

**GERALDTON
YACHT
CLUB**

2023 / 2024 SPONSORSHIP PROSPECTUS





WHO WE ARE

Geraldton Yacht Club Inc (GYC) has over 107 years of sailing tradition. Located on Marine Terrace Geraldton, adjacent to world class sailing waters, we provide and promote sailing for people of all ages in the Mid West region of Western Australia.

GYC hosts State and National Championship events from Clubs across Australia competing on Champion Bay.

GYC takes pride in promoting the sport of yachting to all age groups, at any level of fitness and ability, with training and sailing for juniors to adults whether it's on their own boat or crewing on one of the yachts.



GYC CORE VALUES

INTEGRITY

We will make honest, transparent decisions for the benefit of the club and its members.

RESPECTFUL

We will respect all people and be considerate of the needs of our members, guests, partners, our community and our environment.

COMMITTED

We will develop and work with a positive attitude and deliver quality facilities and activities to our members and guests.

PROGRESSIVE

We will continue to be proactive in our thinking to ensure we leave a positive legacy for generations whilst respecting our heritage.

FRIENDSHIP

We will promote friendship amongst members and welcome guests and visitors.



SPONSORSHIP
OPPORTUNITIES

GYC is seeking to form sponsorship partnerships with local businesses for the 2023/2024 season and unique sailing events.

By partnering with GYC you have the opportunity to support a local club with a key focus on community and family based events.

GYC offers a first class venue with stunning views of Champion Bay, the harbour and the Geraldton coastline.



OPPORTUNITIES AT A GLANCE

PLATINUM

Value: \$5,000

Sponsorships available x 2

GOLD

Value: \$2,500

Sponsorships available x 4

SILVER

Value: \$1,000

Sponsorships available x 7

BRONZE

Value: \$500

Sponsorships available x 8

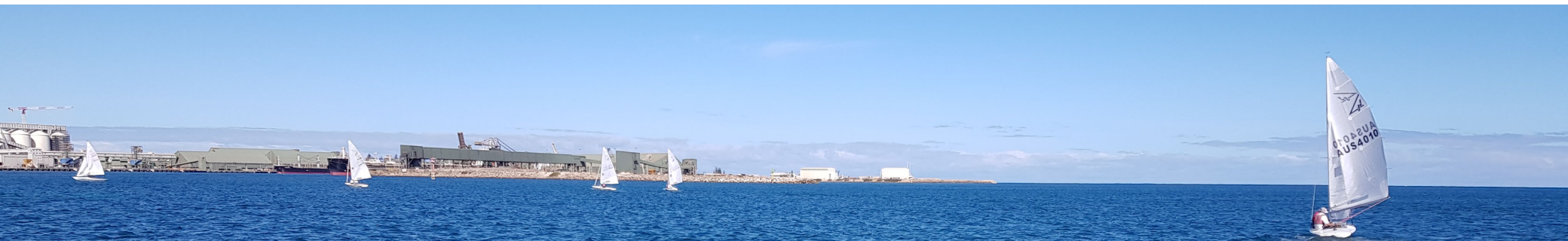
RACE DAY

Value: \$350

Sponsorships available x 16

SPECIAL EVENTS

Sponsorship of various
regattas and events
hosted by GYC



PLATINUM SPONSORSHIP \$5,000

This level of sponsorship is open to two sponsors annually

2 x Weekend Venue Hire *conditions apply

2 x Weekday Venue Hire *conditions apply

6 x Social Memberships

Allocated sponsors promotion week, including social media

6 x Invites to Season Opening Events

6 x Tickets to Presentation Night at the end of season

1 x Full page advert in GYC Sailing Program

Business Listing and link on website

Weekly promotion including all Club publications
and internal TV Marketing

Race Day Sponsorship



GOLD SPONSORSHIP \$2,500

This level of sponsorship is open to four sponsors annually

2 x Weekday Venue Hire *conditions apply

4 x Social Memberships

4 x Invites to Season Opening Events

4 x Tickets to Presentation Night at the end of season

1 x Featured colour advert in GYC sailing program

Business Listing and link on website

Weekly promotion including all Club publications
and internal TV Marketing

Race Day Sponsorship



SILVER SPONSORSHIP \$1,000

This level of sponsorship is open to seven sponsors annually

1 x Weekday Venue Hire *conditions apply

2 x Social Memberships

2 x Invites to Season Opening Events

2 x Tickets to Presentation Night at the end of season

1 x Colour advert in GYC Sailing program

Business Listing and link on website

Weekly promotion including all Club publications
and internal TV Marketing



BRONZE SPONSORSHIP \$500

This level of sponsorship is open to eight sponsors annually

1 x Social Membership

1 x Invites to Season Opening Events

1 x Tickets to Presentation Night at the end of season

1 x Colour advert in GYC Sailing program

Business Listing and link on website

Weekly promotion including all Club publications
and internal TV Marketing



RACE DAY SPONSORSHIP \$350

This level of sponsorship is open to eleven sponsors annually

Logo on sign at venue for one week

Logo included on half page race day notice in GYC Sailing Program

Invitation for 2 people to your sponsored race day with opportunity to address members and guests

Weekly promotion including all Club publications and Internal TV marketing

Race Day complimentary
Meal & Drink for 2



SPECIAL EVENT SPONSORSHIP

Throughout the year GYC hosts a variety of world class sailing and sporting events. These include State and National Championship events, Dragon Boat Regatta, Batavia Coast Regatta & Lobster Pot Regatta.

Sponsorship of these special events offers your business exposure to local, state and national participants, their family and friends from clubs across Australia. These events and their participants will support the local businesses and tourism within the region.

Inclusions	\$2,500	\$1,000	\$500	\$350
Naming Rights of the event	✓			
Weekly promotion including all Club publications & Internal TV marketing for 12 months from date of event	✓			
Logo on marketing material leading up the event	✓	✓		
Logo on all Social Media Marketing for the event	✓	✓	✓	
Logo printed in the event program	✓	✓	✓	✓
Logo on GYC website on the event information	✓	✓	✓	✓
Display banners at club on day of event	✓	✓	✓	✓
Tickets to event presentations	x 4	x 2	x 1	-



THANK YOU FOR YOUR CONSIDERATION

GYC takes pride in promoting the sport of yachting. The sponsoring of events is a key element to ensure the Club can continue to support future sailors and the local community.

For further information or to discuss a custom Sponsorship Package please contact our Operations Administrator
Email: admin@gycwa.com.au
Phone: 08 9964 1664

