



Golf's better with partners

Nexus Risk WA Open Partnership Opportunity

COTTESLOE GOLF CLUB
OCT 17-20 2019

Be a part of something greater

More than a sport, golf is about opportunities, values and community. As the State body for amateur golf in Western Australia, GolfWA exists to provide opportunities for people of all walks of life to play, learn and love the game of golf.

Powered by connection and inter-generational learning, golf affords its community opportunities beyond sportsmanship. Through the sport, its events and network, we encourage personal and professional growth, long-standing partnerships, inclusiveness, equal opportunity and a sense of belonging. It is our mission to open these opportunities as far and wide as possible and to do so through equitable and inclusive practices.

BE A PART OF HISTORY

The Nexus Risk WA Open, one of the best known and recognised events in the national Golf calendar, is our most coveted sponsorship opportunity. First played over a century ago in 1913, this iconic event has launched the careers of many aspiring professionals from around the country, whom, without it, may have had very different stories. Today, we invite you to join GolfWA and become part of this legacy.

Snapshot of the tournament

Purse

\$100,000

Tour

ISPS HANDA PGA Tour of Australasia

Field Size

132 competitors of leading professional athletes and the next generation of rising stars.

Format

72-hole stroke play event over 4 action-packed days. The 2019 tournament will feature an all-abilities category for the first time.

Cut

Top 50 (plus ties). The cut is made after the completion of the second round.

Trophy

Roy Paxton Bowl

Defending Champion

Zach Murray

Previous winners include leaders in our sport such as Greg Norman, Gary Player, Terry Gale, Ian Baker-Finch, Stephen Leaney and Curtis Luck.

Date

Thursday 17th October -
Sunday 20th October, 2019

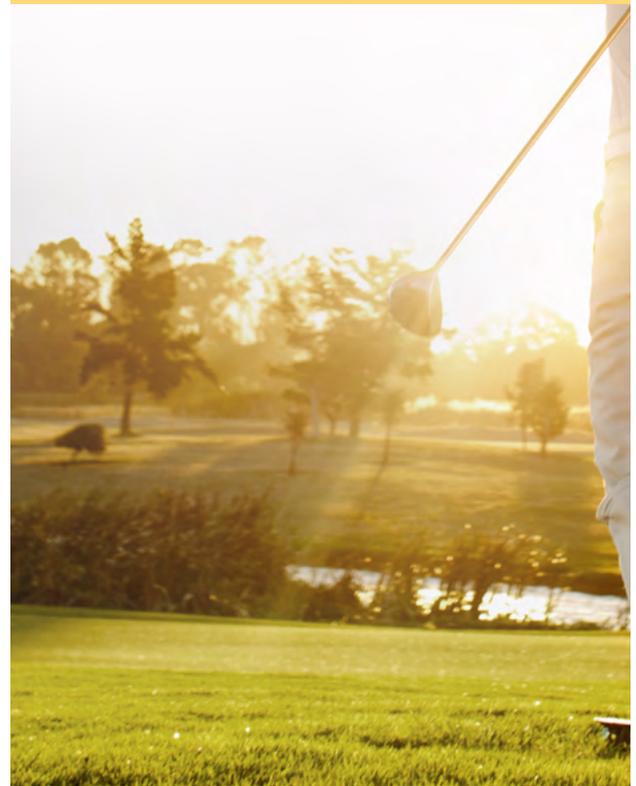
golfwa.org.au/cms/events/wa-open/

Location

Cottesloe Golf Club
173 Alfred Road,
Swanbourne WA 6010
cottesloegc.com/cms/

TOURNAMENT SCHEDULE

| | |
|------------------|--|
| Monday | Practice day (course closed to public); Pre-qualifying |
| Tuesday | Practice day |
| Wednesday | Pro-am day |
| Thursday | Round 1 |
| Friday | Round 2 - (cut made to top 50 plus ties) |
| Saturday | Round 3 |
| Sunday | Final round. Presentation of the Cup and winner's cheque will be held on the 18th green immediately following the final round. |



It's a game changer

Partnering with GolfWA means joining our network of game-changers and leaders across WA's broad business arena. As the State body for golf in WA, we are in a key position to offer strategic alliances between our sponsors and our community of long-standing supporters, professional athletes and prominent industry stakeholders.

As part of our partnership packages, we also employ strategic event marketing and PR campaigns to enable our sponsors to leverage their involvement in this iconic event to its maximum potential.

Your sponsorship of the Nexus Risk WA Open would position you as a key partner of GolfWA. With this, your business will benefit from multiple opportunities for branding, hospitality, networking and exposure throughout the course of the tournament and beyond.

Our sponsorship packages have been specifically tailored to provide optimal promotional opportunities.

