



Sponsorship Proposal

2024/2025

Proudly Leading the
Future of Game Fishing

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Introduction

Thank you for taking the time to explore the various sponsorship opportunities available for the 2024-2025 Sunshine Coast Game Fishing Club (SCGFC) fishing season.

Your support plays a crucial role in maintaining our status as one of Australia's leading tag-and-release game fishing clubs. With over 260 members, we are the largest game fishing club in Queensland, providing your business with unparalleled exposure within a passionate and engaged community.

Our main event, The Sunshine Coast Game Fishing Club Classic tournament held in February each year, offers a unique platform for your brand to connect with a dedicated audience. By partnering with us, you will not only help champion conservation efforts through our globally recognised tag-and-release program but also support the growth of the next generation of anglers through our junior programs.



Contents



02. INTRODUCTION

03. CONTENTS

04. ABOUT US

05-6. PLATINUM SPONSOR

07. GOLD SPONSOR

08. SILVER SPONSOR

09. BRONZE SPONSOR

10. EVENT SCHEDULE

11. SPONSOR BENEFITS

About Us



Established in 1981, the Sunshine Coast Game Fishing Club has built a legacy as Australia's most successful game fishing club. Our achievements include 13 Australian titles and 25 Queensland titles for Champion Tag and Release Club, alongside numerous accolades for Champion Australian Anglers, Champion Australian Juniors, and Champion Australian Boats.

Our members hail from all corners of Australia, from Cairns to Melbourne, and even as far as the USA and beyond. The SCGFC boasts an extensive and accessible database that includes members from all 22 Game Fishing Clubs in Queensland. With a strong social media presence and a website that attracts up to 10,000 hits per month, we offer our sponsors unparalleled visibility and connection with a dedicated audience.

Currently the SCGFC has the largest membership numbers in QLD with the only club in the last financial year to grow in numbers and by a massive 10%.

At the SCGFC, we are committed to supporting our junior events, recognising that these young anglers are the future of our sport. Last season, we proudly achieved a notable milestone as the only club in Queensland to host two junior events.



Platinum Sponsor

CASH INVESTMENT OF \$10,000 Per season

Sponsor will receive the following benefits:

- Company name/logo on front page of tournament brochure as tournament sponsor.
- Company name/logo in any additional advertising regarding the tournament.
- Company name/company logo on the tournament apparel.
- Company name/logo as banner on home page of SCGFC professional search engine optimised website that gets up to 10,000 hits per month and with a direct link via your logo through to your website.
- Sponsor access to promote business and or new product on SCGFC members only social media pages.
- Regular advertorials on the SCGFC public social media page including leading up to tournaments when web traffic is particularly high. The club members Facebook page at the moment has an average of around 180 members and over 1000 posts, comments and reactions in the past 28 days.
- Booth to display products at game fishing tournament. Sponsor to supply.
- Company signage around tournament area for the duration of the tournament. Sponsor to supply.
- 4 x Tournament shirts.
- Tournament entry for sponsor team of 4 anglers to fish tournament – own boat or charter to be arranged by sponsor.

Continued on following page.



Platinum Sponsor cont.

- Opportunity at your request to present prizes at our February tournament presentation breakfast.
- Company name/logo on SCGFC gantry at Kawana Waters Hotel for the season – permanently in position and photographed when fish are weighed for records.
- Opportunity at your request to present major prize categories at our annual Awards Night.
- Opportunity at your request to address members 2 times a year at club meetings to showcase latest products.
- 4 x Adult memberships to SCGFC for the season.
- Company brochures and promotional giveaways put in all tournament bags.
- Framed certificate of appreciation for sponsorship.
- Opportunity for more frequent advertorials on the SCGFC public social media page including leading up to tournaments when web traffic is particularly high. The Sunshine Coast Game Fishing Club page is ever growing and currently has 3,300 followers. Posts here regularly have an organic reach of 12,590 people.



Gold Sponsor

CASH INVESTMENT OF \$5,000 Per season

- Company name/logo on back page of tournament brochure and in any other additional advertising for the tournament.
- Company name/logo as banner on home page of SCGFC professional search engine optimized website that gets up to 10,000 hits per month with direct link via your logo through to your website.
- Company signage at tournament area for the duration of the tournament. Sponsor to supply.
- Booth to display products at game fishing tournament. Sponsor to supply.
- 2 x Tournament shirts.
- 2 x Adult entry fees to fish tournament – own boat or charter to be arranged by sponsor.
- 2 x Adult memberships to SCGFC for the season.
- Opportunity at your request to present major prize categories at our annual Awards Night.
- Opportunity at your request to address members 2 times a year at club meetings to showcase latest products.
- Company brochures and promotional giveaways put in tournament bags.
- Sponsor access to promote business and or new product on SCGFC members only social media page. The club members Facebook page at the moment has an average of around 180 members and over 1000 posts, comments and reactions in the past 28 days.
- Opportunity for more frequent advertorials on the SCGFC public social media page including leading up to tournaments when web traffic is particularly high. The Sunshine Coast Game Fishing Club page is ever growing and currently has 3,300 followers. Posts here regularly have an organic reach of 12,590 people.
- Framed certificate of appreciation for sponsorship.



