



# SUP VIC

## Stand Up Paddle Victoria

# SPONSORSHIP PROPOSAL

## 2022

# OVERVIEW



SUP Vic was established in April 2009. In 2021 SUP Vic has 175 members stretching right across Victoria, from Portland to Lakes Entrance to Echuca with the majority based in Melbourne. SUP Vic conducts established SUP events across Melbourne and regional coastal Victoria.

## MISSION STATEMENT

SUP Vic's purpose is to develop the sport of stand up paddle boarding throughout Victoria and to encourage participation at all levels and across the various disciplines of the sport.

**REGISTERED INCORPORATED ASSOCIATION NO. A0052952V**  
**REGISTERED DECLARED CHARITABLE ORGANISATION NO. 59217**  
**ABN: 513 312 77240**

# AUDIENCE



175 Active members

1400 Facebook followers

2700 Instagram followers

Connections with SUP clubs across Australia and Surfing Victoria

The SUP Vic website, [www.supvic.com](http://www.supvic.com), receives on average over 5000 'hits' per month

# EVENTS 2022

SUP Vic Great Melbourne Paddle

SUP Vic Port Phillip Cup

SUP Vic SUP Surfing Weekend, Barwon Heads (includes a Surf Comp for surf competitors)

SUP Vic Downwind Daze Races 1,2,3

SUP Vic Surfing Competition on the Mornington Peninsula

SUP Vic Surfing Classic, Point Impossible

SUP Vic Surfing Longboard Event at Pt Leo

State SUP Festival incorporating the Titles Marathon Race, Titles Technical Race, Social Paddle and Social Night)

SUP Vic / Surfing Vic SUP Titles Surfing Competition (Run by Surfing Vic and their sponsors)

Surfing Australia's SUP Nationals, Phillip Island (To be confirmed by Surfing Vic)

SUP Vic Lysterfield Family Fun Day

SUP Vic Peninsula Pod Social Paddles, Training & Pod Christmas Party

SUP Vic HMB Training, Pod Christmas Paddle & Breakfast

SUP Vic West Pod Christmas Paddle

Zoom events with pro athletes

# SPONSORSHIP PACKAGES



Benefit	Specific Event Package	Friends of SUP VIC
	\$1,000	\$150
Naming rights to an event	✓	
Beach Flag at a SUP Vic event or set your own tent up (supplied by sponsor)	✓	
Option to present trophies and speak at a Sup Vic Event	✓	
Promotional material at a SUP Vic event (supplied by sponsor)	✓	✓
Event public promotion	✓	✓
Branding on event merchandise	✓	
Branding attached to all event promotional material	✓	
Branding e-newsletter	✓	An email advising members of all 'Friends' for 2022
Social Media Posts Facebook/Instagram	✓	2 posts per platform per year introducing sponsor to our members
Branding on SUP Vic Website (with link to Brands website)	✓	✓

# SPONSOR BENEFITS

Increase brand awareness/visibility

Gain publicity through association with one of the fastest growing sport and leisure pursuits in Australia

Increase your sales/acquire customers

- Direct face to face contact with SUP enthusiasts for Event Sponsors

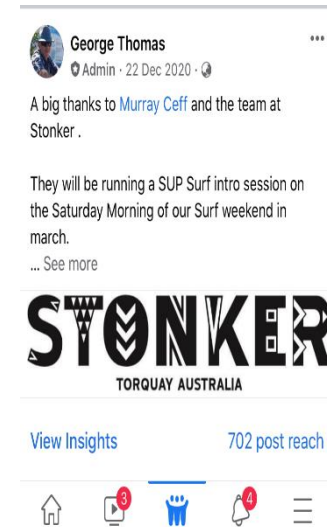
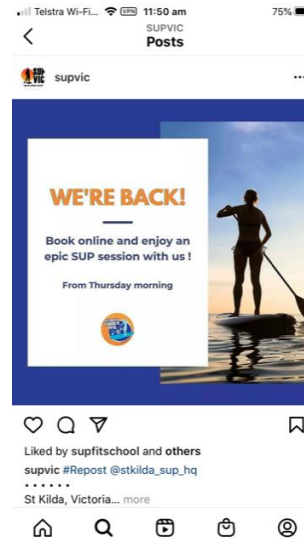
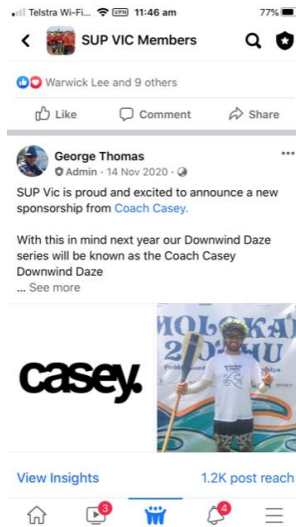
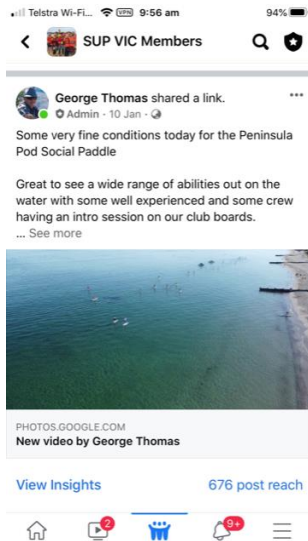
Targeted audience

Enhanced Healthy Lifestyle Image of your product/company

Generate media exposure

**NOTE: Sponsorship is for the 2022 Calendar Year**

# SOCIAL MEDIA



Sponsor several events or single events like Coach Casey. Facebook & Instagram posts.

# CONTACTS



**Email:** info@supvic.com

**Facebook:** @supvic

**Instagram:** #supvic

**Website:** www.supvic.com

**President:** George Thomas 0400 146 701

**Vice President:** Cheyne Mitchell 0406 351 289

**Secretary:** Mark Thomson 0412 112 642

**Treasurer:** Sam Hodder 0488 668 585