



**Adelaide Airport**

Brighton Jetty Classic  
**SCULPTURES**

# Sponsorship Proposal



[www.brightonjettyclassicsculptures.com](http://www.brightonjettyclassicsculptures.com)





Dear,

Planning is currently underway for the next **Adelaide Airport Brighton Jetty Classic Sculptures**, Wednesday 25<sup>th</sup> January to Sunday 5<sup>th</sup> February, 2012.

The success of the exhibition is very much attributed to the financial support of our sponsors. The sculptures exhibition is held in conjunction with the **7 Brighton Jetty Classic** Community Event. With a community focus and a seaside theme, these events bring together a unique culmination of art, sport and the community work of surf lifesaving.

Organised by the Brighton Surf Life saving Club, the exhibition is completely managed and supported by the hundreds of hours of members' volunteer time.

The Brighton Surf Life Saving Club has been a prominent part of the community for over 50 years with proceeds from this event supporting the continuation of a Community Surf Life Saving Club Building and Facilities. The comradeship amongst members, the common participation in a voluntary humanitarian service, forms an integral part of Surf Clubs to help make Surf Life Saving unique and necessary to the Australian way of life. It is also unique that Brighton Surf Life Saving Club has embraced The Arts by providing sculptors with an avenue in which to display their works.

Money raised from the 2011 sculptures event will purchase a new Surf Life Saving Beach Rescue Vehicle which will be named after the event.

The benefit you receive, not only includes the exposure to thousands of participants, but offers an opportunity to contribute to a professional and high profile event: An event your organisation can be proud to be associated with.

A number of sponsorship package levels are offered. This enables you to select the level of participation that best meets your needs, and be secure in the knowledge that your sponsorship contribution will be used to further develop the **Adelaide Airport Brighton Jetty Classic Sculptures** exhibition.

This year we are providing Sponsors the opportunity to also sponsor category naming rights prizes. This can either be an additional cash contribution or goods or services in kind. Priority will be given to Major and Key Sponsorship levels and will provide additional exposure through the promotion of these sponsor named awards. Adelaide Airport has already secured naming rights by entering in to a sponsorship as **Major Partners**.

We value the relationship with our sponsors and look forward to continuing to strive to grow this event, an event you will be proud to be associated with. We are happy to answer any questions you may have. Otherwise please return the attached sponsorship commitment form. Sponsorship offers close 31 July, 2011.

In anticipation of your support for the **Adelaide Airport Brighton Jetty Classic Sculptures**, we thank you. Your support does make a difference to our community.

Karen Donaldson

On behalf of **Adelaide Airport Brighton Jetty Classic Sculptures**

## Adelaide Airport Brighton Jetty Classic Sculptures Supporters



**Mr. John McArdle JP, FCILT, MAICD; General Manager - Corporate Affairs Adelaide & Parafield Airports Ltd.**

“Adelaide Airport Limited has been involved with the Adelaide Airport Brighton Jetty Classic Sculptures since its inception.

We are pleased to be associated with this event and have found it to be a rewarding community relations exercise”



**Justin Lynch, Chief Executive Officer City of Holdfast Bay.**

“I thoroughly enjoyed attending the Adelaide Airport Brighton Jetty Classic Sculptures last year and can highly recommend it. The creativity and imagination shown in the exhibits was impressive. Pieces ranged from being quirky, fun, geometric, environmental, rustic, traditional, intricate and amusing.

The City of Holdfast Bay is a proud supporter of the event and the contribution it makes to our community and local culture. Pieces from the exhibition are now highly sought after to enhance our coastal landscape.”



**Dr Christine Nicholls, Contributing Editor, Asian Art News & World Sculpture News.**

“To the credit of its organizers, Adelaide Airport Brighton Jetty Classic Sculptures reaches many people, from artists, art lovers and regular gallery goers, to beach goers, tourists, and other casual passersby who, in the normal course of events might otherwise encounter little visual art of any kind.

The event's wide appeal is one of its genuine strengths, and is also an important reason for supporting this initiative into the future. There is no doubt that, as this unique event continues to grow in the years ahead, it will command even greater respect and more favourable critical attention in the media and public arena more generally.”