Silver Sponsor

CASH INVESTMENT OF \$2,500 Per season

- Company name/logo on back page of tournament brochure and in any other additional advertising for the tournament.
- Company name/logo as banner on home page of SCGFC professional search engine optimized website that gets up to 10,000 hits per month with direct link via your logo through to your website.
- 1 x Adult SCGFC membership for the season.
- Opportunity at your request to address members one a year at club meetings to showcase latest products.
- 1 x Adult tournament entry – own boat or charter to be arranged by sponsor.
- 1 x Tournament shirt.
- Company signage around tournament area for the duration of the tournament – sponsor to supply.
- Company brochures and promotional giveaways put in tournament bags.
- Sponsor access to promote business and or new product on SCGFC members only social media page. The club members Facebook page at the moment has an average of around 180 members and over 1000 posts, comments and reactions in the past 28 days.
- Opportunity for more frequent advertorials on the SCGFC public social media page including leading up to tournaments when web traffic is particularly high. The Sunshine Coast Game Fishing Club page is ever growing and currently has 3,300 followers. Posts here regularly have an organic reach of 12,590 people.
- Framed certificate of appreciation for sponsorship.



Bronze Sponsor

CASH INVESTMENT AND OR PRODUCT UP TO THE VALUE OF \$1,500 Per season

- Company name/logo on back page of tournament brochure recognising sponsorship.
- Company name/logo as banner on home page of SCGFC professional search engine optimized website that gets up to 10,000 hits per month with direct link via your logo through to your website.
- Company signage around tournament area for the duration of the tournament. Sponsor to supply.
- Sponsor access to promote business and or new product on SCGFC members only social media page. The club members Facebook page at the moment has an average of around 180 members and over 1000 posts, comments and reactions in the past 28 days.
- Opportunity for more frequent advertorials on the SCGFC public social media page including leading up to tournaments when web traffic is particularly high. The Sunshine Coast Game Fishing Club page is ever growing and currently has 3,300 followers. Posts here regularly have an organic reach of 12,590 people.
- Company brochures and promotional product samples for our tournament bags.
- Framed certificate of appreciation for sponsorship.

Major Event Schedule



**6-9
FEB**



**30
NOV**

SCGFC Classic

The Sunshine Coast Game Fishing Club Classic, held every February, is a premier tag and release tournament that attracts anglers from far and wide with thousands of dollars in prize money up for grabs. Set against the stunning Sunshine Coast backdrop, it's a must-attend event for fishing enthusiasts of all levels.

Location : Kawana Waters Hotel

Kids Fishing Tournament

The "Kids Tagged on Fishing Program" offers a free introduction to game fishing for families with offshore boats. Kids learn to catch, tag, and release species like Mahi-Mahi, Marlin, and Tuna. The program includes two training nights and a fishing tournament, with all gear provided. Each child receives a fishing shirt, a hat, and a chance to win prizes at the post-event BBQ.

Location : La Balsa Boat Ramp, Buddina



Sponsor Benefits



Sponsoring the Sunshine Coast Game Fishing Club gives your brand prime exposure, supports grassroots conservation and education, and opens doors to meaningful connections within a passionate fishing community.

Brand Exposure:

Get your brand in front of a loyal and engaged audience across the Sunshine Coast and beyond, with exposure at our two major tournaments and our website pulling in up to 10,000 hits a month. We also have a strong following on social media.

Community Involvement

Back a club that's all about education, conservation, and supporting juniors, nurturing the next wave of keen anglers and championing sustainable fishing.

Networking Opportunities:

Tap into a wide network of dedicated anglers, local businesses, and community leaders, offering unique chances for brand alignment and valuable connections.



THE SCGFC WOULD LIKE TO THANK YOU
IN ADVANCE FOR YOUR INVESTMENT.
WE LOOK FORWARD TO CREATING A LASTING
RELATIONSHIP WITH YOUR BUSINESS.

Contact

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