



# Moana S.L.S.C. Sponsorship Package

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**MOANA**  
**SURF LIFE SAVING CLUB**

# Our History

## Behind the Name, Moana

**In the early days it was known as 'Dodd's Beach' named for Thomas Dodd, who owned some of the surrounding land. Later, a competition was held to select a more suitable name to help real estate agents to promote the sale of land. In 1928 'Boon Boona Beach' was selected as the original winning entry, but a few years later on recommendation it was changed to 'Moana', a Maori word meaning, 'blue sea'.**

## The Club

**The Moana Life Saving Club was formed in January 1938 and patrolled as Moana Beach until 1952 under the auspices of the Royal Life Saving Society of South Australia. The club went into recess during the war years, but in 1945 was back on the beach with only one piece of patrol equipment – a borrowed surf reel.**

**In September 1952, the Moana Surf Life Saving Club was formed and affiliated with Henley and Grange Clubs to form the South Australian State Centre, which in turn was affiliated with the Surf Life Saving Association of Australia. Most of the members were also active players for the West Torrens Football Club; hence the Royal Blue and Gold colours. On our competition caps there are two parallel gold stripes to represent tyre tracks on our sandy beach.**

**Operating out of an old bathing shed just south of our present location, the club grew in strength under the guidance of President Colin Clements. In the summer of 1956-57 a clubhouse was built due to the dedication and tireless efforts of club members. In 1966, an annex was added on to the northern side of the building, funded with money raised by the Ladies Auxiliary.**

**Our first surfboat was named 'Braemar', which was a double ender bought from NSW. Later, in 1957, we purchased the 'Good Samaritan' from South Cronulla SLSC. Several years later, the 'Nashwauk' arrived (appropriately named after a shipwreck on our beach). The junior crew had won both State and South Coast titles in 1966-7 and 1967-8. Once this boat had served its purpose, it was donated to the City of Chicago, USA. 'Nashwauk II', the proud workmanship of Mr. A.H Wallace, was purchased and delivered in 1971, the last wooden surfboat to be made in South Australia.**

**In the mid-late 60's and early 70's, new methods of resuscitation, rescue techniques and equipment were being developed, tried and improved. Moana kept up with changes, acquiring our first IRB and 4WD. In the season of 1979-80, the new generation of life saving had begun for Moana.**

**Moana Beach has successfully hosted three Australian National Titles in 1961, 1982 and 1986; assisted with human resources from our neighbouring clubs; several State Senior and Junior Titles, as well as other carnivals.**

**The fortunes of Moana ebbed and flowed during the 60s and 70s, and by the late 70s the club was beginning to drift. Fortunately, with the introduction of females into surf lifesaving, a junior division was established and a renewed interest had developed—the club hasn't looked back.**

**A member in 1970 said, 'the reason we do not compete at carnivals is through lack of members, the club has only 10 active patrolling personnel, who are required on our beach as their number one priority'. Today the club looks totally different, membership has escalated, and we train and compete in all areas of surf lifesaving, still patrolling the beach successfully without loss of life.**

**Today Moana SLSC has 430 members, who make up 8 patrol groups that actively patrol the beach from Gull rock, Maslin Beach to Freemantle Road, Pt Noarlunga South. Our Patrol Agreement ensures we patrol, at a minimum, from Oct to April, every weekend and public holiday including Christmas day.**



## **Moana Mission Statement**

**To actively patrol the beach to ensure community safety and to develop an inclusive and friendly culture to nurture and inspire members who are passionate and respectful within the community.**

# Sponsorship

**Moana SLSC is seeking sponsorship and are flexible in how we receive support. It can be in kind (service) or in cash. Through your valued sponsorship we can provide great opportunities to promote your business or service. Our membership base comes from a wide catchment along our beautiful coastline. Moana are also a part of the Mid Coast Group comprising of Christies Beach SLSC, Aldinga Bay SLSC, Southport SLSC and Pt Noarlunga SLSC.**

*We are open to any ideas you may have - talk to us!*

## **How can you support?**

### Nippers

**Held every week Saturday afternoon 1-4pm:**

- **Age group manager shirts/hats**
- **Feathers/Banners displayed during Nippers every Saturday 1-4pm (during season Oct-March)**
- **Shade Tent**
- **Weekly BBQ - there are many ways to sponsor this.**
- **Nippers Age Groups. Minis U6, U7, U8, U9, U10, U11, U12, U13. There are baskets to carry all drink bottles and clothing.**
- **Trophys for end of season awards.**
- **Broad Brimmed hats**
- **LS Shirts**

