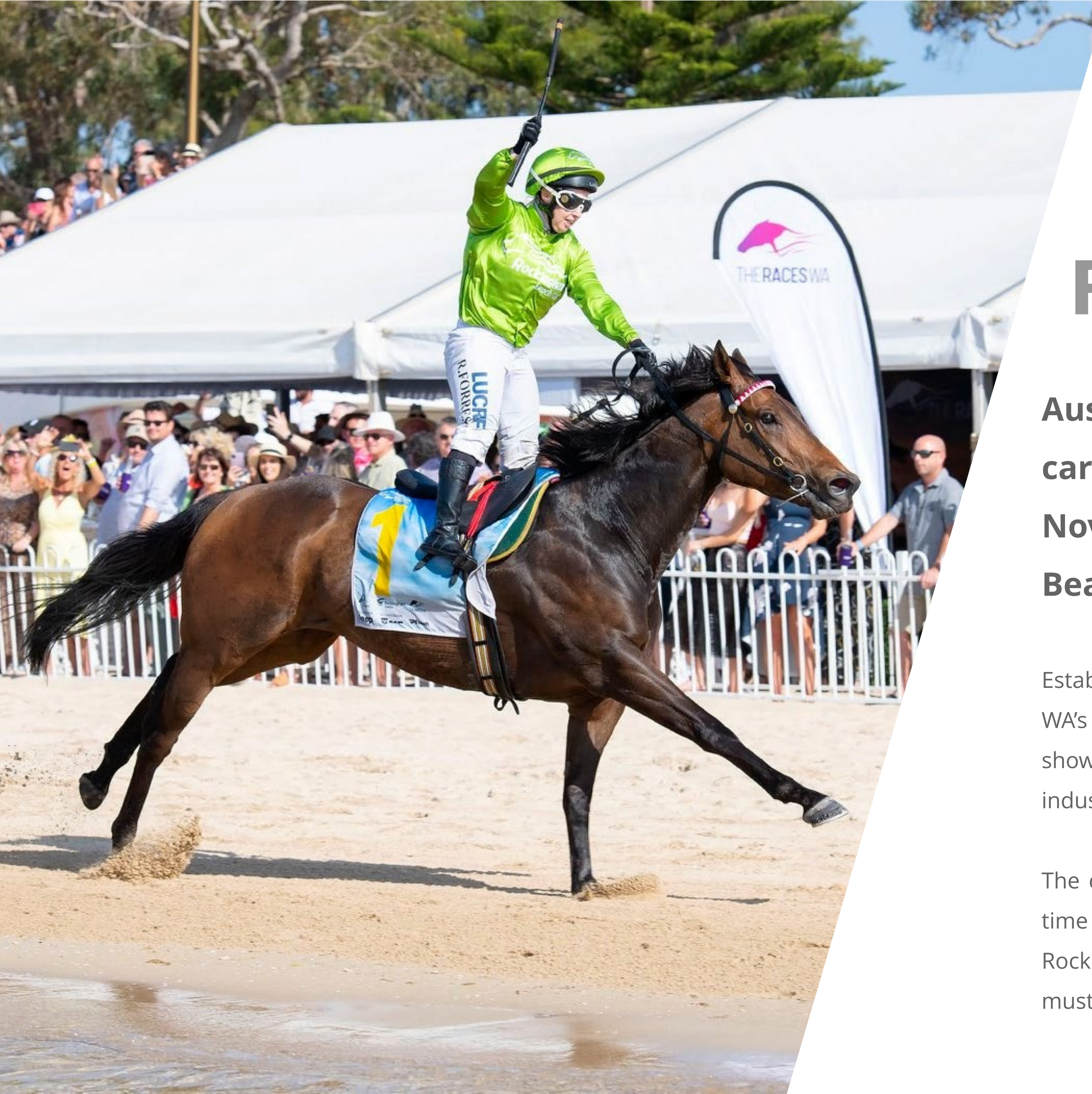




Rotary 
Club of Palm Beach W.A.



SPONSORSHIP PROSPECTUS
2022



A UNIQUE RACING EXPERIENCE

Australia's only beachside Thoroughbred racing carnival returns to Rockingham Beach on November 13th 2022, as the **Channel 7** Rockingham Beach Cup.

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, showcasing Rockingham's natural coastal beauty and WA's thoroughbred racing industry.

The continuing impact of COVID-19 mean there's never been a more poignant time to explore our own backyard, support local business and rediscover Rockingham. 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 in 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 residents.

The Rockingham Foreshore Revitalisation, completed in Sept 2019, provides an impressive and modern setting for the Rockingham Beach Cup. The grassed Beach Bowl Amphitheatre is transformed into a stunning entrance to the event, hosted on the Beach Lookout.

The revitalisation has also brought 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 Cup Carnival.



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.

CHANNEL 7 ROCKINGHAM BEACH CUP EVENT MAP



New Layout
2 x Entry Points
Open Boardwalk for
Community Viewing



VIP AREA



EMERGENCY EXIT



NO DRINKS AREA



POP UP BAR (VIP ONLY)



BEACH MATTING



ACCESSIBLE PATH AROUND FENCING



ENTRY/EXIT



1.8M HIGH FENCING



1.1M HIGH PICKET FENCING



CONTAINER BARS X 4



KOMBI VAN COCKTAIL BAR X 1



RACE TOWER



STAGE



GELATO CART



SHADES



TOILETS



WATER STATION X 3



FOOD TRUCKS X 4



SHADED RACE VIEWING AREA
10M X 55M STRUCTURE



DJ



PALM BEACH OASIS

The Palm Beach Oasis is the new ticketed destination for 2022. Situated on the beach lookout, it provides the best vantage point to see the beach and finish line.

- Raised beach and festival viewing from the Beach Lookout (located off beach)
- Open air setting with coastal 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.
- Live music and auctions



OUR AUDIENCE

In 2021 **1,500** people attended the Rockingham Beach Cup in the exclusive beach marquees and over **20,000** attended the associated community festival.

An economic impact review found it provided a **5:1 return on investment** for the City of Rockingham, injecting **\$1.6 million** into the local economy.

In 2022, tickets to the Palm Beach Oasis are expected to sell out and total **1,500+** guests. The associated community festival is expected to attract over **22,000**

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

SPONSORSHIP OPPORTUNITIES

Pre Event Inclusions

YOUR INVESTMENT	GOLD (\$10,000)	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 & Link• Large Top Tier & 2 x Editorial• 2 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• 1 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• 1 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 Bays	6	4	2
Complimentary tickets	12	8	4
Invitation to VIP Launch (Saturday night)	✓	✓	✓
Logo on event signage	✓	✓	
Naming rights to one race	✓		
Full page advert opposite sponsored race in Racebook	✓		
Logo on racing silks	✓		
Framed commemorative 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	1	1	



GET IN TOUCH

We'd love to partner with you and maximise your branding opportunities at our unique event, supported by Channel 7 in 2022. Please don't hesitate to get in touch if you require further information.

Sponsorship & Sales

Lauren Barbera – Event Manager – 0488 997 332

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