



ARMIDALE GOLF CLUB

2023 / 2024

SPONSORSHIP PACKAGES



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OUR HISTORY

The Armidale Golf Club was officially inaugurated on 23 May 1899 when a meeting of Golfers elected Mr Russell Blaxland as the foundation President, a position he occupied until his untimely death in 1917. As Early as 1893, some organized golf was played in Armidale and no doubt these pioneer players were the enthusiasts who eventually banded together to form the Armidale Golf Club. The Present, permanent site was purchased in 1927 and play commenced here on 4 June 1928.

From the time the first working bees carved out the thick fly timbered and rocky acres to form the layout planned by Mr Soutar in 1928. Voluntary labour by Club Members and Associates has enabled a continuous programme of course improvement which could not have otherwise been undertaken within the limits of funds available to the Club. The 1928 founders instituted a judicious and imaginative tree planting programme which has guided successive committees over the years, resulting in peaceful parklands.

A MESSAGE FROM OUR PRESIDENT



Graeme Hicks

We are extremely proud of our Club and the course.

The Armidale Golf Club has a loyal sponsorship base which we are proud to display around our course.

Your sponsorship will provide you access to the Armidale Golf Club with exposure to over 540 members, business groups, community groups and the general public.

We know that we have a sponsorship opportunity to suit your needs.



SPONSORSHIP PACKAGES

The Armidale Golf Club values its sponsors and believes that when you become a sponsor you become part of the Armidale Golf Club FAMILY. We want to give our sponsors more...

- ✓ More exposure.
- ✓ More return for their investment; and
- ✓ More time to make them part of the Club.

Our commitment to you and your business is to ensure that we provide you with maximum exposure. Our packages are designed to build a long-term relationship with you, the sponsor. We welcome you to meet now as many of our members at the Club as possible as word of mouth advertising, in conjunction with your paid advertising, can maximise your return on investment.

CAPTAINS PREMIUM PACKAGE \$5,000 (ex-GST)

The Captains Premium Package offers sponsorship of one Major Event or a Feature Event on the 2023/24 golfing calendar.

BENEFITS:

- ✓ 4 x invitations to our Sponsors Golf Day.
- ✓ 10 x 18-hole social golf vouchers.
- ✓ Logo on the Armidale Golf Club website with links to your website.
- ✓ Sponsorship of two Saturday OR Sunday events.
- ✓ 2 x free room hire per year for seminars / Functions.
- ✓ Logo in our monthly newsletter.
- ✓ 2 x invites to our Champions / Members Dinner.

BIRDIE PACKAGE \$1,000 (ex-GST)

By signing on as a Birdie Sponsor, you'll be provided sponsorship of two Saturday or Sunday events.

BENEFITS:

- ✓ 4 x invitations to our Sponsors Golf Day.
- ✓ 4 x 18-hole social golf vouchers.
- ✓ Logo on the Armidale Golf Club website
- ✓ 2 x invitations to the Champions / Members Dinner

WEEK OF GOLF PACKAGE \$850 (ex-GST)

Our Week of Golf Package offers the sponsorship of one Saturday or Sunday event and two midweek events.

BENEFITS:

- ✓ 2 x invitations to our Sponsors Golf Day.
- ✓ 4 x 18-hole social golf vouchers.
- ✓ Logo on the Armidale Golf Club website with links to your website.



SPONSORSHIP PACKAGES

PREMIUM TEE SPONSORSHIP \$3,000 (ex-GST)

Tee Sponsorship offers your business the chance to put its name to one of Armidale Golf Club's 18 quality holes for one year. Located right on the tee, your business name is perfectly situated to greet every player onto your particular hole. Tee sponsorship provides maximum exposure with over 25,000 rounds of golf played each year from members, public and corporate groups. This will ensure your business stays in front of everyone that plays.

ADDED BENEFIT:

- ✓ 4 x invitations to our Sponsors Golf Day.
- ✓ 2 x full Golf membership
- ✓ 8 x 18-hole social golf vouchers.
- ✓ Logo on Armidale Golf Club Website
- ✓ 4 x invitations to the Champions / Members Annual Dinner

TEE SPONSORSHIP \$2,500 (ex-GST)

Tee Sponsorship offers your business the chance to put its name to one of Armidale Golf Club's 18 quality holes for one year. Located right on the tee, your business name is perfectly situated to greet every player onto your particular hole. Tee sponsorship provides maximum exposure with over 25,000 rounds of golf played each year from members, public and corporate groups. This will ensure your business stays in front of everyone that plays.

ADDED BENEFIT:

- ✓ 2 x invitations to our Sponsors Golf Day.
- ✓ 2 x 10% off Golf membership
- ✓ 4 x 18-hole social golf vouchers.
- ✓ Logo on Armidale Golf Club Website
- ✓ 2 x invitations to the Champions / Members Annual Dinner

ON COURSE SIGNAGE \$750 (ex-GST)

Place your brand at strategically placed locations around the course and gain exposure to an average of 540 competition players plus social and corporate groups every week for 52 weeks.

ADDED BENEFIT:

- ✓ 2 x invitations to our Sponsors Golf Day.

GOLF CART FLEET SPONSORSHIP \$750 (ex-GST)

Promote your brand by having your company logo on selected carts.

