



MACKAY GOLF CLUB

2022 SPONSORSHIP PACKAGES



MACKAY
GOLF CLUB

Mackay Bucasia Road, Beaconsfield
P: (07) 4942 1521 | E: playgolf@mackaygolf.com.au

OUR HISTORY

The Mackay Golf Club was founded in June 1925 with the initial nine-hole course being situated on the town common, which is now the Mackay Airport.

Far from the manicured courses of today, the going was rugged for the early golfers.

The club moved to its present site in 1928 after leasing 122 acres of grazing land from Mr George Shinn, sufficient land for a nine-hole golf course. The Clubhouse was moved from the common to its current site and in 1930, the Club came of age when the first Club Professional, Harrie Sloan, was appointed.

During these early years, a huge effort was put in by bands of volunteers plowing, harrowing and levelling the fairways and planting couch runners.

From all reports, playing was also a big challenge with errant balls usually unfindable in the tiger rough, even if you were prepared to brave the snakes.

A MESSAGE FROM OUR PRESIDENT



We are extremely proud of our Club and the course.



PHIL LAKIN

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

Your sponsorship will provide you access to Mackay's Premier Golf Club with exposure to over 600 members, business groups, community groups and the general public.

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



SPONSORSHIP PACKAGES

The Mackay Golf Club values its sponsors and believes that when you become a sponsor you become part of the Mackay 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 and know 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 \$4,000 (ex-GST)

The Captains Premium Package offers sponsorship of one Major Event or a Feature Event on the 2021 golfing calendar.

BENEFITS:

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

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 Day;
- ✓ 4 x 18 hole golf vouchers;
- ✓ Tee sign advertising;
- ✓ Logo on the Mackay Golf Club website with links to your website;
- ✓ 2 x invitations to the Champions Dinner.



SPONSORSHIP PACKAGES

TEE SPONSORSHIP \$250 (ex-GST)

Tee Sponsorship offers your business the chance to put its name to one of Mackay 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 60,000 rounds of golf played each year from members, public and corporate groups. This will ensure your business stays in front of everyone that plays.

ON COURSE SIGNAGE \$500 (ex-GST)

Place your brand at strategically placed locations around the course and gain exposure to an average of 600 competition players plus social and corporate groups every week for 52 weeks.

ADDED BENEFIT:

- ✓ 2 x invitations to our Sponsors Day.

ROAD FACING SIGNAGE \$3,000 (ex-GST)

Place your brand at strategically placed locations around the course and provide exposure to an average of 600 competition players plus social and corporate groups every week for 52 weeks. In addition, you'll gain valuable billboard type exposure to the thousands of people who commute along the Mackay-Bucasia Road each and every day.

ADDED BENEFIT:

- ✓ 2 x invitations to our Sponsors Day.

WEEKDAY COMPETITION SPONSORSHIP \$200 (ex-GST)

Promote your brand at one or more of Mackay 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 Day.

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

Promote your brand at Mackay 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 Day.



SPONSORSHIP PACKAGES

MONTHLY MEDAL SPONSORSHIP \$900 (ex-GST) (Includes the Wednesday, Thursday & Saturday Medals)

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. It attracts around 400 players for the week.

BENEFITS:

- ✓ Free entry for the Sponsors group if playing the Wednesday, Thursday and / or Saturday Medal;
- ✓ 1 x ticket to the Medal Finals lunch;
- ✓ Present advertising material to members at the start of play and award prizes at the conclusion of play;
- ✓ Website and newsletter advertising;
- ✓ 4 x Mackay Golf Club lunch vouchers;
- ✓ 2 x invitations to our Sponsors Day.

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
Mackay Open	9 Hole Weekly Competition
Club Championship	Opening Day
4BBB Championship	Closing Day
Men's / Women's Foursomes	Monthly Medal Final
Mixed Foursomes	Order of Merit Event
	Multi-Round Event



WHY MACKAY GOLF CLUB?

Sponsorship of the Mackay 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 Mackay 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 Mackay Golf Club offers the unique benefit to gain exposure to a new demographic base.

Mackay Golf Club has over 800 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 Mackay.



MACKAY
GOLF CLUB