



SURF LIFE SAVING SYDNEY INC

Sponsorship Prospectus



CONTENTS

A Message from the president	4
About us	6
Membership & Reach	7
What we do	8
Mission & Values	10
Our brand	12
Sponsorship Opportunities	14
Sponsorship Packages	16
Project Specific Sponsorship	17
Event Sponsorship	19
Equipment Sponsorship	20

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A MESSAGE FROM THE PRESIDENT

Surf Life Saving remains a vital part of the community across not only our coastal regions of Australia but is increasingly has a far wider reach and audience. The need to ensure safe access and use of our beaches and coastline remains our immediate and operational focus but increasingly we are seeing the need to expand our engagement with the community on a proactive basis to help address a range of issues ranging from social factors, participation and community based education programs. Surf Life Saving is now more than ever less about Surf Life Saving and more about being a true community organisation, which provides for a changing and adapting community base.

In the Sydney region each year we continue to see a growth in attendance at patrolling beaches and a number of unpatrolled locations. The expansion of housing estates and development along the coastline of Sydney has seen accessibility to new unpatrolled beaches and rock platforms at an all-time high. Recreational activities are also on the rise with Rock Fishing, Spear Fishing and Boating having a significant impact on the numbers using the coastline.

Surf Life Saving Sydney is committed to developing initiatives and resources to not only continue to provide the safest aquatic and recreational environment for the general public but also to provide access points for the community to engage and learn.

Surf Life Saving Sydney is now looking for partners not sponsors to join us on the journey. We are looking to become part of a value added corporate social responsibility program where we continue to grow a relationship not a bottom-line. Strong values and a clear vision to providing a better environment for the general public is what drives us and we are looking for a partner with similar resolve in their unyielding view to make positive change in our communities.

I am proud and excited to present this prospectus and sponsorship document to you for your consideration. Thank you for your time in reviewing this document and look forward to the opportunities that lie ahead with our future partners.

George Shales

President



ABOUT US

LIFE SAVERS PERFORMED

2,389
Rescues

31,200
PREVENTATIVE ACTIONS

7,829
FIRST AID

16,807
TOTAL MEMBERSHIP

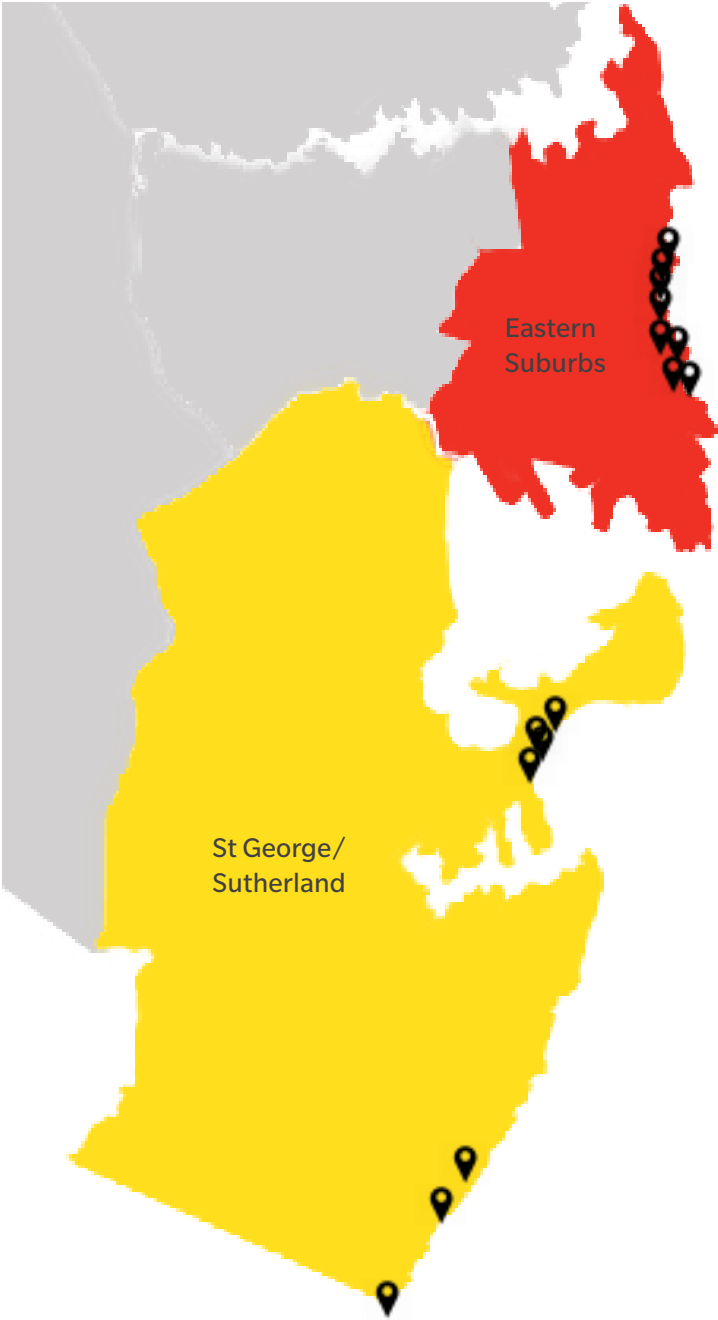
Surf Life Saving Sydney is the administrative arm of Surf Life Saving for the fifteen Surf Life Saving Clubs stretching from North Bondi south to Burning Palms in the Royal National Park.