### Cadets/Seniors

**We offer our youth the Duke of Ed award. This is something that we feel encourages this age group to stay in the Lifesaving movement. Our youth also train to gain additional awards for first aid, senior rescue qualifications and to become pool lifeguards.**

- **Senior Presentations require trophy's and awards.**

# Sponsorship

## Boats

- **Sponsor packages available to have business name on side of the boat. Different levels of sponsorship dictate position and size of sign.**
- **Trophy's for end of season awards.**
- **Boats travel to all metro beaches during the season including Robe.**
- **Boaties shirts to wear during carnivals and at training, LS business shirts.**
- **Boat trailers, helmets and repair gear.**

## IRB – (inflatable Rescue Boats) Emergency Rescue

- **Sponsor packages can be negotiated for display on the Hull of the craft.**
- **Trophy's for end of season awards.**
- **The IRB is used every patrol, including during Juniors. High profile craft.**
- **IRB racing occurs in Winter, so the craft are visible all year round. The winter competition is good exposure across many beaches. Sponsorship opportunities exist to fund the racing team. Uniforms, jackets, hats etc.**
- **Travel to Robe Carnival**

## Patrol

- **Each week the club has after patrol refreshments at the bar. Sponsorship opportunity exists to sponsor this each year.**
- **Club banners and feathers displayed every patrol on the Moana Beach ramp and in front of the club.**
- **Top Ten Patrol hours awards: 10 awards each season are given to the lifesavers who attend the most patrol and water safety on the beach at the Moana SLSC.**
- **Milestone hours of season, of 250 hours, 500 hours and 750 hours and 1000 hours for continued service.**
- **Patrol trailer and patrol ute - signs on the side of each.**

## General Club Room

**Inside the club room, there is a large space for sponsors to advertise on signs. We have a café that opens to the public every Friday and Sunday, with the general membership in at other times.**

**We hire out the main room for weddings, birthdays and other events to members of the public during the year. We also hire out the club room during the week for cooperate functions including regular bookings for community groups. Outside the club room, the walls of the club are available to display sponsors, as is the notice boards located inside and out as well in the patrol room.**

**Our Bar is a main focus in the room, so there many ways to have your business advertised.**

**Friday night raffle; we have a meat tray donated to raffle every Friday night and donations for other prizes can be accepted, your business promoted every Friday and afterwards on social media, in the club newsletter, and weekly bulletin.**

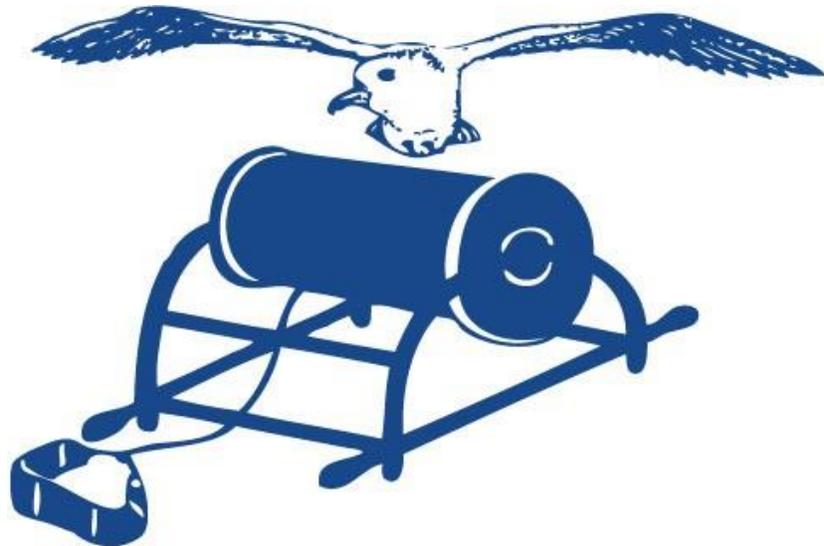
**Additionally, there is an opportunity for the honour boards and the perpetual trophies displayed inside the club.**

