



SPONSORSHIP & HOSPITALITY
PROSPECTUS

2019



A UNIQUE RACING EXPERIENCE

Australia's most unique racing experience returns to Rockingham Beach on November 17th 2019.

Established in 2016, the now iconic Rockingham Beach Cup combines two of WA's most beloved pastimes - a day at the races, and a day at the beach - to showcase Rockingham's natural coastal beauty and WA's thoroughbred racing industry.

This seaside soiree will be amplified in 2019 by the newly completed Rockingham Foreshore Revitalisation and the tantalising ticketing packages on offer.

Thundering hooves, white sands and seaside spirit make this a must on WA's social calendar.



WHO WE ARE

Rotary Club of Palm Beach WA is a Rockingham based Rotary Club with a strong history of community service in the Rockingham region since being established in 1982. With a membership of 46, the club is active in raising funds for local organisations, running local community projects and contributing to international projects.

Current projects include:

- Rockingham Beachside Festival and Fun Run
- Rockingham Beach Cup
- Rockingham Beach Community Arts Festival
- Timor Leste Water Project
- Rotary International Polio Eradication

The club has a strong focus on supporting local youth and participates in the Rotary Youth Exchange program which hosts and sends students on international exchanges.

As a means of fund raising, the club organises and executes events throughout the year. **100% of all funds raised for charity are put back into the community.**



OUR BENEFICIARIES

All proceeds from the Rockingham Beach Cup support **projects of the Rotary Club of Palm Beach** and its beneficiaries.

Australian Alzheimer's Research Foundation aims to increase the understanding of the causes of the disease, develop an early diagnosis, and identify interventions and treatments.

Variety WA provides vital equipment and services for children who are sick, disadvantaged or have special needs - helping them to overcome whatever obstacles they face and live life to the fullest. Variety is there to help when others can't.

