th April	8:00 am to 6 :00 pm	Arrival and Team Registration Classification
Wednesday 13 th April	8:00 am to 4:00 pm 4:30 pm 5:30 pm 6:30 pm	Familiarisation Officials Meeting on the site Team Captains Meeting on the site Opening Ceremony and Welcome Reception
Saturday 16 th April	8:00 am to 6:00 pm	Preliminary Rounds of State Championships
Sunday 17 th May	8:00 am to 6:00 pm	Final Rounds of State Championships
Friday 22 nd & Saturday 23 rd April	8:00 am to 6:00 pm	Preliminary Rounds of National Championships
Sunday 25 th and Monday 26 th April	9:00 am to 6:00 pm Evening	Final Rounds of National Championships Anzac Day Recognition ceremony Gala Dinner

Outline of Competitive Water Skiing

1. **Slalom.** skiers use a slalom course of 6 turning buoys that the skier must negotiate at a set boat speed and rope length, at the completion of each successful pass the boat will increase speed up to a set maximum speed (depending on class), at which point they start to shorten the rope, the skiers ski until they fail to complete a pass, the total of buoys turned, the speed and the rope length at which they finished are recorded. The skier with the most buoys at the fastest speed and shortest rope setting will be the winner.
2. **Tricks.** Skiers have 20 seconds to perform as many tricks as possible, in a set course between 2 buoys, 180's, 360's, heel and toe side slides, inverts, etc are all types of tricks. The tricks score a variety of points depending on the difficulty and the execution / accuracy of the trick as judged by the on board and land based judges. In trick riding, contestants choose their own routines, many of them remarkably intricate
3. **Jump.** In jumping, contestants are towed over an inclined wooden ramp about 21 ft (6 m) long and 6 ft (1.8 m) high; jumps of 65 meters from the point of takeoff are regularly recorded.



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The American Water Ski Association, founded in 1939, held the first national championships that year. In recreational water skiing, the type of ski, length of tow rope, and speed of the boat vary with individual taste.

There are three events in water ski tournaments: slalom, jumping, and trick riding.

In the slalom the skiers must ski outside each of a staggered series of buoys.

Townsville Water Ski Club Committee:

President:	Scott Keevers
Vice President	Steve Finch
Secretary/ Treasurer:	Kim Phelps
Infrastructure:	John Mollison Glen Hickmott

Water Ski Queensland Representatives on the Organizing Committee:

President:	Peter Kingdom
Event Coordinator	Len Kelly
Marketing	Mick Campbell



BENEFITS TO YOUR COMPANY

The sponsorship of the 2011 Queensland State and the National Water Ski Championships provides a unique opportunity for your organisation to show its support for the sport of waterskiing.

This is a special sporting sponsorship opportunity offering you a high level of exposure including:

- ✓ Enhanced Local company profile
- ✓ Increased customer contact and business opportunities to your target markets
- ✓ Opportunity for branding and product exposure for your business
- ✓ Enhanced perception of value to the community
- ✓ Customer satisfaction through the event or activity
- ✓ Responsive to the community needs and expectations
- ✓ Build value and returns for our shareholders
- ✓ Ability as a company to assist in the development of junior sports people into the future.

The TWSC provides many opportunities for sponsorship participation and is in no way limited. We would welcome the opportunity to discuss your marketing objectives and any further ideas you may have on sponsorship.

This document outlines opportunities available. Choose the option that best suits your organisation, complete the application and forward with your preferred payment option to secure your choice.



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Principal Sponsor (naming rights sponsorship opportunity)

1 Only

The Principal sponsor and naming rights sponsorship presents a unique opportunity for you to gain high level brand exposure internationally with concentrated focus in the Townsville region. This will occur through:

- A comprehensive media campaign across radio and television including outside broadcasts and TV program exposure.
- Brand association through promotional material, clothing production, acknowledgements and signage.
- Profile to a broad community audience through an event which will involve the community as well as water ski competitors. In addition to the 300 plus participants expected to attend the event from Australia as well as overseas, it is anticipated that hundreds of people will attend Riverway over the weekend to watch the competition and participate in community events.
- Links in a good corporate citizen way to an international sporting event benefiting the Townsville and regional Queensland community.

