



Brighton Jetty Sculptures

Adelaide, South Australia

A fundraising event bringing art to the community

Introduction and Background

The *Brighton Jetty 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 is one of only four exhibitions in South Australia that is entirely dedicated to sculptures. It is held in conjunction with the *7 Brighton Jetty Classic* community swimming 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 event attracts local and interstate artists alike, offering visitors a display of sculptures that are inspirational, enticing, imaginative and 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 *Brighton Jetty Sculptures* event is situated at the Brighton Surf Life Saving Club premises on the Esplanade at Brighton, the adjacent Bindarra Reserve and along the Brighton Esplanade, as a unique ‘Sculptures Walk’. Thousands of people view this exhibition culminating with the *7 Brighton Jetty Classic* Community Event each year and the final day of the sculptures exhibition, brings an audience in excess of 50,000.

The exhibition is now entering its 13th year. With the initiative of a small team of enthusiastic volunteers, the event has grown from 34 entries from 14 artists at the inaugural exhibition in 2008, to over 170 entries from more than 100 artists in recent years.

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 among 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.

All profit made from the **Brighton Jetty Sculptures** event goes directly back to the Brighton Surf Life Saving Club.

The benefit you receive includes the exposure to thousands of participants and offers an opportunity to contribute to a professional and award winning event - **Winner of the City of Holdfast Bay Community Event of the Year in both 2013 and 2018**. 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 **Brighton Jetty Sculptures'** exhibition.

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.

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

Brighton Jetty Sculptures Committee

www.brightonjettyclassicsculptures.com

Sponsorship Opportunities

The different sponsorship levels are:

- **Major Partner – Naming Rights – Already secured by Patritti**
- **Major Partners (\$10,000)**
- **Corporate Partners (\$5,000)**
- **Key Partners (\$2,500)**
- **Community Partners (\$1,000)**

The details of each sponsorship level are listed for your information, on the following pages.

Sponsorship Packages

APPENDIX A1: MAJOR PARTNER (NAMING RIGHTS)

The Major Partner, (Naming Rights) will receive the following:

- Name featured in the title and logo of the (*Company Name*) Brighton Jetty Sculptures.
- Logo exposure on television advertising of the event, (Channel 7).
- Acknowledgement on the *Brighton Jetty Sculptures* DVD of the event circulated around South Australia along with viewing at the Brighton Surf Life Saving Club rooms.
- Prominent logo displayed on the sponsors' board at the Brighton Surf Life Saving Club, from November 2019 through to February 2020.
- Naming rights of a category prize of your choice.
- Opportunity to present prizes to winning sculptors.
- Advertising on the on the *Brighton Jetty Sculptures* web and Facebook pages.
- Advertising (major) displayed on posters, brochures and other promotional material to be distributed throughout numerous venues prior and during the event.
- Opportunity to discuss other specific signage at the *Brighton Jetty Sculptures* opening function and during the event.
- Running commentary with naming rights major partner 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, for sponsors advertising in consultation with sponsorship representatives, on the day of the *7 Brighton Jetty Classic* Community Event.
- Invitation to the Official Opening of the *Brighton Jetty Sculptures* exhibition with an opportunity for a short presentation.
- Complimentary tickets for guests of your choice in consultation with Area Sponsorship Officer, to the Brighton Surf Club Sponsors Tent at the 2020 *7 Brighton Jetty Classic Swim Event* including complimentary refreshments.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition in the Club Newsletter and all relevant functions.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.
- Logo displayed (major) on the BSLSC website with provision for link.
- Further signage displayed in consultation with area sponsorship officer.



APPENDIX A-2: MAJOR PARTNER - \$10,000

Each of the Major Partners will receive the following:

- Logo exposure on television advertising, (Channel 7).
- Acknowledgement on the *Brighton Jetty Sculptures* DVD of the event circulated around South Australia along with viewing at the Brighton Surf Life Saving Club rooms.
- Prominent logo displayed on the sponsors' board at the Brighton Surf Life Saving Club, from November 2019 through to February 2020.
- Naming rights of a category prize of your choice.
- Opportunity to present prizes to winning sculptors
- Advertising on the on the *Brighton Jetty Sculptures* web and Facebook pages.
- Advertising (major) displayed on posters, brochures and other printed material to be distributed throughout numerous venues prior and during 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 at the *Brighton Jetty Sculptures* opening function and during the event.
- 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, for sponsors advertising in consultation with sponsorship representatives, on the day of the *7 Brighton Jetty Classic* Community Event.
- Invitation to the Official Opening of the *Brighton Jetty Sculptures* exhibition.
- Complimentary tickets for guests of your choice in consultation with Area Sponsorship Officer, to the Brighton Surf Club Sponsors Tent at the 2020 *7 Brighton Jetty Classic Swim Event* including complimentary refreshments.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition in the Club Newsletter and all relevant functions.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.
- Logo displayed (major) on the BSLSC website with provision for link.
- Further signage displayed in consultation with area sponsorship officer.

