

2006 Sponsors Package



Saturday 25 February 2006
Loch Sport Boat Club Inc
Gippsland Lakes, Victoria, Australia

Introduction

Welcome to the 2nd Annual Loch Sport Poker Run on the Gippsland Lakes.
Greetings from the Poker Run committee !

The Loch Sport Boat Club Inc, with the support of the Shire of Wellington is currently planning a major Boating Event to take place this Summer on the waters of the Gippsland Lakes around the town of Loch Sport.

The Event is **The 2006 Loch Sport Poker Run on the Gippsland Lakes** and is scheduled to take place on **Saturday 26 February 2006**. We anticipate between 50 and 150 boats will take part. Each Boat will have a minimum of 2 crew with a total attendance somewhere between 200 and 500 people.

The event has attracted significant interest from the local community and the support of the Shire of Wellington and it is anticipated to be a major annual event on the Gippsland Lakes which will attract significant publicity.



We hope you will join us as a sponsor of the 2nd Annual Poker Run. We are seeking sponsors wishing to be at the forefront of a high profile and unique event offering interaction, positive publicity, and recognition through the entire community. Sponsorship is the heart of the success of the Poker Run and is the key to bigger and better events every year. 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. Marine based Poker Runs originated in the U.S.A about 15 yrs ago, and have created a whole new boating industry as well as being responsible for positive economic growth and development within the hosting communities. They have created a need for recreational and performance boat retailers and manufacturers, accessory retailing, exports, and increases in hospitality based jobs. Poker Runs bring 100's and sometimes 1000's of people into a community for the period of the event.

2006 Annual Loch Sport Poker Run on the Gippsland Lakes

Loch Sport Boat Club Inc. ABN 24 548 458 531

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

Website: www.loch-sport.net/pokerrun

What is a Poker Run?

A Poker run is not a race. It's a game of chance and an assembly of vessels of all pedigrees and proportions. 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 boat navigates a carefully charted course, stopping at 5 checkpoints along the route to pick-up a sealed envelope containing a single playing card. At the final checkpoint, the envelopes are opened and the crew holding the best poker hand is declared the winner!

A Poker Run 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 and special hosts that cater to Poker Runners throughout the run.



Poker Runs are for the entire family. At each of the five checkpoints, host communities/organizations provide unique and entertaining activities, sometimes linked with waterfront festivals.

Event Committee Contacts

The Loch Sport Poker Run Committee includes:

Jamie Lyth	0400-311-907	Loch Sport Boat Club Commodore & Event Director
Kaye Hogben	(03) 5146-0377	Event Secretary
Sonja Boric	0438-600-554	Sponsorship Co-Ordinator

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Event Details

Outline

The Event will take place on the 24th-25th-26th February 2006. Kick-off will be a Welcome Party on Friday night at the boat club. Food and drinks will be available. Saturday morning will start with breakfast at 7.30am followed by the captains briefing. The Poker Run activities will take place during the morning and early afternoon with a picnic lunch provided to all entrants at one of the stops. A ski/wakeboard show is scheduled at the lunch stop.

After the Poker Run the "Beach Bash" is planned on the Foreshore of Lake Victoria with live music and other entertainment on stage at the Loch Sport Boat Club. For those not participating in the event, there will be land based entertainment at the Boat Club all day.



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 including Loch Sport, Sale, Bairnsdale, Paynesville, Metung, Lakes Entrance
- General Boating Community in Victoria
- Members of Boat Clubs in Victoria
- General Public

And will utilise the following media:

- Community newspapers & newsletters
- Direct marketing to boat clubs
- Radio announcements
- Website promotion
- Boating Industry publications and promotions
- Promotion at Boat Shows & other special events
- Boating Magazines

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Sponsors

A limited number of exclusive sponsorships are available. 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.

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

A detailed event budget is available on request.

Sponsorship Levels

Levels	Diamond	Gold	Silver	Bronze
Investment	\$5,000	\$2,500	\$500	\$200
Maximum number of Sponsors	1	5	10	20
Benefits				
Event Naming Rights	Yes	No	No	No
Identified and advertised as a:	Diamond	Gold	Silver	Bronze
Sponsors Logo on marketing material	Yes	Yes	Yes	Yes
Sponsors Name on the Event Sponsor Board	Yes	Yes	Yes	Yes
Right to place banner on stage background	Yes	Yes	Yes	Yes
Right to place banners throughout the event grounds	Yes	Yes		
Sponsor name and logo on event website and link provided	Yes	Yes	Yes	Yes
Sponsor logo on event T Shirt	Yes	Yes	Yes	
Full page color ad in event program	Yes			
Half Page color ad in event program		Yes		
Business Card Sized Ad in event Program			Yes	Yes
Package				
Breakfast Meal Tickets	4	2	0	0
Lunch Meal Tickets	4	2	0	0
Dinner Meal Tickets	4	2	2	2
Poker Run Entries	2	1	0	0
Certificate of Appreciation	Yes	Yes	Yes	Yes
Event T Shirts	4	2	2	0

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Poker run attracts plenty of interest



SALE and Loch Sport friends teamed to win the best dressed team at the inaugural Loch Sport Poker Run. From left, Karen Jenson, Leigh Jenson, Sally Van Ekeren, Terri Butler, John Van Ekeren and Geoff Peters.
— PETER COX PHOTOGRAPH

LOCH Sport Boat Club's inaugural poker run attracted 22 boats, with more than 80 contestants completing the circuit on the Gippsland Lakes during the weekend.

Entrants had to find five different poker stations scattered around Lake Victoria in the contest, where each location revealed a sealed envelope containing a single playing card.

Best poker hand on the day, winning \$1000, was James Lambie of Kilsyth.

Second best was Berwick's Brett Williamson, and third best as a second poker hand was by the Neil McDougal crew.

All envelopes were opened at the commodore's dinner on Saturday night, where best hands were determined.

Event director and club vice-commodore Jamie Lyth said the event brought an influx of people to the Lakes, including many who had never visited before.

"We had great support from Wellington Shire and the feedback from many of the competing families was so positive that the event should grow bigger each year," Lyth said.

"Everyone really got into the swing of things with decorated boats and fancy dress."

Winner of best presented crew was boat nine, the 'Pirates', comprising John Van Ekeren and crew from Loch Sport and Sale.

Best presented boat was number one, the 'Vikings', with Russel Ker crew from Pearcedale.

The LSBC's next event is its annual navigation trial on March 27, Easter Sunday.

Anyone with a power boat who can follow a basic compass bearing is welcome to join in.

Loch Sport Poker Run - Gippsland Lakes - February 2005



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2006 Loch Sport Poker Run SPONSOR 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 agree 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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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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