**Gerry McMahon, Metal Sculptor and Public And Community Artist.**

I have been involved in the past three *Adelaide Airport Brighton Jetty Classic Sculptures* events. The sculptures' exhibition brings people together from the community. People visit from all over the state, not only to visit a sculptures exhibition but also to share in the beauty of a beach environment that belongs to everyone.

Exhibiting, sponsoring and volunteering are part of the spirit within the community of the City of Holdfast Bay providing an opportunity to be proud of.

# The 2012 Adelaide Airport Brighton Jetty Classic Sculptures

Adelaide, South Australia

*A fundraising event bringing art to the community*

## Introduction

The *Adelaide Airport Brighton Jetty Classic Sculptures* is an annual event inspired by the very successful "Sculptures by the Sea" at Cottesloe Beach, WA and the famous "Bondi Sculptures by the Sea" in NSW.

The event attracts local and interstate artists alike, offering visitors a display of sculptures that are inspirational, enticing, imaginative & interactive. The sculptures range in size from small to large for both indoor and outdoor display. Freedom of creativity is encouraged. This event is free to the public for viewing.

The *Adelaide Airport Brighton Jetty Classic Sculptures* is situated at the Brighton Surf Life Saving Club rooms on the Esplanade at Brighton, the adjacent Bindara Reserve and for the first time in 2011, along the Brighton Esplanade. The event has grown from 34 entries in 2008 to 82 exhibits in 2011. Approximately 15,000 people viewed this year's exhibition and culminating with the 7 *Brighton Jetty Classic Community Event*, on the final day of the sculptures exhibition, received an audience in excess of 20,000.



Brighton Beach is famous for its beautiful clean beach and close proximity to popular Jetty Road Brighton, known for its welcoming cafes and restaurants and unique shops. The recent completion of the modern Brighton Surf Club facilities in 2007 located next to a popular local park; make this destination highly desirable to locals, people from all over Adelaide and interstate and overseas visitors.

## Background

*The Adelaide Airport Brighton Jetty Classic Sculptures* is one of only four exhibitions in South Australia that is entirely dedicated to sculptures. The event is held in conjunction with the 7 *Brighton Jetty Classic Community Event* and attracts competitors and visitors from all over Australia. The combination of both an arts event and sporting event is unique and is embraced by both the local community and the community at large.



The 2012 exhibition is now in its fifth year. With the initiative of a small team of enthusiastic volunteers, the event has doubled in size from 34 entries in the inaugural exhibition in 2008 to a preselected 82 entries in 2011.

The event is marketed through a range of media including *The Advertiser* and *Sunday Mail*, *SA Motor* (SA's largest database of over

500,000 readers), *SA Life magazine*, *House and Garden*, *The Adelaide Magazine annual edition*. It is also advertised on *Channel 7* and several radio stations including *5AA*. The 2009 and 2010 events were also featured in an international publication, *World Sculptures Magazine* which has a wide readership in Asia and Australia.

The event is supported by a dedicated team of volunteers and the generous support of many sponsors, including several high profile brands. The event attracts a broad cross section of the community and is enjoyed by an estimated 15,000 people throughout the 12 day long exhibition. The final day of the event, coinciding with the *7 Brighton Jetty Classic Community Event*, provides exposure to a further estimated five to ten thousand people.

### **Future Opportunities**

The City of Holdfast Bay has committed to making the Brighton to Hove section of the Coastal Park, sculpture friendly. This provides an opportunity for the *Adelaide Airport Brighton Jetty Classic Sculptures* to extend the event beyond Bindarra Reserve to create a sculptures walk along the esplanade thereby increasing the emphasis on outdoor sculptures.

The organisers aim to attract a wider audience by promoting the event to interstate & overseas sculptors. An increase in major prizes for Indoor, Outdoor, People's Choice, Emerging and Junior awards, as well as additional runner up and category prizes, is aimed at encouraging increased participation.

### **Available Sponsorship Opportunities**



*Adelaide Airport Brighton Jetty Classic Sculptures* provides an opportunity for sponsors to gain additional exposure while contributing to a professional and high profile event. An event your organisation can be proud to be associated with.