The role of SLS Sydney is to coordinate Lifesaving activities including; club based patrols and support services such as Off-Shore rescue boats, Rescue Water Craft (jet ski), Duty Officers and Member Support officers; Surf Sports activities are coordinated by SLS Sydney through competition and coaching events, and representative teams.


Our team of trainers, assessors and facilitators provide our surf lifesavers with an extensive and integrated award structure; Our Junior Activities (nipper) programs cater for 6,510 junior members, who range in age from 5 to 13 years and is a stepping stone for many of our surf lifesavers and champion competitors of the future.

Surf Life Saving in Sydney is a vibrant volunteer community and emergency service organisation, with 16,807 volunteer lifesavers providing the Sydney community with a world class water safety service.

Our record of never having recorded a drowning between the flags whilst on patrol since its establishment in the early 1900's is a source of pride for our members.



	
Nth Bondi	2290
Bondi	1351
Tamarama	339
Bronte	1797
Eastern Suburbs	
Clovelly	1225
Coogee	2246
Maroubra	890
Sth Maroubra	1051

	
Wanda	1311
Elouera	971
North Cronulla	1245
Cronulla	1381
St George/Sutherland	
Garie	231
Era	274
Burning Palms	205

WHAT WE DO



LIFESAVING

The primary role of the surf clubs within Sydney Branch is to provide a safe aquatic environment for the community on our beaches and coastline from North Bondi to Burning Palms. While doing so, our Clubs offer our members many opportunities to promote a healthy lifestyle, responsibility and purpose, positive social interaction skills, and of course having fun.

Surf lifesavers patrol our beaches from September through to April on every weekend and public holidays during the season. These dedicated Patrol teams are made up of members ranging from age 13 years upwards who have been trained in the skills, techniques and procedures for either the Surf Rescue Certificate or Bronze Medallion award.



SUPPORT OPERATIONS

Coordinated by Surf Life Saving Sydney there is a number of resources which operate in a lifesaving capacity beyond the general beach environment. This group specifically looks at un-patrolled locations, emergency response incidents and search and rescue coordination.

Through the support operations group there is a number of resources which include an Offshore Rescue Boat, Rescue Water Craft (Jet-Ski's) and Duty Officers (incident commanders).

This group is on a 24/7 callout capacity and responds to hundreds of taskings direct from the NSW Police Force as well as other emergency situations reported by the general public.



EDUCATION

Surf Life Saving is much more than just saving lives on the beach. A key priority for us is reaching out to all Australians through Education.

We aim to teach all Australians how to keep themselves and their families' safe at the beach. This training is completed both internally with up-skilling of our members through our various education courses in incident management, advanced lifesaving, coaching, training and assessment, as well as externally by creating links to the wider community and providing education courses around awareness of hazards and general lifesaving skills such as CPR.



SURF SPORTS

Surf sports competitors are also skilled and proficient surf lifesavers. Encouraging involvement in surf sports and offering opportunities to compete for both elite and grassroots-level athletes, helps provide clubs with a steady stream of fit and motivated patrolling members.

Major surf sports events such as the Surf Life Saving Sydney Championships bring thousands of members together to enjoy the true spirit of competition and camaraderie, in many cases forming friendships which last a lifetime.

Each year events including the, Interbranch, Endurance, Pool Rescue and IRB Championships involve many volunteers, months of preparation and rely on the skills and experience of hundreds of officials, coaches and team managers to be a success.



