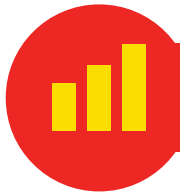
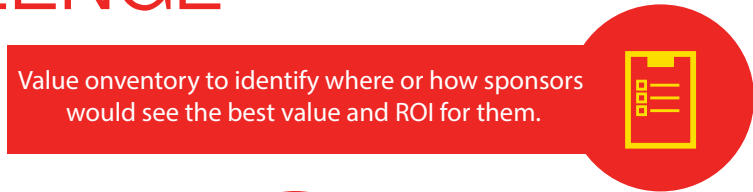




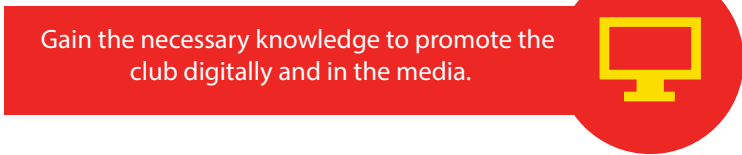
CHALLENGE



Sponsorship Program to be updated + existing sponsors to be moved into new tiers.



Value inventory to identify where or how sponsors would see the best value and ROI for them.

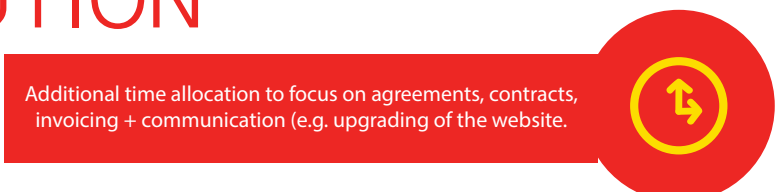


Gain the necessary knowledge to promote the club digitally and in the media.

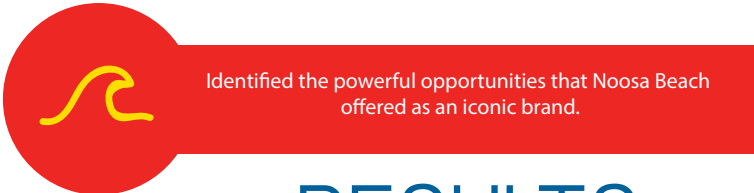
SOLUTION



A comprehensive inventory list developed to show opportunities to existing and potential sponsors including return on investment (ROI) indicators.



Additional time allocation to focus on agreements, contracts, invoicing + communication (e.g. upgrading of the website).



Identified the powerful opportunities that Noosa Beach offered as an iconic brand.

RESULTS

New Sponsors attracted and at higher levels than previously + existing sponsor loyalty strengthened

Cash sponsorship increased by over 25%

A high quality digital **Capability Statement** was produced to communicate value + be used as a marketing tool

Can now provide attractive, instant high quality information to potential sponsors + media