The different sponsorship levels are:

- **Major Partners (\$10,000 +)**
- **Corporate Partners (\$5,000+)**
- **Key Partners (\$2,500+)**
- **Community Partners (\$1,000+)**

The details of each level are listed for your information.

# Sponsorship Packages

## APPENDIX A: MAJOR PARTNERS (\$10,000 +)

Each of the Major Partners will receive the following:

- Logo exposure on television (Channel 7).
- Acknowledgement on the *Adelaide Airport Brighton Jetty Classic Sculptures* DVD of event circulated around South Australia and interstate along with viewing at the Brighton Surf Life Saving Club rooms.
- Prominent billboard site at the Brighton Surf Life Saving Club. Display will include name logo (major) from November 2011 through to February 2012. Your company logo will be clearly visible to the public from Brighton Esplanade.
- Naming rights of a category prize.
- Advertising on the on the *Adelaide Airport Brighton Classic Sculptures* web page: [www.brightonjettyclassicsculptures.com](http://www.brightonjettyclassicsculptures.com)
- Advertising (major) displayed on posters, brochures to be distributed throughout numerous venues prior to the event.

### Throughout the Event:

- Major coverage on the sculptures indoor and outdoor sites with company banners and other logo display (i.e. umbrellas etc) in consultation with sponsorship representatives (signage to be supplied by sponsor).
- Opportunity to discuss other specific signage such as at the *Adelaide Airport Brighton Jetty Classic Sculptures* opening event.
- Logo prominently displayed on posters, invitations and catalogues.
- Running commentary with the major partners being promoted over the public address system on the day of the swims.
- Opportunity to Advertise on the Transportable Frame mounted Galaxy Pro 12EV RGB LED message display 1.4m High x 2.26m wide on the Saturday before and Sunday of the *7 Brighton Jetty Classic* Community event.
- A tent site available on the (Beach, Park or Esplanade), for sponsors advertising in consultation with sponsorship representatives, on the day of the *7 Brighton Jetty Classic* Community Event.
- Opportunity to present prizes to winning sculptors.
- Invitation to you and your guests to the opening of the *Adelaide Airport Brighton Jetty Classic Sculptures*.
- Complimentary tickets for guests of your choice in consultation with Area Sponsorship Officer, to the Brighton Surf Club Sponsors Tent at the 2012 *7 Brighton*

*Jetty Classic* Community Event including complimentary refreshments, opportunity to network with other sponsors & prime viewing of the events.

### **In and around the Club**

- Valuable publicity as a supporter of a community service.
- Support from Club Management for sponsors' products.
- Eight Supporter Memberships of Brighton Surf Life Saving Club.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition in the Club Newsletter and all relevant functions.
- Sponsors name displayed logo (Major) in social area of Club.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.
- The Opportunity to offer a discount to our BSLSC Members Rewards Program along with other participating Sponsors increasing business opportunities.
- Logo displayed (major) on the BSLSC Website with provision for link.
- Further signage displayed in consultation with Area Sponsorship Officer.

**NOTE: Deadline dates apply to most sponsorship elements. The ability for inclusion of a sponsor's name on those elements is limited by those dates (where applicable). Production of those elements will not be held up whilst sponsorship contracts are finalized (as an example: Name on brochures).**

## **APPENDIX B: CORPORATE PARTNERS (\$5,000 +)**

Each of the Corporate Partners will receive the following:

- Acknowledgement on the *Adelaide Airport Brighton Jetty Classic Sculptures* DVD of event circulated around South Australia and interstate along with viewing at the Brighton Surf Life Saving Club rooms.
- Prominent billboard site at the Brighton Surf Life Saving Club displaying logo, from November 2011 through to February 2012. Your logo will be clearly readable from Brighton Esplanade.
- Naming rights of a category prize.
- Advertising on the *Adelaide Airport Brighton Jetty Classic Swim Sculptures* website: [www.brightonjettyclassicsculptures.com](http://www.brightonjettyclassicsculptures.com)
- Advertising (prominently) displayed on posters, brochures to be distributed throughout numerous venues, prior to the event.