NIPPERS

Surf Life Saving Sydney Junior Activities (Nippers) caters for more than 6,510 young "surf lifesavers in training", delivered via our fifteen surf clubs from North Bondi to Burning Palms in the National Park.

Commonly known as "nippers", these young members learn the following skills during their time at their local surf club.

These nippers learn the following;

- Lifesaving skills, CPR, and Surf Rescue skills
- Surf safety and awareness, including how to identify rips, waves and different beach types
- Surf Sports skills, such as how to catch a wave when swimming, paddling a board rescue, sprints and flags

OUR MISSION | OUR VALUES

Our mission and vision align to the needs of Surf Life Saving Sydney to act as a peak body in aquatic rescue situations while continue to grow and act in a wider setting as a community partner. With a large membership base representative of the wider community we have the capability and driver to 'Build better communities' through our partnerships.

Our values align to the reputation that we have in the community as an organisation that provides the highest level of service and therefore our values embody that sentiment to ensure we remain at the forefront of service and maintain an upstanding reputation in the wider community.

To save lives, create great Australian and build better communities



INNOVATION INTEGRITY
SOCIAL PASSION
WELL-BEING
RESPONSIBILITY RESPONSIVE
ACHIEVING TOGETHER

OUR BRAND

Surf Life Saving is an Australian and Iconic brand, which is synonymous with words such as trust, capability, vigilance and service. The brand identification and trust is extremely high and well respected which is why it is important that we find a partner that also has the same heritage and respect as we hold. Below is an outline of our brand positioning and strategy.

Brand vision

To inspire all Australians to be healthy, to be active, to live the great Australian way of life. To emotionally engage the hearts and minds of all Australians to motivate them to be a part of us.

Positioning statement

For every Australian, young and old, Surf Life Saving embodies and inspires a truly positive and uniquely Australian attitude, because every member, every club, the entire movement embraces and promotes a can do attitude to life.

Our Key Drivers

Give

We want all Australians to start understanding that Surf Life Saving is a cause and that they can play a role in saving a life. We want all Australians to be inspired to be a part of Surf Life Saving by giving to us regularly.

Get involved

We want to engage the hearts and minds of all Australians so they are inspired to be a part of us and act on this. We want to demonstrate the many ways they can be involved with SLS by showcasing the diverse range of products, programs, events, services and memberships that we offer.

Be safe

We want every Australian to be safe and have an enjoyable beach experience. We want to motivate all Australians to be safe and always swim

Surf Lifesaving Sydney is seeking sponsorship from organisations who share similar values and vision. A sponsorship to us is not about the dollars, its about creating a relationship between likewise organisations who can strategically partner and deploy resources and effort to not only reaching our goals but creating future opportunities for growth commercially and operationally. We want an aligned partner to help achieve our future success.

Reach of Partnership

Our membership base of 16,907 members is one of the largest in Surf Life Saving. This reach is further enhanced by operating in the most visited and busiest stretch of coastline around Australia. We have a large and extremely visible footprint to tap into .

Value Proposition

Surf Life Saving is the peak body in relation to water based prevention and rescue with the most well respected and visible brand within the volunteer sector. The visibility and reach of Surf Life Saving is unmatched.

Benefits of Partnership

Strong brand visibility and recognition

Large membership numbers

Highly visibly operational activities

Diverse range of members

Reputable and transparent organisation



SPONSORSHIP OPPORTUNITIES

Surf Life Saving Sydney is currently seeking sponsors across a number of different opportunities and models. Presented in this prospectus is the general sponsorship arrangements we have in place.

We hope to be able to meet and discuss with you your aspirations around sponsorship, brand positioning and any specific areas of interest. Our goal is to provide unique and custom designed sponsorship opportunity that will add value and exposure to your brand.

Other sponsorship options are as per below. Further information and presentation of these options are available by request.

- **Equipment Sponsorship** and branding opportunity through the purchase of equipment with exclusive branding.
- **Event Sponsorship** and event naming rights associated with preexisting and well represented events.
- **Project Based Sponsorship** of unique project based options which will be targeted initiatives linked to strategic directions. This sponsorship will provide potential naming rights and branding options.



