



**Buccaneers**  
Tweed Coast, Northern NSW  
AUSTRALIA

*Sponsorship Proposal 2006*

**Contact:**

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## **INTRODUCTION :**

Naming rights and promotional opportunities for sponsors of the Tweed Coast Buccaneers.

*Sport Tourism* is playing an ever increasing role in the promotion of Regional Australia. The network of golden oldies rugby games that are held in the various host towns throughout the region, and the national and international touring groups, presents a marketing opportunity to showcase the area in which we live. Selected sponsors from the area also have the opportunity to gain exposure of their product and assist in the promotion of sport tourism at the same time.

## **OVERVIEW :**

The Tweed Coast Buccaneers are seeking sponsorship for the 2005 Golden Oldies Rugby season.. The club is part of the Far North Coast competition and includes towns from Currumbin in Queensland to the coastal township of Yamba in the Northern Rivers region and inland to Tenterfield. Most towns represented in the FNC Golden Oldies competition are within the 3 hour drive market to the Tweed Coast.

*Town Locations : (see map)*

Ballina, Byron Bay, Evan Head, Kyogle, Lismore, Tenterfield, Brunswick / Tweed Coast, Casino Currumbin, Lennox Head, Murwillumbah and Yamba.

## **BENEFITS**

1. Promoting the sponsor to the target market of over 35's ( financially secure ) who live within the 3 hour drive market of the Tweed Coast.
2. Display of the sponsors name and logo on club jumpers, shorts, club dress shirts, caps, website , jackets and associated merchandise.
3. Promotion and links for the sponsor on the Tweed Coast Buccaneers club and regional website.
4. Promotional opportunities in a variety of destinations ie. Sporting tour package deals for players and their families.
5. Golden Oldies Rugby is a national and international network which accesses a target audience of financially secure individuals and their families. There will be national and international tours conducted throughout the season which will allow for exposure of the sponsor's product (flyers).

## **COST :**

**Naming Rights and Major Sponsor :** \$3 000.00 for the twelve month period.

This will include sponsors logo on all merchandise distributed by the club.

Distribution of information about the sponsor will be undertaken throughout the club network.

**Sleeve Sponsors :** \$1 500.00 for the twelve month period. This includes sponsors logo on the back or sleeve of club promotional material and the sleeve of club jumper.

**Short and Sock Sponsors :** \$1 000.00 for the twelve month period. Logo on the front of shorts.

**Medical Kit Sponsors :** \$500.00 for the twelve month period.

## **SPONSORSHIP FORM:**

If you are interested in sponsoring the Tweed Coast Buccaneers for the forthcoming season, please fill out the enclosed form and return to the publicity officer.

Thank you for your time and interest in Golden Oldies Rugby.