### **Throughout the Event:**

- Prominent coverage of the sculptures indoor and outdoor sites with company banners and other logo display (i.e. umbrellas etc). In consultation with sponsorship representatives.
- Opportunity to discuss other specific signage such as at the opening of the event.
- Opportunity to present prizes to the winning sculptures on the opening night.
- Logo prominently displayed on posters, invitations and catalogues.
- Running commentary on the day of the swim with Corporate Partners being promoted over the public address system.
- Six invitations to the 2011 *Adelaide Airport Brighton Jetty Classic Sculptures* Opening
- A tent site (beach, park or esplanade) available for sponsors advertising in consultation with sponsorship representatives, on the day of the *7 Brighton Jetty Classic* Community Event.
- 8 complimentary tickets to the Brighton Surf Club Sponsors Tent at the 2012 *7 Brighton Jetty Classic* Community Event including complimentary refreshments, opportunity to network with other sponsors & prime viewing of the events.

### **In and around the Club**

- Valuable publicity as a supporter of a community service.
- Support from Club Management for sponsors' products.
- Six Supporter Memberships of Brighton Surf Life Saving Club.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition in the Club Newsletter and functions.

- Sponsors logo displayed (prominently) in social area of Club.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.
- The Opportunity to offer a discount to our BSLSC Members Rewards Program along with other participating Sponsors increasing business opportunities.
- Logo displayed (prominently) on the BSLSC Website with provision for link.
- Further signage displayed in consultation with Area Sponsorship Officer.

**NOTE: Deadline dates apply to most sponsorship elements. The ability for inclusion of a sponsor's name on those elements is limited by those dates (where applicable).**

**Production of those elements will not be held up whilst sponsorship contracts are finalized (as an example: Name on brochures).**

## APPENDIX C: KEY PARTNERS (\$2,500 +)

Each of the Key Partners will receive the following:

- Prominent billboard site at the Brighton Surf Life Saving Club displaying logo (significant), from November 2011 through to February 2012.
- Advertising on the Adelaide Airport Brighton Jetty Classic Sculptures' web page: [www.brightonjettyclassicsculptures.com](http://www.brightonjettyclassicsculptures.com)
- Advertising (significant) displayed on posters, brochures to be distributed throughout numerous venues, prior to the event.

### Throughout the Event:

- Significant coverage of the sculptures indoor and outdoor sites with company banners and other logo display (i.e. umbrellas etc.) in consultation with sponsorship representatives.
- Opportunity to discuss specific signage such as at the opening of the event and the possibility of other sites including the city of Holdfast Bay Council Chambers or Civic Centre.
- Logo significantly displayed on posters, invitations and catalogues.
- Four invitations to the 2012 *Adelaide Airport Brighton Jetty Classic Sculptures* Opening.
- Running commentary via the public address system on the day of the *7 Brighton Jetty Classic Community Event*.
- A tent site (Esplanade or Park) available for sponsors advertising in consultation with sponsorship representatives, on the day of the *7 Brighton Jetty Classic Community Event*.
- Four complimentary tickets to the Brighton Surf Club Sponsors Tent at the 2012 *7 Brighton Jetty Classic Community Event*, including complimentary refreshments, opportunity to network with other sponsors & prime viewing of the events.

### In and around the Club

- Valuable publicity as a supporter of a community service.
- Support from Club Management for sponsors' products.
- Four Supporter Memberships of Brighton Surf Life Saving Club.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition in the Club Newsletter and functions.
- Sponsors logo displayed (significantly) in social area of Club.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.