Naming Rights

- Naming of the event.
- Inclusions with all official references of the event.
- Naming rights to the Skier of the Event Award

Logo Partnership

- The official event logo will be partnered with your logo will be used on all branding.

Media Exposure and Public Relations (subject to the finalisation of Media Sponsorship)

Prominently featured on all media campaigns which will include:

Television Network Sponsorship

- \$10,000 National/Statewide advertising campaign
- Option for national television rights to the event

Radio Network Sponsorship

- Townsville scheduling including 120 x 30 second promotional pointers; 60 x 15 second live announcer liners.
- Townsville - outside broadcast
- Regional schedule (other stations apart from Townsville) 40 x 30 second promotional pointers; 20 x 15 second live announcer liners.

Print Sponsorship

- print advertising campaign
- Event program lift out
- All official print based PR and news articles.



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- Partnered logo inclusion
 - official website,
 - e-newsletter,
 - registration brochure,
 - official program,
 - letterhead template.

- One full page advertisement (2 colour print) within the official program.

Signage & Branding

Prominent signage at:

- Main event site – Thuringowa Riverway.
- All pre-promotional and event media activities.
- All events and activities throughout the event including presentation evenings.
- Opportunity for flags on support vessels and pontoons.

(Signage production at your expense)

Inclusion as part of event logo on all official merchandise.

- Officials' clothing.
- Volunteers' clothing.
- Official merchandise.
- Opportunity to provide caps and other branding for officials.

Other Event Exposure

- Acknowledgement via the Public Address system.
- Acknowledgement as Principal/naming rights sponsor at all official associated events.
- Formal media launch to announce the sponsorship and other media events.

Promotional Opportunities

- Opportunity to run a major promotion in line with the event which will be supported and promoted wherever possible.
- Opportunity to distribute information or giveaways to the competitors promoting your products and services
- Opportunity to provide a stand during the event promoting products and services. (Stand requirements at your expense)
- Opportunity to provide tents/marquees for competitor areas.

Networking

A number of networking activities will be held which will provide excellent opportunities to link with other sponsors and dignitaries.

You will receive:

- Ten invitations to the Opening Ceremony event which will include other sponsors, local dignitaries and competitors.
- Six invitations to the Closing Ceremony Dinner.
- Ten event passes allowing access for the duration of the competition.



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Additional Networking

In addition to the networking detailed above included in this package is an option to for a major networking and staff interaction session. This session would include:

A Breakfast function to watch the morning competition for 15 of your business associates or staff.

Suggestion: A staff or sponsor breakfast and networking function followed by viewing of the event on one morning of the championships. The event would include catering for your guests.

Principal Sponsor Naming Rights Investment:

Including all the benefits detailed above: \$10,000 plus GST



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Gold Sponsorship

Sponsorship naming rights for one (1) of the following packages during the event

Opening Ceremony
Closing Ceremony Dinner
Safety Team
Volunteers Program
Jump Ramp

A) Opening Ceremony

The Opening Ceremony and Welcome Reception is one of the official events of the Competition and will be held at the event site. The event will be a finger food style of function at the conclusion of the formal opening ceremony procedures.

The Opening Ceremony will be referred to as the “*Sponsor*” Opening Ceremony. Benefits will include:

- Sponsorship naming rights for the event.
- Inclusions with all official references of the event.
- Signage during the event.
- An introduction to your CEO or representative in thanking them for their partnership at the event.
- Acknowledgement during the event proceedings.

B) Closing Ceremony Gala Dinner

The Closing Ceremony Gala Dinner is one of the official events of the Competition. The event will be a formal sit down function at the conclusion of the Competition. Awards and trophies will be presented at the Closing Ceremony Gala Dinner.

The Closing Ceremony Gala Dinner will be referred to as the “*Sponsor*” Closing Ceremony. Benefits will include:

- Sponsorship naming rights for the event.
- Inclusions with all official references of the event.
- Signage during the event.
- An introduction to your CEO or representative in thanking them for their partnership at the event, and opportunity to address the attendees.
- Acknowledgement during the event proceedings.