**Web : [www.aussiegateways.com.au/buccaneers](http://www.aussiegateways.com.au/buccaneers)**

# TWEED COAST

Buccaneers

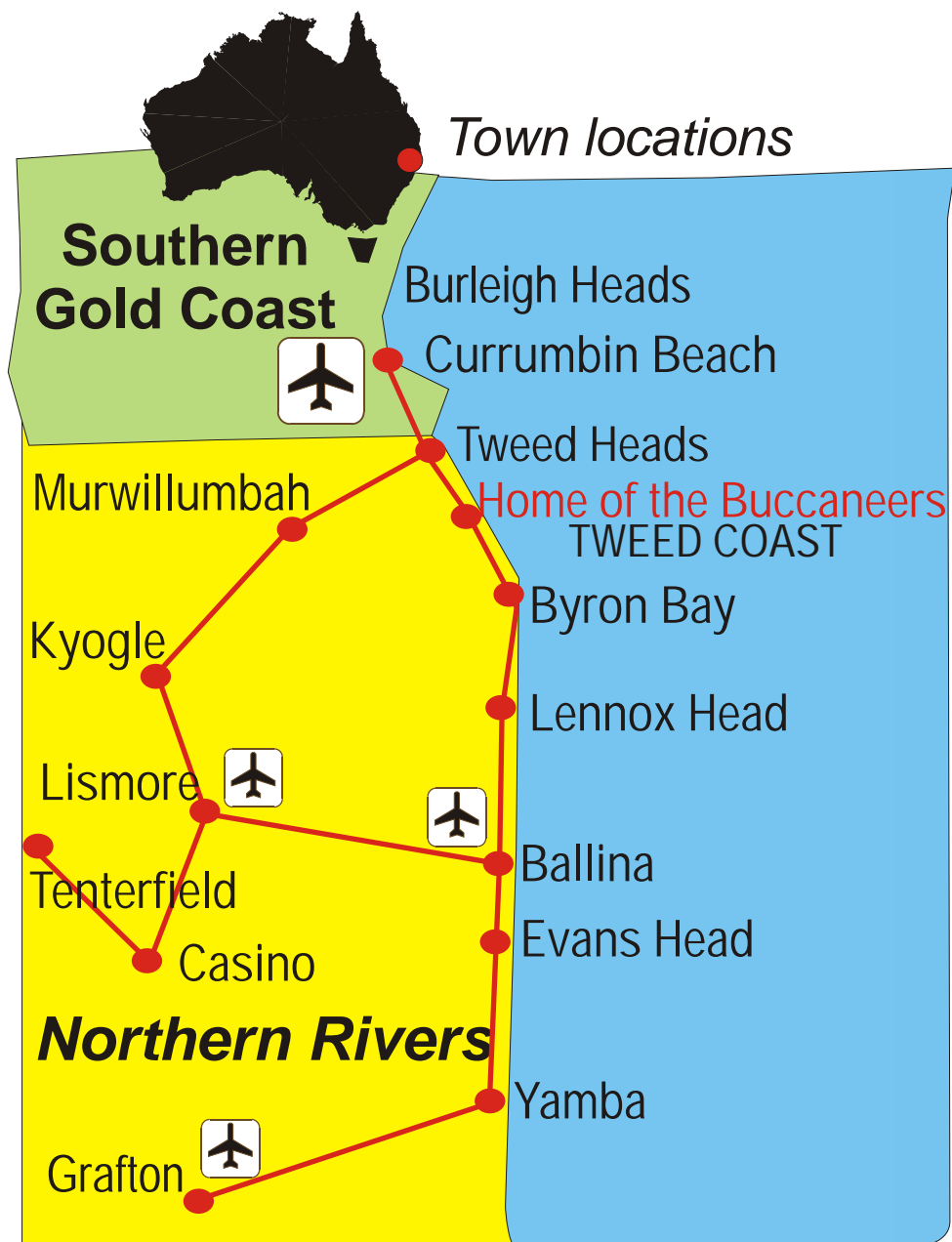
Draft design of club logo

Sponsors Name



## Buccaneers

Tweed Coast, Northern NSW  
AUSTRALIA



## North Coast Classic Rugby fixtures 2006

<b>TEAMS</b>	<b>NAME</b>	<b>DETAILS</b>	<b>TEAMS</b>	<b>NAME</b>	<b>DETAILS</b>
Ballina	Alan Sutton	w. 66864455	Brunswick/Cas	Tim Edwards	w. 66871434
Byron Bay	Graham Bassett	0414986158	Casino	Terry Pearce	w. 66626503
Evans Head	Daryl Wallace	h. 66826262	Currumbin	Ivor Marais	07 55988715
Kyogle	Doug Davis	w. 66219088	Lennox Head	Mike Haley	h. 66877486
Lismore	Elton Clifford	h. 66217962	Murwillumbah	Jim Jenkins	w. 66725677
Tenterfield	Tom Murphy	h.67362337	Yamba	Tim Ryan	h. 66462525

### Season Opener March 18<sup>th</sup> Mini Fest. Lennox Head Nash Bash

#### Round 1 April 8<sup>th</sup>

<b>Host</b>	<b>Yamba</b>	<b>Kyogle</b>	<b>Casino</b>	<b>Tenterfield</b>
	Currumbin	Evans	Byron	Lismore
	Murwillumbah	Lennox	Brunswick/Cas	Ballina