- The Opportunity to offer a discount to our BSLSC Members Rewards Program along with other participating Sponsors increasing business opportunities.
- Logo displayed (intermediate) name only on the BSLSC Website with provision for link.
- Further signage displayed in consultation with Area Sponsorship Officer.
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**NOTE: Deadline dates apply to most sponsorship elements. The ability for inclusion of a sponsor's name on those elements is limited by those dates (where applicable). Production of those elements will not be held up whilst sponsorship contracts are finalized (as an example: Name on brochures).**

## APPENDIX D: COMMUNITY PARTNERS (\$1,000 +)

Each of the Community Partners will receive the following:

- Prominent billboard site at the Brighton Surf Life Saving Club displaying name only, from November 2011 through to February 2012.
- Advertising on the *Adelaide Airport Brighton Jetty Classic Sculptures* web page: [www.brightonjettyclassicsculptures.com](http://www.brightonjettyclassicsculptures.com)
- Advertising (name only) displayed on posters, brochures to be distributed throughout numerous venues, prior to the event.

### Throughout the Event:

- Opportunity to discuss other specific signage such as at the opening of the event in consultation with sponsorship representatives.
- Name only displayed on posters and catalogues.
- Two invitations to the 2012 *Adelaide Airport Brighton Jetty Classic Sculptures* Opening.
- A tent site (Esplanade or park) available for sponsors advertising in consultation with sponsorship representatives, on the day of the *7 Brighton Jetty Classic* Community Event.

### In and around the Club

- Two Supporter Memberships of Brighton Surf Life Saving Club.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition in the Club Newsletter and functions.
- Sponsors logo displayed (name only) in social area of Club.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.
- The Opportunity to offer a discount to our BSLSC Members Rewards Program along with other participating Sponsors increasing business opportunities.
- Two complimentary tickets to the Brighton Surf Club Sponsors Tent at the 2012 'Channel 7 Brighton Jetty Classic Swims' including complimentary refreshments, opportunity to network with other sponsors & prime viewing of the events.
- Name only on the displayed on the BSLSC Website with provision for link.
- Further signage displayed in consultation with Area Sponsorship Officer.

**NOTE: Deadline dates apply to most sponsorship elements. The ability for inclusion of a sponsor's name on those elements is limited by those dates (where applicable). Production of those elements will not be held up whilst sponsorship contracts are finalized (as an example: Name on brochures).**

# Category Prizes

Each of the Category Prize Sponsors will receive the following:

- Naming rights for each Category Prize and results published on web site.
- Category Prizes listed in Event Guide.

Category Prizes available are:

- [Your Company Name] Best Outdoor Sculpture Runner Up
- [Your Company Name] Best Indoor Sculpture Runner Up
- [Your Company Name] People's Choice Runner Up
- [Your Company Name] Emerging Artist Award
- [Your Company Name] Environmental Awareness Award
- [Your Company Name] Youth Award
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Category Prize Sponsors are offered to Major & Corporate Sponsor as a first option. Category Prize sponsorship will be offered on a first come basis.

# Raffle Prize Donations

The annual raffle helps to support the running of the event and provides an excellent way to promote your company and products.

- Promoting your company name on each of the 3,000 tickets sold.

Note: Donations of goods vary in value. If you are donating a prize valued at \$1,000 or more, you will receive the applicable sponsorship e.g. Community, Event partners etc. You might like to donate a prize and then cash amount to reach a partnership level.

## Yes, we would like to be a Sponsor...

Yes, our company, ..... would like to be a part of this exciting event by being a sponsor for the ..... Sponsorship Level.

I understand I will be invoiced between May & June, 2011 and to assist with organisational expenses, acknowledge payment will be required by 31<sup>st</sup> July, 2011.

I would also like to be considered for the following Naming Rights Prize Category:

.....

Valued at: \$.....

Signed: .....

Your name: .....

Date: .....

Phone: .....

Mobile: .....

Email: .....

### **PLEASE NOTE: SPONSORSHIP OFFERS CLOSE: 31 AUGUST 2011**

Please return this completed form either by:

1. Post to:  
Karen Donaldson  
Brighton Surf Lifesaving Club  
PO Box 10  
Brighton SA 5048
2. Email a completed copy to [karendonaldson@westnet.com.au](mailto:karendonaldson@westnet.com.au)

## Please contact me about Sponsorship...

To find out more about being part of this exciting event please contact Karen Donaldson on 0402 019 930 or email: [karendonaldson@westnet.com.au](mailto:karendonaldson@westnet.com.au)