



SURF LIFE SAVING
QUEENSLAND

CHALLENGE



Limited revenue flowing from sources outside Government Grants.

Sponsorship program needing a revamp.



Competitive market for sponsorship in Queensland.

SOLUTION



Created specific selling tools designed to showcase how SLSQ could be used as a conduit to deliver on business objectives.

Developed a new sponsorship strategy, conducted category analysis and sponsorship inventory analysis.



Arranged research to demonstrate strength of the SLSQ in heart and mind of Queenslanders that could be used in pitches.



RESULTS

Secured **two blue chip, multi-year sponsors** and a number of other 2nd tier partners

Increased sponsorship revenue by **200 %**

Realised **new sponsorship inventory** that could be packaged for sale