We are also happy to tailor a bespoke sponsorship package to ideally suit your objectives and budget.



“A partnership with GolfWA at the Nexus Risk WA Open has provided us with the opportunity to interact with like minded businesspeople. Their network in the golfing community is invaluable. Not to mention, access to some of the greatest golf courses in the state!”

Greg Norrish, Development Manager Nexus Risk Services

SPONSORSHIP AT A GLANCE

Our customisable packages include promotional activities both before, during and after the tournament itself

| | CO NAMING RIGHTS \$25 000 + GST | PLATINUM (Major supporting) \$12 000 + GST | GOLD (Supporting) \$6 000 + GST | SILVER (Clubhouse supporting) \$3 900 + GST | PRO AM \$1 500 + GST |
|---|---|---|--|--|--------------------------------|
| Pre Tournament Benefits | | | | | |
| Electronic Direct Mail (EDM) advertorial | 3 | 2 | 1 | x | |
| EDM banner advertisement | ✓ | ✓ | x | x | |
| Social media content opportunity | 4 | 3 | 2 | 1 | |
| Logo acknowledgement in promotional material | ✓ | ✓ | ✓ | ✓ | |
| Logo and weblink on GolfWA website | ✓ | ✓ | ✓ | ✓ | |
| SportFM acknowledgement | ✓ | ✓ | ✓ | x | |
| Tournament Benefits | | | | | |
| Pro Am invitation | 5 teams of 3 players | 2 teams of 3 players | 1 team of 3 players | x | 1 team of 3 players |
| One (1) Reserved table of eight (8) 3 course meal and drinks package in VIP area of the clubhouse | 4 tables | 3 tables | ✓ | ✓ | |
| VIP parking passes on each day | 8 | 4 | 2 | 2 | |
| Entry tickets to the VIP area of the clubhouse, valid across the tournament | 40 | 15 | 10 | 6 | |
| Tickets to Tee Party, ladies afternoon at Nexus Risk WA Open | 8 | 6 | 4 | 2 | |
| On course signs on a dedicated hole | 6 | 2 | 1 | x | |
| Promotion as a major supporting partner on sponsors media wall and sponsors board located at the first tee. | ✓ | ✓ | ✓ | x | |
| Direct link to your website through the dedicated 2019 Nexus Risk WA Open page on the GolfWA website | ✓ | ✓ | ✓ | x | |
| Acknowledgment on the daily draw sheets provided to all spectators | ✓ | ✓ | ✓ | x | |
| Opportunities for live interviews on radio broadcast - Sport FM | ✓ | ✓ | ✓ | x | |
| One (1) hour (10 max) group clinic conducted by a WA State representative player | ✓ | ✓ | ✓ | ✓ | |
| One (1) group of two (2) invited to play a social round of golf plus motorised cart at Cottesloe Golf Club post tournament (Redeemed between Nov 19 - Jan 20) | ✓ | ✓ | x | x | |
| Seat drop with promotional material | ✓ | ✓ | x | x | |
| Complimentary general admission tickets to the ISPS Handa World Super 6 in 2020 or similar event (TBC) | 8 | 6 | 4 | 4 | |
| Post Tournament Benefits | | | | | |
| Logo on all post-tournament materials | ✓ | ✓ | ✓ | ✓ | |
| Event analysis report | ✓ | ✓ | x | x | |

Shape your own package

Can't see a package which fits perfectly? We are happy to work with prospective sponsors on creating a bespoke package ideally suited to your requirements.

A partnership with GolfWA provides a great means of broadening your competitive edge by advancing your company's image, prestige and credibility. By supporting the Nexus Risk WA Open, your audiences see your tangible efforts in their communities.

JOIN

In conversations with leading executives, influencers and change-makers, focused on working together to inspire more Western Australians to participate in golf.

PROMOTE

Your organisation at one of Western Australia's leading golf tournaments.

CONNECT

By developing closer and better relationships with stakeholders, both existing and potential while showcasing services and products.

THANK YOU

Thank you for your interest in partnering with GolfWA for the Nexus Risk WA Open. We look forward to talking with you and developing the ideal sponsorship package for you.

CONTACT

Jody Williams
Business Development
and Marketing Manager
jodyw@golfwa.org.au

“Cottesloe Golf Club has always been a proud supporter of the Nexus Risk WA Open. This year is no exception, particularly as we are pleased to host the tournament once again. The tournament provides us with the opportunity to network with our industry colleagues as well as invite members of our community to a beautiful club to witness world class golf. We look forward to welcoming your organisation, colleagues and clients to the Nexus Risk WA Open at Cottesloe Golf Club by extending our renowned hospitality.”

James Wilkinson, CEO Cottesloe Golf Club