SPONSORSHIP PACKAGES

Surf Life Saving Sydney offer the following three levels of sponsorships. Any sponsorship raised from the below packages will be put towards the general operation and expenses of Surf Life Saving Sydney. For any direct sponsorship with any terms or conditions we ask that they be addressed with us immediately so we can ensure transparency, compliance and meet all sponsor expectations.

Bronze Level: \$10,000

- Name and logo published on the SLSS website
- Name and logo published in the SLSS Annual Report
- Invitation to sponsors functions held at major events

Silver Level: \$25,000

- Name and logo published on the SLSS website
- Name and logo published in the SLSS Annual Report
- Invitation to sponsors functions held at major events
- Exclusive Industry Sponsor
- Logo published in all newsletters distributed by SLSS

Gold Level: \$50,000

- Name and logo published on the SLSS website
- Name and logo published in the SLSS Annual Report
- Invitation to sponsors functions held at major events
- Exclusive Industry Sponsor
- Logo published in all newsletters distributed by SLSS
- Logo and Branding on all Major Events promotional material and the event
- Acknowledgement at annual Awards of Excellence
- 2 Tickets to the annual Awards of Excellence



PROJECT SPECIFIC SPONSORSHIP



Surf Life Saving Sydney is consistently producing a number of innovative, technological and community driven projects. This provides a unique sponsorship opportunity for an organisation to partner with a specific project which is not only vital to the continued success of Surf Life Saving but also provides wider brand recognition opportunities due to the generally public facing nature of these projects. Exclusive sponsorship and branding opportunities are available with these projects. Below are the some of the current projects we are seeking sponsorship for.

Community Education

Providing a range of awareness and educational training programs to a range of audiences including school based education, non-English speaking background groups and irregular beach users.

Drone Technology

With the advancement in drone technology there is now an increased opportunity for this technology to be used for surveillance, patrolling black spot areas and search and rescue activities

Rock Fishing

Rock Fishing continues to be a highly popular and dangerous recreation around the Sydney area. A development of a risk assessment and safety APP for phones is currently being developed to assist rock fishermen in accessing emergency assistance, notification of hazards and general safety information

Youth Suicide Prevention

Youth mental health is a topical subject and as an organisation with a large youth audience this allows for an opportunity to provide important information around mental health issues facing youth.



EVENT SPONSORSHIP

Each year Surf Life Saving Sydney have a number of major events which involve our members participating through competition, education, lifesaving or being congratulated through member recognition. These events are well established and provide a consistent, well established and engaged membership.

As part of our sponsorship opportunities we are seeking event related sponsorship to work in a number of different ways to allow for a sponsor to gain a range of brand exposure opportunities and acknowledgement, while supporting the core events.

The below options are the sponsorship opportunities available. A detailed breakdown and event summary will be available for interested parties to discuss sponsorship;

- Naming Rights of an Event: An opportunity to have your name as part of the title of the event with wide spread advertisement pre & post event as well as significant event branding incorporating the name of the event and logos.
- Major Sponsor of an Event: Will allow for pre & post event advertisement, and on day through announcements and significant branding at the event
- Race or Award Sponsor: A sponsored race or award will have announcements throughout the day regarding the race or award. Presentation of the award with branding on the trophy or medallion by a representative of your organisation.
- General Sponsorship & Branding: This will entail general sponsorship with announcements regarding this and event branding with logos.

EQUIPMENT SPONSORSHIP

Surf Life Saving Sydney requires a large amount of capital equipment to complete our operational, preventative and rescue based tasks. Currently we are seeking support and assistance in the purchase of equipment in the below categories. As part of the sponsorship arrangements branding will be a significant consideration, there is also other options for additional sponsor benefits dependent on the level of donation which will be considered on a case by case basis.

Emergency Response Vehicles

Emergency response vehicles are required to assist our duty officers when attend incidents. This vehicle will be fitted with a range of rescue equipment vital to operations

Rescue Water Craft

Our Rescue Water Craft (Jet Skis) are a core piece of support operations equipment for non-patrolling area surveillance and emergency call out situations

Gear Trailer

Ensuring our gear and equipment can be stored correctly and transported between events is vital. This trailer will allow for the safe keeping and storage of all event equipment

Equipment to Clubs

Rescue equipment is vital to the operations of the 15 clubs that patrol the Sydney region. A donation of vital equipment such as boards, motors, boats are always important to our on-going rescue capabilities





THANKYOU

We hope you will partner with Surf Life Saving Sydney to take advantage of this unique opportunity to be associated with an iconic Australian brand.

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