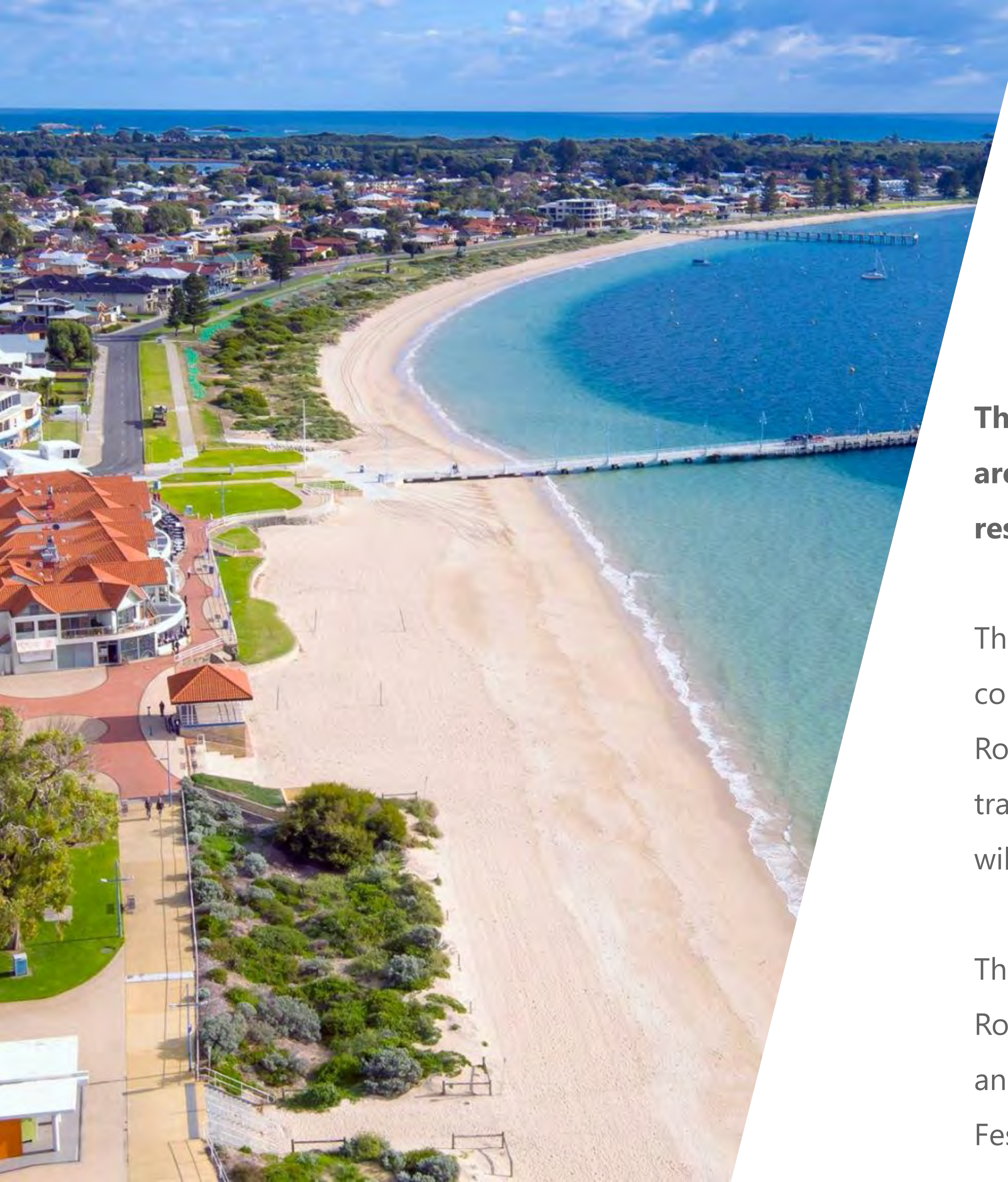


OUR **VISION**

Provide a unique and iconic family event supported by, and involving all sections of Rockingham's diverse community whilst raising much needed funds for local charities.

& MISSION

To be the spearhead of Western Australia's social beach horse racing; raising the profile of Rockingham as the tourist destination of choice by attracting local, national and international crowds and becoming a 'must attend' event on WA's social calendar.



OUR DESTINATION

The City of Rockingham is one of the fastest growing Local Government areas in Perth's outer southern suburbs and is home to over 140,000 resident.

The Rockingham Foreshore Revitalisation, currently underway and due for completion by 30 Sept will provide an impressive setting for this year's Rockingham Beach Cup. The grassed Beach Bowl Amphitheatre will be transformed into a stunning entrance to the event, and the new Beach Lookout will host the Waikiki Luau.

The revitalisation will also bring together Churchill Park, Bell Park and Rockingham Beach with local businesses to create a vibrant, well connected and pedestrian friendly foreshore for all to enjoy at the Rockingham Beach Festival.



SCARBOROUGH

FLOREAT

CITY BEACH

SWANBOURNE

NORTH COTTESLOE

COTTESLOE

NORTH FREMANTLE

PORT COOGEE

COOGEE BEACH

ROCKINGHAM BEACH

OUR DESTINATION

Rockingham Foreshore, is a popular tourist destination offering a wide range of visitor experiences and activities along the shore line and in the surf.

Rockingham is unique amongst metropolitan beaches with significant urban development located directly on the foreshore. As **Perth's only north facing beach**, it provides more sunshine and relatively sheltered conditions throughout the year. This makes for an exciting combination of commercial activity, residential population and high quality beach frontage unlike anywhere else in Perth.



EVENT INSPIRATION

Inspiration for the themes and layout of the event have been aligned with the design drivers of the foreshore revitalisation. Various destinations will be on offer to showcase the new beach landscape. In particular to:

Creating a place for Celebration - The RBC will be a highly anticipated annual celebration for Rockingham, providing a space that brings people together to socialise and revel as a community.

Create an atmosphere that is Young at Heart - The event will be a relaxed, fun and welcoming place for everyone, and will showcase the inclusive and light hearted spirit of Rockingham. Destinations will be a play on the famous names of the many beautiful beaches in Rockingham.

Connect the City to the Sea - The project will celebrate the beautiful existing character of Rockingham Beach and provide an opportunity for the large commercial industry in the area to hosts staff, guest and clients in the Corporate Coastal Marquees.

ROCKINGHAM BEACH CUP **EVENT MAP**





PREMIUM PALM BEACH CLUB

The Palm Beach Club is your premium, front row, toes in the sand destination on the beach at the finish line location.

- Beachside & finish line location
- Front row fashion show & fashions on the sand
- Chic tropical interior
- Signature cocktail on arrival and premium beverages for the duration of the event.
- Freshly shucked oysters on arrival, grazing station and gourmet cocktail food throughout the day
- Live band, performances and auctions

\$255pp + booking fee



LOOKOUT WAIKIKI LUAU

The Hawaiian themed Waikiki Luau provides raised viewing and chilled vibes at the new Beach Lookout, between beach and community festival.

- Raised beach and festival viewing from the new Beach Lookout (located off beach)
- Open air setting with Hawaiian styling
- Includes 2 beverage vouchers
- For drinks thereafter a cash bar offering premium beer, cider, wine and themed cocktails is available
- Purchase food from gourmet food trucks & local pop-ups.
- Resident DJ

\$49pp + booking fee

A photograph of a beach event, likely the Rockingham Beach Cup. In the foreground, several white, curved banners are visible, each featuring the 'ROCKINGHAM Beach Cup' logo. The logo includes a stylized illustration of a person in a colorful wetsuit riding a wave. The banners are set against a clear blue sky. In the background, a crowd of people is visible, some wearing hats and casual summer attire, suggesting a sunny day at the beach.

CORPORATE COASTAL MARQUEES

Entertain clients and staff in a private and personal environment with beachside & trackside hospitality option for 50 or 100 guests.

