



# Royal Yacht Club of Victoria

SPONSORSHIP PROSPECTUS



# Company Information

**Business name:**

Royal Yacht Club of Victoria Inc  
Not-for-Profit

**ABN:**

26 311 625 307

**Members:**

Over 880 financial members  
Over 400 live in Western Suburbs  
Average age is 50-60 years old

**Boats**

Over 160 boats on RYCV Yacht Register.

**Employees:**

9 Full Time | 4 Part Time

**Contact:**

Michael Neumann  
General Manager  
manager@rycv.asn.au (03 9397 1277)



# About The Club

## HISTORY

- Founded in May 1853
- One of the oldest yacht clubs in Australia

## CORE BUSINESS ACTIVITIES

- Provide a safe, friendly sailing and social environment for our culturally diverse members, their families and the community
- Manage and deliver year-round, safe and fair yacht racing
- Offer recreational sailing for the less competitive members
- Provide social facilities and office services year round
- Deliver learn-to-sail programs to junior members, local community groups and schools
- Provide industry standard boat maintenance, berthing and slipping services to boat owners (members and public)





# Why Us?

## UNIQUE POSITION

- Just 13km away from Melbourne CBD
- Over 90,000 people reside in Hobsons Bay
- Public transport on our doorstep
- Potential to grow our club due to rapid residential growth and close to western business growth corridor
- Off-street parking
- Stunning location and CBD views
- Next door to Seaworks Maritime Museum, Hobsons Bay second biggest tourism attraction, currently undergoing a \$3m redevelopment
- As a sponsor you will have priority access to our facilities and access our 880+ members

## GREAT FACILITIES

- Well facilitated boat yard with travel lift and cranes
- Hard stand space
- Marina berthing with a 3.4m draft
- Meeting room spaces up to 20 pax
- Conference room facilities up to 120 pax
- Conference and event catering
- Great room for hire with stunning CBD and sea views overlooking the lawn
- Fully licensed bar and restaurant
- Outdoor BBQ facilities
- Nationally accredited Sail Training Centre



# History Of Success

## KEY MILESTONES:

2009 Flying Fifteen World Championships – over 100 boats compete  
2010 Tall Ships International Festival  
2015 Para World Sailing Championships – 180 boats from 31 countries  
2015 Sailing World Cup  
2016 Yachting Victoria's Yacht Club of the Year  
2018 Volvo Ocean race VIP Guest Lunch and Sailing Event  
2020 Musto Australian & Open Optimist Championship



## THE FUTURE:

### Upgrade to Floating Marina

Plans are underway to develop a new floating marina, with a capacity for an additional 80+ berths and improved accessibility. This will increase our membership and marina revenue. We'll be able to accommodate larger boats too.

### Host 2020 Cadet World Championships

We expect over 65 boats world-wide to enter. That's roughly 130 children, 130 parents, race support volunteers and lots of action on and off water. With local and national grants, the youth sailing and training area and will receive an upgrade to its facilities.





# Your Opportunities

## MEMBER ACCESS

- You can market to over 880 financial members.
- 40+ youth - 7 to 18 years
- 55+ young adult - 18 to 35
- 740+ adult - over 35 years

## MARKETING

- Email newsletter - 1750+ subscribers
- Events - attendance , promo stand and speaking opportunities
- RYCV Facebook Page - Promote and share to 1611 page likes and 880 average weekly reach
- Signage - Display your brand/message in the yard, marina and notice boards
- Website - platform to display your articles, promos campaigns and logo and referral to your website
- The Club's Yearbook - print and digital version. 880+ circulation to members, partners, sponsors and international clubs
- RYCV dedicated staff to look after your sponsorship contract

## EVENT SPONSORSHIP

- Lipton Cup (over 100 boats from around the bay) – 2 day event in November
- Weekly racing – over 60 boats compete each week year round
- Junior sailing team – we are producing national winners!
- 2020 International Cadets World Championships
- Social events - Melbourne Cup, trivia and movie nights
- Presentation Nights - senior and junior events
- Volunteer appreciation events
- New Members Nights (up to 3 per year)



# Sponsorship Packages

Our packages are designed for a 12 month period

## **MIX N MATCH**

We're happy to tailor a package to suit your budget, time frame and purpose.

If you want to see what packages have worked for our sponsors then take a look below...

## **PLATINUM - EXCLUSIVITY**

- Full page advert in the Royals Yearbook
- Live links on the RYCV website
- 4 tickets to club functions
- 4 unlimited sailing passes (great for your employees/clients)
- Unlimited advertisements in the weekly email newsletter
- 4 dedicated emails to our subscribers
- 4 adverts on the official RYCV Facebook page
- 4 permanent banners on the Club grounds
- 4 market umbrellas on Club lawn
- 4 flags on the marina or yard
- 2 mailing inserts per year
- Ongoing sponsorship support from the RYCV office



## **GOLD**

- Full page advert in the Royals Yearbook
- Live links on the RYCV website
- 3 tickets to club events
- 2 unlimited sailing day passes to take part in Club races
- 5 adverts in the weekly email newsletter
- 2 exclusive email to our subscribers
- 2 adverts on the official RYCV Facebook page
- 2 permanent banners on the Club grounds
- 2 market umbrellas on Club lawn
- 1 flag on the marina or as agreed
- 1 mailing insert per year
- Ongoing support from the RYCV office

## **SILVER**

- Half page advert in the Royals Yearbook
- Live links on RYCV website
- 8 sailing day passes to take part in Club races
- 3 adverts in the weekly email newsletter
- 1 advert on the official RYCV Facebook page
- 1 permanent signage banner on the Club grounds
- 1 market umbrella on Club lawn
- 1 flag on the marina or as agreed
- Ongoing support from the RYCV office





## BRONZE

- Quarter page advert in the Royals Yearbook
- Live links on RYCV website
- 4 sailing day passes to take part in Club races
- 1 advert in the weekly email newsletter
- 1 permanent banner on the Club grounds
- Ongoing support from the RYCV office

**To discuss further please contact:**

Michael Neumann (General Manager)

03 9397 1277 | [manager@rycv.asn.au](mailto:manager@rycv.asn.au) | [www.rycv.com.au](http://www.rycv.com.au)

