

Royal Yacht Club of Victoria SPONSORSHIP PROSPECTUS

Company Information

Business name: Royal Yacht Club of Victoria Inc Not-for-Profit

26 311 625 307

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

Boats

ABN:

Members:

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



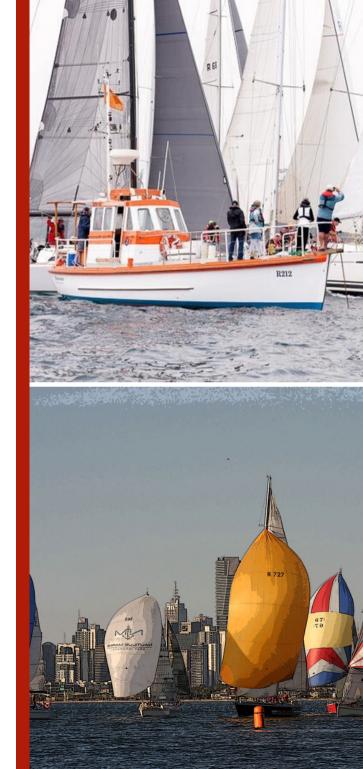
THE FUTURE:

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:

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