ADDED BENEFITS:

- ✓ 4 x invitations to our Sponsors Golf Day.
- ✓ 4 x 18-hole social golf vouchers.
- ✓ Logo on the Armidale Golf Club website
- ✓ 2 x invitations to the Champions / Members Annual Dinner



SPONSORSHIP PACKAGES

SAND BUCKET SPONSORSHIP \$1,500 (ex-GST)

Every Player who uses the course must carry a sand bucket, with over 25,000 rounds of golf played on the course each year, this amounts to tremendous advertising of your company, via its logo and contact details being printed on 500 sand buckets.

ADDED BENEFITS:

- ✓ 4 x invitations to our Sponsors Golf Day.
- ✓ 4 x 18-hole golf vouchers.
- ✓ Logo on the Armidale Golf Club website
- ✓ 2 x invitations to the Champions / Members Annual Dinner

WEEKDAY COMPETITION SPONSORSHIP \$200 (ex-GST)

Promote your brand at one or more of Armidale Golf Club's weekly competitions. through your banner(s) being displayed around the course (banners to be provided at your own cost).

ADDED BENEFITS:

- ✓ Free entry in the competition of the day for 4 players.
- ✓ Present advertising material to members at the start of play.
- ✓ Website and newsletter advertising.
- ✓ 2 x invitations to our Sponsors Golf Day.

SATURDAY / SUNDAY COMPETITION SPONSORSHIP \$300 (ex-GST)

Promote your brand at Armidale Golf Club's main competition day comprising of over 200 players through your banner(s) being displayed around the course. (Provided at your own cost).

ADDED BENEFITS:

- ✓ Free entry in the competition of the day for 4 players.
- ✓ Able to present advertising material to members at start of play.
- ✓ Website and newsletter advertising.
- ✓ 2 x invitations to our Sponsors Golf Day.

MONTHLY MEDAL SPONSORSHIP \$1,500 (ex-GST) (Every first Saturday of each month)

This event is run once per month (generally the first week of the month) and culminates in the Medal Final at the end of the year.

BENEFITS:

- ✓ Free entry for the Sponsors group if playing.
- ✓ Present advertising material to members at the start of play and award prizes at the conclusion of play.
- ✓ Website and newsletter advertising.
- ✓ 2 x Armidale Golf Club lunch vouchers valued at \$25 each.
- ✓ 2 x invitations to our Sponsors Golf Day.



SPONSORSHIP PACKAGES

MEN'S JUG PREMIUM PACKAGE \$5,000 (ex-GST)

BENEFITS:

- ✓ 8 x invitations to our Sponsors Golf Day.
- ✓ Free entry in the competition for 4 players.
- ✓ 10 x 18-hole social golf vouchers.
- ✓ Logo on the Armidale Golf Club website with links to your website.
- ✓ Naming rights to Saturday and Sunday.
- ✓ 3 x free room hire per year for seminars / Functions.
- ✓ Logo in our monthly newsletter.
- ✓ 4 x invitations to the Champions / Members Annual Dinner

MEN'S JUG PACKAGE \$3,000 (ex-GST)

BENEFITS:

- ✓ 4 x invitations to our Sponsors Golf Day.
- ✓ Free entry in the competition for 4 players.
- ✓ 5 x 18-hole social golf vouchers.
- ✓ Logo on the Armidale Golf Club website with links to your website.
- ✓ Naming rights to Saturday or Sunday.
- ✓ 2 x free room hire per year for seminars / Functions.
- ✓ Logo in our monthly newsletter.
- ✓ 2 x invitations to the Champions / Members Annual Dinner

MAJOR & FEATURE EVENT SPONSORSHIP

Prices range from \$750 to \$3,000 (ex-GST)

Take the opportunity to sponsor one of the Major or Feature events during the year. Sponsorship value and benefits alter, so please contact us to enquire on your desired event.

MAJOR EVENTS	FEATURE EVENTS
Summer Cup	Weekday Golf Comp
Autumn 4-Bowl	Weekend Golf Comp
Spring Cup	Ros Low Junior Comp
Armidale Open	

If any of our above packages does not suite your needs, please contact our office and we can discuss personalisation sponsorship packages.



WHY ARMIDALE GOLF CLUB?

Sponsorship of the Armidale Golf Club not only provides fantastic return on your investment through marketing and exposure for your corporate brand, but it provides you the opportunity to create new or maintain existing partnerships through social interaction.

In addition to our social and corporate golfing events, the Armidale Golf Club provides the added benefit by gaining exposure to the non-golfing community through our function venues. Our Clubhouse boasts a superb area to host private functions and weddings and therefore, the Armidale Golf Club offers the unique benefit to gain exposure to a new demographic base.

Armidale Golf Club has over 540 members as well as thousands of guests to the Club each year through golfing events, functions, or networking groups. Your partnership with our Club will provide your business with exposure to a wider base than just golfers based in Armidale.

Our sponsors also receive an invite (depending on sponsorship package) to our Annual Sponsors Golf Day, where you get to enjoy an afternoon 'on us' filled with Golf, Good food, some drinks, and socialising with like minded people.

Our sponsors also receive an invite (depending on sponsorship package) to our Champions / Members Annual Dinner where we show our appreciation to our members, volunteers, and sponsors. We put on a big feast, live music and even a guest speaker or 2. Our Champions / Members Annual Dinner gives us an opportunity to acknowledge the great Golfers and people of our Club.

