



# St Margaret's and Berwick Grammar School

## Human Powered Vehicle (HPV) and Cycling Squad Golf Day 2017 Sponsorship Proposal and Team Registration

Enquiries and contact details:

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St Margaret's and Berwick Grammar School, PO Box 138, Berwick Vic 3806 ABN 49 004 260 995



# Event Overview

Date: Thursday 5 October 2017  
 Venue: Settlers Run Golf & Country Club, Settlers Run, Botanic Ridge Vic 3977  
 Golf: 18 Hole Ambrose



Time	Program
11.30 am	Golfer Registration
12.00 noon	Lunch served in the Club House
12.45 pm	Briefing by Settlers Run Golf Club
12.50 pm	Group Photo
1.00 pm	Shotgun start for 18 holes of golf, golf carts Escort to allocated holes
5.30 pm	Pre-dinner canapes
6.30 pm	Presentations – Prizes and Awards
7.00 pm	Two course dinner and fundraising activities including Presentation by HPV and Cycling Squad Captains
9.00 pm	Close



# About St Margaret's and Berwick Grammar School Human Powered Vehicle (HPV) and Cycling Squad

- An independent non-denominational school, co-educational from Pre-Prep to Year 6 and single gender from Year 7 to 12.
- St Margaret's and Berwick Grammar School has been in the heart of Berwick since the early 1940's.
- 650 families, over 900 students catered for by 200 staff in two locations, Berwick and Officer.
- A past student cohort of over 4,000 students.
- St Margaret's and Berwick Grammar School is well known for academic success and the nurturing of community. This powerful combination promotes a sense of connectedness and belonging, allowing students to feel secure in setting challenging goals for themselves. With encouragement and the opportunity to develop their talents, students frequently excel in music, sport, the arts, mathematics, sciences and humanities.
- Our main goal is that students excel in life, discovering a path that will be engaging, meaningful and personally fulfilling.
- Our HPV and Cycling Squad started with 8 female student riders in 2005 and has grown to approximately 130 male and female students from Year 4 to 12 and 50 plus parents and ex-students.
- Our Squad is considered the best 'pedal powered' school in the state, if not Australia. In HPV, the senior female team has competed for 12 years in fifty-four events, winning forty-seven of them, including four successive RACV Energy Breakthrough wins (equivalent to AFL Grand Final). The senior boys team has had two victories and two runners-up at RACV Energy Breakthrough over the same time and was winner of the Victorian HPV series in 2013 and 2015. Our junior secondary team has also won at RACV Energy Breakthrough and there were numerous other strong results.
- In cycling and mountain biking, the squad won their first State Schools championship medal in 2006 and has now won 66 State gold medals since. Up to the end of last year, our senior girls team has competed for 12 years racing in 54 events and winning 47 of them.
- The squad has won the State Champion School trophy in both road cycling and mountain biking for six successive years and has twice won the new State Interschool competition held over seven rounds for the prestigious Simon Gerrans trophy.

## Golf Day Objectives:

- Bring members of the St Margaret's and Berwick Grammar School community together including current and past parents, alumni and volunteers through participation in this annual event.
- Build awareness and support of the HPV and Cycling Squad Program.
- Raise funds so the squad can continue to be the best 'pedal powered' school in the state and Australia.
- Have fun while enjoying a great day of golf.

## Benefits:

- Corporate identity in tournament program and promotional material including print and digital communications.
- Light lunch, 18 holes of golf for a team of four players, golf carts and after golf presentations and two course dinner.
- Golf day promotional opportunities.

# Sponsorship Investment

- Between \$550 and \$2,500

## Supporting:

- Fundraising efforts for the St Margaret's and Berwick Grammar School HPV and Cycling Squad. This will allow the School to service and maintain 12 vehicles plus several training trikes.

## Sponsorship Opportunities:

Sponsorship	Program	Sponsors	Golfers	Investment
<b>Event Sponsor</b>	<ul style="list-style-type: none"> <li>• Major corporate identity in tournament program and print promotions.</li> <li>• Light lunch, 18 holes of golf for a team of four players, golf carts and after golf two course dinner.</li> <li>• Signage, banners and A-frames which can be erected on course and in club house.</li> <li>• Promotion through School social media fora.</li> <li>• Company merchandise can be displayed and also given out to participants.</li> <li>• Acknowledgement by MC during the day and evening presentations including assistance with presentation of Awards and Trophys and prizes.</li> <li>• Advertising space in the School's Online Business Directory.</li> <li>• Acknowledgement in bi-annual In Focus magazine distributed to 4,000+ community members.</li> <li>• Two representatives to attend the end of year Presentation Evening in early December.</li> <li>• Major corporate identity in the end of Year Presentation brochures and table card.</li> <li>• Acknowledgement by MC during the end of Year Presentation.</li> </ul>	1	4	\$2,500



