

Sponsors Package



Saturday 21st January 2012
Loch Sport Boat Club Inc
Gippsland Lakes, Victoria, Australia



Annual Loch Sport Poker Run on the Gippsland Lakes – Sponsors Package Page No. 1

Loch Sport Boat Club Inc. ABN 24 548 458 531

Address: Charles Street, Loch Sport - Mail: PO Box 94, Loch Sport, VIC 3851

Website: www.loch-sport.net/pokerrun

Email: pokerrun@loch-sport.net

Introduction

Welcome to the Annual Loch Sport Poker Run on the Gippsland Lakes, first held in 2005.

The Loch Sport Boat Club Inc with the support of members and the Local community is currently planning this Summers Boating Event to take place on the waters of Lake Victoria around the town of Loch Sport in the Shire of Wellington on the Gippsland Lakes South Eastern Victoria.

The Event is **The Loch Sport Poker Run on the Gippsland Lakes** and is scheduled to take place on **Saturday 21 January 2012** and we anticipate between 20 and 30 craft taking part, Boats yachts PWCs etc. A total attendance at the event between 200 and 400 people
All craft are required to be insured with third party included as per entry form.
A gaming permit is obtained for the event by the committee

What is a Poker Run?

Marine Based Poker Runs originated in the U.S.A. more than 20 years ago.

A Poker Run is for the entire family, It is a fully organised, activity orientated, fun filled safe event. Naturally it helps to have a great body of water, but equally as important are the card stops activities that cater to Poker Runners throughout the run.

A Poker Run is not a race. It is a game of chance and an assembly of vessels of all types and sizes.
A Poker Run is fun on the water, boating at its most enjoyable, and a chance to renew old acquaintances and make new friends.



Each participating craft follows a carefully planned course to suit weather conditions on the day, stopping at checkpoints along the route to pick up a sealed envelope containing a single card.

At the end of day, the envelopes are opened and the crew holding the best poker hand is declared the winner!

Sponsorship

Greetings from the Poker Run Committee, we really appreciate any support you can give.
We hope you will join us as a sponsor of our Annual Poker Run.

Sponsorship is the heart of the success of the Poker Run and is the key to growing this event.

We are thrilled at the opportunity of building an ongoing support network which will benefit from the exposure of this event and the inevitable increase of the popularity of Poker Runs in the future.

Event Details

Outline

The Event will take place over an entire day starting with a skippers briefing in the morning at the Loch Sport Boat Club with a brunch provided to all crews before leaving for Poker Run

The water based activities will take place during the late morning and early afternoon returning to the club after the Poker Run for refreshments and drinks.

Later in the evening the Commodores Dinner will be held at the club with live music and prizes during the evening.

Prizes

Significant cash Prizes will be offered for the first, second & third best poker hands collected throughout the day.

Other prizes will be given for best presented boat and best presented crew and random prizes for participation.

Promotion

The Promotion of the event and its sponsors is targeting the following areas:

- Local Townships through out Gippsland
- General Boating Community in Victoria
- Members of Boat Clubs in Victoria
- General Public

And will utilise the following media:

- Community newspapers & newsletters
- Radio announcements
- Website promotion



If bad weather prevents on water activity alternative activities will be held, meals and music provided. The poker hands will be drawn and prizes awarded during the evening on the Saturday.

The day will not be cancelled or postponed.

Sponsors

We invite you to become an exclusive sponsor, Becoming a sponsor of the event will give your business direct opportunities to establish relationships with local & community groups, and event participants.

You will also be helping to promote safe boating in Victoria and on the Gippsland Lakes.

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Sponsorship

An event like this requires many things to succeed and we would be happy to accept sponsorship in any of (but not limited to) the following forms:

- Money
- Prizes – Holidays, Boating Equipment, Outdoor Equipment etc.
- Groceries, Food Supplies, Drinks
- Advertising or Marketing resources
- Event equipment or facilities
- Assistance at the event.



Sponsorship Levels

Levels	Gold	Silver
Investment	\$1000	\$200
Number of Sponsors	5	10

Benefits to Sponsors

Poker Hand naming rights on Envelopes	Yes	No
Sponsors logo on marketing material	Yes	Yes
Sponsors name on event poster board	Yes	Yes
Right to place banner on Stage background	Yes	Yes
Right to place banners around event grounds	Yes	No
Sponsors name and logo on event website and link provided	Yes	Yes
Sponsors banner on Weather website for 12 months	Yes	No

Package

1 free entry including poker hand and meals	Yes	No
1 extra poker hand if entered in event	No	Yes
Certificate of appreciation	Yes	Yes

Advertising for the next year is commenced as soon as event concludes

For inclusion in promotional displays the earlier you can commit will mean inclusion in these displays which usually commences at the beginning of November.

Please call to discuss at any time.

Event Committee Contact Details

Kaye Hogben - Event Co ordinator 03 51 460 377

Loch Sport Boat Club Inc – 51 460 004

www.loch-sport.net/pokerrun

pokerrun@loch-sport.net

Loch Sport Poker Run - SPONSORSHIP REGISTRATION

Sponsor Name			
Address			
City/Town			
State		Post Code	
Website			
Contact Name			
Contact Email			
Contact Phone		Contact Mobile	

Details of Sponsorship you will provide	
When will it be provided?	

Value of Sponsorship	\$
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I hereby declare that I am an authorised person able to offer the sponsorship detailed above on behalf of the company or business listed.

Signed		Dated	
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Payments can be deposited directly to our bank account
 BSB 633 108 Account no 123 808 719 (Please include company name in Transaction)
 Or Cheques made out to "Loch Sport Boat Club" and mailed to:
Poker Run Sponsorship
 Loch Sport Boat Club, PO Box 94 Loch Sport, VIC 3851



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