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C) **Safety Team** The Safety and First Aid Support provided by the competition will be referred to as the “*Sponsor*” *Safety Team*. Benefits will include:

- References to the team on the Public Address system as the “Sponsor” Safety Team” throughout the event.
- Signage exposure at the event and in prominent location identifying the linkage with the “Safety Team”.
- Set up of a Safety Team site which would be the “home base” for the safety team. Including signage around this location.
- Opportunity to provide clothing to be worn by the team.
- Other signage appropriate at the event to promote the involvement.

It should be noted that Water Skiing is a highly safety conscious sport and extensive risk management procedures, safety equipment and education occurs within the sport.

D) **Volunteer Program – (On Hold Chandler McLeod Group Pending Approval)**

An event of this magnitude obviously requires many support people. The Volunteer support provided by the competition will be referred to as the “*Sponsor*” *Volunteers*. Benefits will include:

- References to the team on the Public Address system as the “Sponsor” Volunteers” throughout the event.
- Signage exposure at the event and in prominent location identifying the linkage with the “Volunteers”.
- Set up of a Volunteers support site which would be the “home base” for the volunteers. Including signage around this location.
- Opportunity to provide clothing to be worn by the volunteers.
- Other signage appropriate at the event to promote the involvement.

If appropriate we would like to invite your organisation to provide volunteers to assist in taking on roles as part of the event.

E) **Jump Ramp**

This is a 12 month sponsorship opportunity for the jump ramp that will be used during the competition as well as the Townsville Water Ski Club in the future.

The jump ramp will be referred to as the “*Sponsor*” Jump Ramp during the 2007 World Disabled Water Ski Championships. Benefits will include:

- Sponsorship naming rights for the event.
- The Jump Ramp can be branded with your company logo on the side of the jump and/or the top surface of the ramp. *Sign writing costs are to be covered by sponsor.*
- Inclusions with all official references of the event.
- Signage during the event.
- Acknowledgement during the event proceedings.

The jump ramp will remain branded with your company logo for a 12 month period to be used during local water ski competitions with an option to renew sponsorship of the ramp after that time.



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Additional Gold Sponsorship Inclusions:

Promotional Opportunities & Exposure

- Opportunity to distribute information or giveaways to the competitors promoting your products and services.
- Acknowledgement as a Gold Sponsor at all official social events.
- Logo inclusion on website and other select event items.
- Selected signage at the event.

Networking

A number of networking activities will be held which will provide excellent opportunities to link with other sponsors and dignitaries.

You will receive:

- Four invitations to the Opening Ceremony event which will include other sponsors, local dignitaries and competitors.
- Four invitations to the Closing Ceremony Dinner.
- Four event passes allowing access for the duration of the competition.

Logo Partnership

- The official event logo will be partnered with your logo as Gold Sponsor and will be used on all branding.

Media Exposure and Public Relations

- You will be prominently featured on all media campaigns:
 - Television advertising campaign
 - Radio sponsorship – advertising and promotion
 - All official print based PR and news articles.
 - Any print advertising.
 - Partnered logo inclusion
 - official website
 - e-newsletter
 - first announcement
 - registration brochure
 - official program

Signage & Branding

Prominent signage at:

- Main event site – Thuringowa Riverway.
 - All pre-promotional and event media activities.
 - All events and activities throughout the event including presentation evenings.
- (Signage production at your expense)

Inclusion as part of event logo on all official merchandise in conjunction with event logo and principal sponsor logo.

- Officials' clothing.
- Volunteers' clothing.
- Official merchandise.

Other Event Exposure

- Acknowledgement on the public address system.



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- Formal media launch to announce the sponsorship and other media events.

Promotional Opportunities

- Opportunity to distribute information or giveaways to the competitors promoting products and services including a Call to Action program which can be measured.

Gold Sponsor Investment:

Including all the benefits detailed above plus your choice of:

- A) Opening Ceremony**
- B) Closing Ceremony**
- C) Safety Team**
- D) Volunteers Program**
- E) Jump Ramp**

\$8,000 plus GST



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Silver Sponsorship

Sponsorship naming rights for the following package during the event;

Fuel (*contra arrangement to the value of \$5,000*)

An opportunity to provide fuel for the officials transport and for the competition boats during the competition.

Benefits will include:

- Inclusions with all official references of the event.
- Signage during the event.
- Acknowledgement during the event proceedings.