# Sponsorship

## Social Events

The club hosts a fundraising event every month: for example, the AFL grand final, Cheese and wine evening, Wine by the Waves, Quiz night, Mid Coast Open Day, Registration Day, to name a few. These events are a great way for us to expose and promote sponsors. Donations for prizes in raffles are always needed. There is also:

- Senior presentations at the end of season
- Junior Presentations at the end of season
- Friday Night meals
- Sundays- bands and musical entertainment
- Australia Day Breakfast
- Presidents Drinks
- Christmas



# MOANA SLSC

# Packages

## Bronze

*\$250 - \$1000*

- **Photo displayed in club**
- **Recognition on Moana website (all year round)**
- **4X published business name and any offer in club newsletter. Promotion of any incentives you may wish to offer members**
- **Framed certificate for your business**
- **Exposure on our owned media including Facebook and Instagram**
- **In-kind services and commissions**
- **Listed in clubroom and on board by cafe**
- **Can upgrade sponsorship at anytime**

## Silver

*\$1500 per year (2 year contract)*

- **Photo displayed in club**
- **Recognition on Moana website (all year round)**
- **6X published business name and offers published in club newsletter. Promotion of any incentives you may wish to offer members - full page (provided by sponsor)**
- **Framed certificate for your business**
- **Exposure on our owned media including Facebook and Instagram.**
- **Listed in clubroom and on board by cafe**
- **Small sign inside or outside the clubroom (initial cost of sign at sponsors expense) or option for opportunity to have small business name on craft (initial cost of signage at sponsors expense). Full details to be worked out at a meeting prior to establish options\***
- **Sponsorship of any area of the club for a purpose or apparel (i.e. shirts, banners etc). Full details to be worked out at a meeting prior to establish options**
- **1 banner or sign displayed at all patrols, at nippers each week on beach ramp or out the front of the club, weather permitting (initial cost of sign of banner at sponsors cost)**

# Packages

## Gold

*\$2500 per year (2 year contract)*

- **Photo displayed in club**
- **Recognition on Moana website (all year round)**
- **6X published business name and offers published in club newsletter. Promotion of any incentives you may wish to offer members - full page (provided by sponsor)**
- **Framed certificate for your business**
- **Exposure on our owned media including Facebook and Instagram**
- **Listed in clubroom and on board by cafe**
- **Large sign inside or outside the clubroom (initial cost of sign at sponsors expense) or option for opportunity to have large business name on craft (initial cost of signage at sponsors expense). Full details to be worked out at a meeting prior to establish options\***
- **Sponsorship of any area of the club for a purpose or apparel (i.e. shirts, banners etc). Full details to be worked out at a meeting prior to establish options**
- **1 banner or sign displayed at all patrols, at nippers each week on beach ramp or out the front of the club, weather permitting (initial cost of sign of banner at sponsors cost)**
- **Members rates for club room hire, corporate rates during the week, subject to availability**
- **2 club cards for members offers for Dukes cafe Moana and bar during opening times for term of sponsorship.**
- **Can upgrade sponsorship at any time**

## Platinum

*\$4000+ (2 year contract)*

- **Photo displayed in club**
- **Recognition on Moana website (all year round)**
- **Monthly published business name and offers published in club newsletter. Promotion of any incentives you may wish to offer members - full page (provided by sponsor)**
- **Framed certificate for your business**
- **Exposure on our owned media including Facebook and Instagram**
- **Listed in clubroom and on board by cafe**
- **Large sign inside or outside the clubroom (initial cost of sign at sponsors expense) or option for opportunity to have large business name on craft (initial cost of signage at sponsors expense). Full details to be worked out at a meeting prior to establish options\***
- **Sponsorship of any area of the club for a purpose or apparel (i.e. shirts, banners etc). Full details to be worked out at a meeting prior to establish options**
- **1 banner or sign displayed at all patrols, at nippers each week on beach ramp or out the front of the club, weather permitting (initial cost of sign of banner at sponsors cost)**
- **Members rates for club room hire, corporate rates during the week, subject to availability**
- **4 club cards for members offers for Dukes cafe Moana and bar during opening times for term of sponsorship.**
- **2 VIP invitations to all presentation events and events held at Moana SLSC during the year with opportunities to provide special offers at these events to members and the public.**
- **Can update sponsorship at any time**