

# NEW SOUTH WALES VETERAN GOLFERS' ASSOCIATION Inc

## POLICY NO. 4 SPONSORSHIP

This Policy provides an example of the Sponsorship/Advertising Proposal for NSWVGA endorsed statewide golf tournaments.

This letter outlines the benefits available.



John Dixon

Vice President

NSWVGA

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0407210644

11 December 2023

The Marketing Manager

Business

Address

**Re: Sponsorship/Advertising Proposal for NSWVGA endorsed statewide golf tournaments**

### **Background – About Us**

The New South Wales Veteran Golfers Association is an organisation established in the 1980s to create opportunities for mature men and women over 55 years to play golf with others of similar age and mindset. It provides a platform for increased social interaction, fellowship, camaraderie, and fun among members in a healthy environment. Members meet new people and make friends for life while playing some of the best courses in regional NSW.

The Association has over 16,000 members, many of whom enjoy the 50+ Weeks of Golf and the 6 Championships played under the auspices of NSWVGA each year. In addition, many individual clubs conduct weekly Veterans events to satisfy the golfing needs of their members.

NSWVGA Weeks of Golf – (visit [www.nswvga.com.au/2024](http://www.nswvga.com.au/2024) Program)

Players have a choice of 54 Weeks of Golf (WOG) conducted at venues across every district/region in the state. Players come mainly from NSW however, we have visiting players

from all over the eastern seaboard and occasionally internationally. The Weeks of Golf are normally held over 4 days, Monday to Friday, with Wednesday being a lay day. The format is different at each event but there is a mix of individual Stableford events and 2 or 4-person team events. The hospitality at these events is of the highest degree and players and sponsors are certainly be made welcome by the locals.

Venues on the coast range from Tweed Heads in the North to Eden in the South and inland from Rich River to Dubbo, Moree, Armidale and Tenterfield and West to Broken Hill. Player numbers at each of these weeks varies according to venue with larger regional centres catering for 300+ entrants whilst smaller country towns may have less than 100. Nevertheless over 6500 veteran golfers participate annually in these Week of Golf state-wide. Many of our players are on the road for weeks at a time following the golfing circuit. At each of these NSWVGA endorsed tournaments, though locally organised, at least one of our Executive Councillors is on hand to present trophies and promote event sponsors if the local manager is unable to be present.

### **Potential Sponsorship Synergies**

Many of our 16,000+ members are currently utilizing your services around the state, so, the potential opportunity and exposure for your company is enormous.

Experience and feedback over the years has shown us that our vets are extremely loyal to our various sponsors and support their businesses whenever possible. We believe the sponsorship proposal outlined below will create opportunities for your brand to capitalise on the huge veteran golfing fraternity in attendance at our various events across NSW.

Below I have highlighted some dots points which I am happy to discuss in greater detail later.

- We can offer your company a direct link for videos etc, on our website.
- The NSWVGA is the only portal where our 16,000+ members and visitors can access event details resulting in thousands of hits annually, thus increasing the potential exposure of your company.
- Each of our Councillor Reps at tournaments could display a pullup banner, flags, pamphlets etc at each of our venues.
- Local managers may also be invited to attend the trophy presentation dinners by the venue TD. They may even be enticed to play in the event and would be welcomed by organisers!!
- Local managers may have advertising material which could be included in "Welcome Packs" by local TD's.
- The opportunity to display models/merchandising material and have brand reps at venues may lead to future sales. "Special offers" to participants may attract new sales.
- There would be an opportunity to have your logo displayed on individual tournament entry forms.

There are three levels of sponsorship available on enquiry.

(NB. NSWVGA has an ABN# however as a small turnover NFP organisation there can be no GST claim)

Should you wish to discuss our proposal further or clarify any aspect of this very brief submission please do not hesitate to call me on 0407210644.

Appreciate your consideration and look forward to a positive partnership into the future.

Regards

John Dixon, Vice President

NSWVGA

John Daley

President

NSWVGA

19 December 2023

Aileen Williams

Secretary

NSWVGA

19 December 2023