<b>Team of 4</b>	<ul style="list-style-type: none"> <li>Light lunch, 18 holes of golf for a team of four players, golf carts and after golf two course dinner.</li> </ul>	18	4	\$650.00
<b>Individual</b>	<ul style="list-style-type: none"> <li>Light lunch, 18 holes of golf for a team of four players, golf carts and after golf two course dinner.</li> </ul>	72	1	\$170.00
<b>Dinner Only</b>	<ul style="list-style-type: none"> <li>Two course 50/50 plated dinner</li> <li>Child Meal - Chicken parma and chips / Ice-cream (Under 12)</li> </ul>	Unlimited	1	\$55.00 \$15.00
<b>Pledge Your Support</b>	If you are not able to support the day by playing golf or coming to the evening dinner, please consider a donation to the program.	Unlimited		
Goods and Services Auction and Silent Auction	<ul style="list-style-type: none"> <li>Company logo on event material</li> <li>Promotion through School social media fora.</li> <li>Opportunity to provide sample/gift merchandise for participants.</li> <li>Acknowledgement by MC and opportunity to talk about the product/service to guests.</li> <li>Two representatives to attend Presentation Evening to be held early December.</li> </ul>	Unlimited		\$1,000.00 +
Goods and services for auction and raffle	<ul style="list-style-type: none"> <li>Company logo and listing of company name in event material.</li> <li>Promotion through School social media fora.</li> <li>Opportunity to provide sample/gift merchandise for participants</li> <li>Thank you to donor by MC at auction.</li> </ul>	Unlimited		\$200 - \$1,000
Goods and services for auction and raffle	<ul style="list-style-type: none"> <li>Listing of company name on table card.</li> </ul>	Unlimited		\$0 - \$200

## Target Audience and Reach

<b>Audience</b>	<b>Channel</b>	<b>Description</b>	<b>Distribution</b>	<b>Frequency</b>
School Community	In Focus Magazine School Website Community News	Community magazine print Sponsor acknowledgement Links to sponsor website under school events	4,000+ Alumni, staff and parents	x 1 in December  12 months
Social Media	Facebook Instagram Twitter	Posts and photos, links to sponsor website	10,000+ reach Alumni, staff and parents	Lead up and during event and post event.
Golf Tournament	Golf Welcome Program Dinner Table Program	Outline of program schedule, prizes and sponsors.	80+ golfers	Once only

# GET YOUR BUSINESS NOTICED

- Place your business in the spotlight

Having a presence at one of our School events positions you and your business as an authority in your industry. You gain respect and credibility by standing out from the pack of attendees and prominently displaying your products and marketing materials. Instead of just attending an event and looking for people to share your business card with, sponsorship brings attendees who are eager to find out about your business directly to you.

- Get in front of your target market

The School is spending time and money marketing the event to your target audience, bringing these attendees into the room. You can take full advantage of this opportunity by making sure to create eye catching, professional signs, marketing materials and product displays that draw attendees to you.

- Get your brand noticed

Being featured in the program book of the event, on the event's website with your logo and having an item in a gift bags are all great ways to leverage your sponsorship and get brand recognition.

- New clients, new customers, new business

Not only are the attendees of the event potential new clients and customers, so are your fellow sponsors and vendors. You can form new business partnerships at events, meet like-minded business professionals in complimentary businesses with which you share the same target market but are not in competition.

- Give attendees a "taste" of your business

Bringing samples to an event as giveaways are a terrific way to capture attention from attendees. Be creative and think of out-of-the-box ways to stand out. By sharing a sample or trial offer of your product, you engage attendees and increase your chances of turning them into new customers.

- Market your business Inexpensively

We all know how much advertising your business can cost. It can run into thousands of dollars or more to place an advertisement in a well-known local publication for only one time. Spending that same amount or less as a sponsor at an event is a much wiser investment that will bring a greater return on investment. Remember, you will be in the same room with many other attendees who are your target market. By leveraging the event to your advantage, there will be no limit on your potential return on investment.



St Margaret's and Berwick Grammar School  
**HPV and Cycling Squad Annual Golf Day - Team and Sponsorship Registration**  
**Thursday 5 October 2017**

Team Name: \_\_\_\_\_

	First Name	Surname	Handicap	Golf	Dinner Adult/Child		Dietary Requirements
	<i>Example: Bob</i>	<i>Smith</i>	<i>12</i>	<i>Yes</i>	<i>1</i>		<i>No Seafood</i>
1							
2							
3							
4							

Seating arrangements for dinner are tables of 8-10. I/We wish to be seated with \_\_\_\_\_

**Team Entry Options:**    Open team                       Mixed team with maximum of two male players                       Mix of past and present parents.

Golf/Sponsorship Package: \_\_\_\_\_ \$ \_\_\_\_\_      Dinner Only \$A \_\_\_\_\_ \$C \_\_\_\_\_      Pledge \$ \_\_\_\_\_

Association with SMS/BGS: \_\_\_\_\_      Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_      Company Address: \_\_\_\_\_

Telephone: \_\_\_\_\_      Email: \_\_\_\_\_

Please charge my credit card the following amount:                      Total Amount: \$ \_\_\_\_\_      Cash / Credit Card

Please charge my credit card:    Visa    Mastercard      Please forward invoice to company name above:  

/     /          Expiry Date  /

Name on card \_\_\_\_\_      Signature \_\_\_\_\_      Date: \_\_\_\_\_

Please return this form to Sharon Richardson, Development and Events Coordinator Email: richardsons@stmargarets.vic.edu.au  
 St Margaret's School, PO Box 138, Berwick Ph: 9703 8133 Mobile: 0400 703 422 Fax: 9703 8121  
 www.stmargarets.vic.edu.au      **RSVP: Friday 22 September 2017** ABN: 49 004 260 995