Additional Silver Sponsorship Inclusions:

Promotional Opportunities & Exposure

- Logo inclusion on website and other select event items.
- Selected signage at the event.

Networking

A number of networking activities will be held which will provide excellent opportunities to link with other sponsors and dignitaries.

You will receive:

- Two invitations to the Opening Ceremony event which will include other sponsors, local dignitaries and competitors.
- Two event passes allowing access for the duration of the competition.

Public Relations

- Partnered logo inclusion
 - official TWSC website
 - e-newsletter
 - registration brochure
 - official program

Other Event Exposure

- Acknowledgement on the public address system.

Silver Sponsor Investment:

Fuel (*contra arrangement to the value of \$5,000*)

\$5,000 plus GST



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Bronze Sponsorship

Sponsorship naming rights for one (1) of the following packages during the event

Ski Event Packages (12 available)

Opportunity to sponsor one of the Ski Events Packages during the competition.

Note: competition events to be allocated by the Committee once sponsorship has closed.

The competition event package will be referred to as the “*Sponsor*” Event. Benefits will include:

- References to the event on the Public Address system as the “Sponsor” Event” throughout the competition.
- Signage exposure during the event package and in prominent location identifying the linkage with the “Event”.
- Other signage appropriate at the event to promote the involvement.
- Inclusions with all official references of the event.
- Acknowledgement during the event proceedings.
- Partnered logo inclusion
 - official website,
 - e-newsletter,
 - registration brochure,
 - official program

Bronze Sponsor Investment:

Including all the benefits detailed above plus your choice of

A) Supply of Ropes and Ski Equipment

B) (1 of 12) Ski Events Packages

\$2,500 plus GST



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Supporting Sponsorship

Cash or contra support from event suppliers.

Supporting Sponsor Investment:

\$500 - \$1000 plus GST

Benefits will include:

- Inclusions with all official references of the event.
- Acknowledgement during the event proceedings.

Promotional Opportunities & Exposure

- Logo inclusion on website and other select event items.
- Selected signage at the event.

Networking

A number of networking activities will be held which will provide excellent opportunities to link with other sponsors and dignitaries.

You will receive:

- One invitation to the Opening Ceremony event which will include other sponsors, local dignitaries and competitors.
- One event pass allowing access for the duration of the competition.



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Booking Conditions

Acceptance of sponsorship applications will be subject to Committee approval. The Committee reserves the right to decline applications based on any association, direct or indirect, that does not uphold the objectives of the event.

Sponsorship Payments

Sponsorship will be allocated strictly in order of receipt of the deposit payment and application form.

In order to confirm your sponsorship we will require the **Application to Sponsor** form and a fifty percent (50%) payment to be forwarded to the Townsville Water Ski Club, the balance of payment will be required by 28 February 2011.

Cheques payable to:

Townsville Water Ski Club Inc.

Forward Applications and 50% initial payments to:

Townsville Water Ski Club
PO Box 721
Townsville Qld 4810

Please Note: all prices exclusive of GST.

Cancellation Policy

In the event of cancellation, the organisers reserve the right to retain monies paid in full.

Further Information

For further information regarding sponsorship, please contact:

Sponsorship Coordinators:

Scott Keevers

M: 0409 267553

E: scott.keevers@townsvillewaterskiclub.com.au



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APPLICATION TO SPONSOR

Tax Invoice

ABN 71 634 156 493
Townsville Waterski Club
2011 National Water Ski Championship
Townsville, Australia
22-26th April 2011

Company Name:

Address:

.....Post Code:

Telephone:Facsimile:

Email:

Event Contact Person:

Sponsorship Package Preference

Table with 3 columns: Selection box, Package Name, and Price. Includes Principal Sponsor (\$10,000 + GST), Gold Sponsor (\$8,000 + GST), Silver Sponsor (\$5,000 + GST), Bronze Sponsor (\$2,500 + GST), Supporting Sponsor (\$500-\$1000) (\$ + GST), and Total (\$ + GST).

Preferred Payment Option

Invoice Order number:

I/we understand that the sponsorship packages will be subject to Committee approval and their decision is final.

Signed:

Please return to:

2011 National Waterski Championships
c/- Townsville Water Ski Club
PO Box 721
Townsville Qld 4810