APPENDIX B: CORPORATE PARTNERS \$5,000

Each of the Corporate Partners will receive the following:

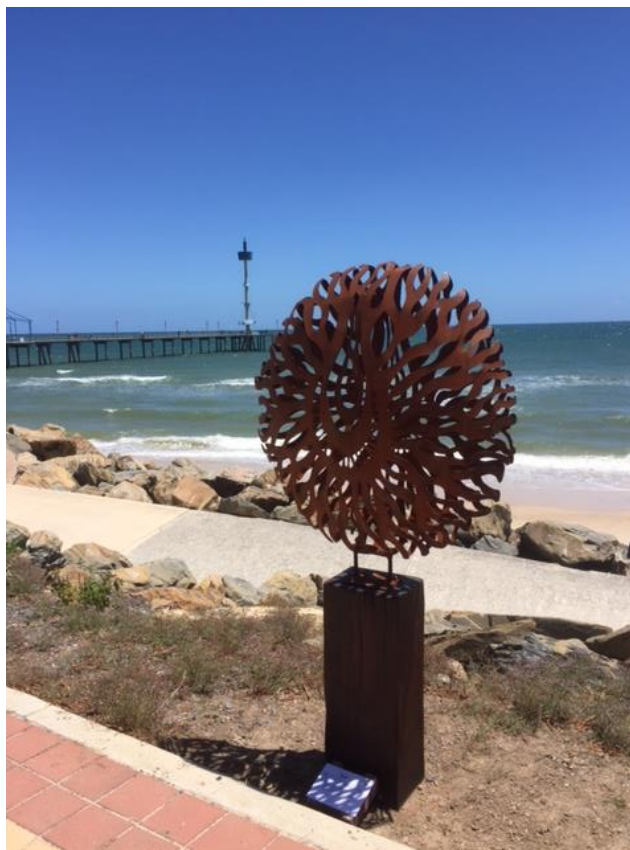
- Acknowledgement on the *Brighton Jetty Sculptures* DVD of event circulated around South Australia along with viewing at the Brighton Surf Life Saving Club rooms.
- Prominent logo displayed on the sponsors' board at the Brighton Surf Life Saving Club, from November 2019 through to February 2020.
- Naming rights of a category prize.
- Advertising on the *Brighton Jetty Sculptures* website and Facebook pages.
- Advertising (prominently) displayed on posters, brochures and other printed material to be distributed throughout numerous venues, prior and during 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 sculptors on the opening night.
- Invitation to the 2020 *Brighton Jetty Sculptures* Official 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.
- Invitation to the Brighton Surf Club Sponsors Tent at the 2020 *7 Brighton Jetty Classic* Community Event including complimentary refreshments.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition in the Club Newsletter and functions.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.
- Logo displayed (prominently) on the BSLSC Website with provision for link.
- Further signage displayed in consultation with Area Sponsorship Officer.

APPENDIX C: KEY PARTNERS \$2,500 +

Each of the Key Partners will receive the following:

- Your company name on the Sponsors Board at the Brighton Surf Life Saving Club, from November 2019 through to February 2020.
- Your company logo featured on the *Brighton Jetty Sculptures'* web and Facebook pages.
- Your company logo displayed on marketing material to be distributed throughout numerous venues, prior and during the event.
- Logo displayed on posters, invitations and catalogues.
- Invitation to the 2020 *Brighton Jetty 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.
- Invitation to the Brighton Surf Club Sponsors Tent at the 2020 *7 Brighton Jetty Classic* Community Event, including complimentary refreshments.
- Opportunity to provide editorial for inclusion in the BSLSC eNews.
- Recognition in the Club Newsletter and functions.
- The opportunity to display your business cards for members to access your services in main thoroughfare of BSLSC.
- Logo displayed and business name displayed on the BSLSC Website.



APPENDIX D: COMMUNITY PARTNERS \$1,000

Each of the Community Partners will receive the following:

- Your company name on the Sponsors Board at the Brighton Surf Life Saving Club, from November 2019 through to February 2020.
- Your company name on the *Brighton Jetty Sculptures* web and Facebook pages.
- Your company name displayed on Brighton Jetty Sculptures promotional material, prior and during the event.
- Invitation to the 2020 *Brighton Jetty Sculptures* Official Opening.
- Editorial Space in the BSLSC eNews in consultation with Area Sponsorship Officer.
- Recognition as a sponsor in the Club Newsletter.
- Invitation to the Brighton Surf Club Sponsors Tent at the 2020 7 Brighton Jetty Classic Community Event including complimentary refreshments.
- Your company name displayed on the BSLSC Website.



ADDITIONAL OPPORTUNITIES

Category Prizes

Sculptures Category Prizes are:

- Best Outdoor Sculpture Runner Up
- Best Indoor Sculpture Runner Up
- People's Choice Runner Up
- Emerging Artist Award
- Environmental Awareness Award
- Young Artist Award
- Relief/Wall Hung Sculpture Award

Category Prize Sponsors are offered to Major & Corporate Sponsor as a first option. Category Prize sponsorship will be offered on a first come basis and may be negotiated separately if available.

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.

Please contact me about Sponsorship...

SPONSORSHIP OPPORTUNITIES CLOSE: 31st August 2019

Contact the following committee members to discuss or secure your sponsorship:

Sandi Carr (mob – 0437 470 978) sandi.carr@adam.com.au

Or

Julie Millar secretary@brightonjettyclassicsculptures.com

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)