#### Round 2 May 6<sup>th</sup>

<b>Host</b>	<b>Murwillumbah</b>	<b>Currumbin</b>	<b>Byron</b>	<b>Ballina</b>
	Tenterfield	Brunswick/Cas	Kyogle	Lennox
	Evans	Yamba	Lismore	Casino

**XXXX Rum Challenge Cup at Ballymore May 21<sup>st</sup> contact Brett Major 07 44261666**

**Minifest May 27<sup>th</sup> Tenterfield (Final of the Super 14)**

#### Round 3 June 17<sup>th</sup>

<b>Host</b>	<b>Lennox</b>	<b>Lismore</b>	<b>Evans Microfest</b>
	Byron	Murwillumbah	Brunswick/Cas      Ballina
	Currumbin	Kyogle	Tenterfield      Yamba Casino (Primex Weekend)

#### Round 4 July 15<sup>th</sup> (last weekend of School Holidays)

<b>Host</b>	<b>Yamba</b>	<b>Kyogle</b>	<b>Casino</b>	<b>Tenterfield</b>
	Evans	Byron	Lismore	Currumbin
	Lennox	Brunswick/Cas	Ballina	Murwillumbah

**Mini Fest August 5<sup>th</sup> Brunswick/ Casuarina Beach**

**Sunnybank Carnival Aug 19<sup>th</sup> - contact Brett Major 07 44261666**

#### Round 5 August 26<sup>th</sup>

<b>Host</b>	<b>Murwillumbah</b>	<b>Currumbin</b>	<b>Byron</b>	<b>Ballina</b>
	Brunswick/Cas	Kyogle	Lennox	Tenterfield
	Yamba	Lismore	Casino	Evans

#### Round 6 Sept 16<sup>th</sup>

<b>Host</b>	<b>Kyogle</b>	<b>Lismore</b>	<b>Brunswick/Cas</b>	<b>Evans</b>
	Lennox	Casino	Ballina	Byron
	Yamba	Tenterfield	Currumbin	Murwillumbah

**Red Eye Sports Cairns festival 21-25 Sept contact Moose skegzy@redeyesports.com.au**

**Mini Fest October 14<sup>th</sup> The Drake (Westpac Rescue Helicopter Fundraiser- Casino to host)**

**Wellington World festival 29 Oct to 5 November**

- Games are set for Saturday, however if participating clubs agree, they may be held anytime over that weekend. The host club has final say.
  - We are all aware of the work involved by the host club to make the fixture successful so please make a big effort to fully participate.
  - Often host teams use beer and barby sales to support their club so please NO BYOG.
  - In our efforts to expand the game you may be approached by outside clubs to attend your fixture on the day. Please make them welcome, BUT under our Golden Oldies Rules and make sure they are insured.
  - Remember it is a condition of our group to have each team insured.  
Please note Team managers **it is your responsibility** to ensure your team is insured.
- This office accepts no responsibility for any damage claim of any nature regarding our group.**



## Sponsorship Application Form

Name of Sponsor : .....

Contact Person : .....

Position : .....

Phone : .....

Fax : .....

Email : .....

Web : .....



I / we are happy to sponsor the Tweed Coast Buccaneers for the 2006 season.

Please find enclosed a cheque for \$.....which is ***naming rights sponsorship.***

Please find enclosed a cheque for \$.....which is ***sleeve sponsorship.***

Please find enclosed a cheque for \$.....which is ***short sponsorship.***

Please find enclosed a cheque for \$.....which is ***medical kit sponsorship.***

**Signed :** ..... **Date :** .....

**Address :** .....

**Town :** ..... **Postcode :** .....

Please send this form with the cheque to :

Contact:

Ron Mc Intosh  
Buccaneer Publicity Officer  
Seabreeze Estate  
POTTSVILLE NSW  
**Ph : (02) 6676 0126**  
Email : mcin1ron@police.nsw.gov.au  
**Web : www.brunswickvalley.com.au/buccaneers**

Thank you for your support of Golden Oldies Rugby and Sport Tourism in the Tweed Valley Northern NSW Region. We will endeavour to promote your product throughout the network and towns we visit in the forthcoming season.