- Private bar & wait staff
- Includes coastal interior styling
- Enhance the experience with corporate branding
- Gourmet beverage and catering options available to suit your preference
- All packages include premium beverages for the duration of the event
- Roaming entertainment
- Corporate security
- Resident DJ



MARQUEE PRICING & INCLUSIONS

50 Pax - \$4950

- 6m x 9m White Marquee
- 6 x White Garden Tables
- 36 x White Garden Chairs
- 4 x White Hi Bar Tables
- 1 (x) White Bar
- 12m White Fencing
- Decorative Plants
- Power & Audio

100 Pax - \$9500

- 6m x 18m White Marquee
- 12 x White Garden Tables
- 70 x White Garden Chairs
- 8 x White Hi Bar Tables
- 1 (x) White Bar
- 24m White Fencing
- Decorative Plants
- Power & Audio

Additional interior corporate branding is recommended to maximise the experience for your guests. Please note this is not included in the package cost.

A person wearing a blue apron over a white shirt is holding a white tray filled with a variety of colorful macarons. The macarons are in shades of pink, yellow, green, and orange, some with white sesame seeds. The background is a soft, out-of-focus indoor setting.

CORPORATE CATERING OPTIONS

Option 1 - Deluxe Package - \$140pp

Freshly prepared hot and cold roaming cocktail food, substantial tapas. Finger food desserts. Bubbles, wine, beer, ciders and soft drinks for the duration of the event.

Option 2 - Gourmet Package - \$185pp

Cold buffet selection of premium charcuterie, fresh oysters, chilled seafood, free range chicken, gourmet salads, antipasto and breads. Artisan ice pops. Bubbles, wine, beer, ciders and soft drinks for the duration of the event.

Option 3 - Premium Package - \$225pp

Canapés on arrival, followed by a decadent three course sit down menu created by chefs using the freshest local produce. The seasonal menu will leave your guests impressed. Beverages are upgraded to include premium West Australian wines and bubbles, craft beers and ciders, signature cocktail on arrival and Pimms throughout the day.

Add to any of these options:

- A grazing station \$890 (50 guests)
- An oyster shucker \$1100 (includes 15 doz oysters)



INVITATION ONLY

VIP OASIS

The VIP Oasis is an **invitation only** area reserved for Sponsors and special guests.

- Best seats in the house with roaming rights throughout the Beach Club & Luau
- Beachside & finish line location
- Front row fashions show & fashions on the sand
- Luxury interior
- Private bar and wait staff
- Signature cocktails and premium beverages throughout the day
- Freshly shucked oysters on arrival, grazing station and gourmet cocktail food
- Live band, performances and auctions



OUR AUDIENCE

In 2017 over 950 people attended the Rockingham Beach Cup in the exclusive beach marquees and over 30,000 attended the associated community festival.

In 2019, tickets to the Palm Beach Club, Waikiki Luau and Corporate Coastal Marquees are expected to sell out by September and total **1500** guests. The associated community festival is expected to attract over **30,000**

This unique event hosts a diverse crowd of local and metro residents, event-goers, racing enthusiasts, the WA racing industry, personalities and corporate guests.

SPONSORSHIP OPPORTUNITIES

Pre Event Inclusions

YOUR INVESTMENT	GOLD (\$12,000)	SILVER (\$5,000)	BRONZE (\$2,500)
<div>Pre Event Inclusions</div> <div><ul style="list-style-type: none">• Your logo on Print Media (Promotional Posters & Flyer)• Your logo on Event Website (Including Post Event)• Your logo on all Event Electronic Mail (Including post event)• Social Media Posts</div>	<div>Size & position</div> <div><ul style="list-style-type: none">• Large, Top Tier.• Large, Landing Page, Blurb & Link• Large Top Tier & 2 x Editorial• 6 x Promotional Post</div>	<div>Size & position</div> <div><ul style="list-style-type: none">• Medium, 2nd Tier.• Medium, 2nd Tier Sponsorship Page, Link• Medium, 2nd Tier & 1 x Editorial• 4 x Promotional Post</div>	<div>Size & position</div> <div><ul style="list-style-type: none">• Small, 3rd Tier.• Small, 3rd Tier Sponsorship Page, Link• Small, 3rd Tier• 2 x Promotional Post</div>

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SPONSORSHIP OPPORTUNITIES

Race Day Inclusions

YOUR INVESTMENT	GOLD	SILVER	BRONZE
Racebook	Large, Top Tier & Corporate Pack	Small, 2 ND Tier & Corporate Pack	Small, 3 RD Tier & Corporate Pack
Reserve Parking for 3 cars	✓		
Complimentary VIP tickets	12	8	4
Logo on Event Signage	✓	✓	
Naming rights to one race	✓		
Full page advert opposite sponsored race in Racebook	✓		
Rider to wear your personalised silks in sponsored race	✓		
Framed commemorative personalised silks from your race	✓		
6m x 3m Brand Activation Site for your business at the Festival	✓	✓	✓
MC Acknowledgement at Race Event	✓		
Stage Signage at Community Festival	✓		
Flag Signage at Entry	2	1	
Social Media Posts	4	2	1



GET IN TOUCH

We'd love to partner with you and maximise your branding opportunities at our unique event.

Please don't hesitate to get in touch if you require further information.

Sponsorship & Sales

Michael McCafferty - 0439 935 148

Brad Dean - 0411 134 473

info@rockinghambeachcup.com.au