



## QUEENSLAND CRUISING YACHT CLUB - SPONSORSHIP OPPORTUNITIES



Located at the mouth of Cabbage Tree Creek at Shorncliffe, a popular bayside suburb of Brisbane, QCYC enjoys a truly beautiful location. Our club has a licensed bar and restaurant with indoor and outdoor seating, where patrons are metres from the water and enjoy views over the marina and shore-side parkland toward Moreton Bay.

As organisers of a full range of annual sailing activities and events, including one of Australia's most prestigious sailing events, the Brisbane to Gladstone Race, QCYC offers sponsors an opportunity to expose their brand to the local community, across Queensland and around Australia.



The key to our mutual success is being able to embed your brand in our ongoing operations, giving you continuous exposure to our members, their guests, and the wider community.

## Meeting the expectations of our Sponsors

As an Incorporated Association we are not-for-profit. Our focus is to create an enjoyable sailing club experience for members, their guests, and the wider community. Our management committee are volunteers and operate under a value system that emphasises integrity, transparency, communication, professionalism, and accountability.

Below is an outline of what exposure your sponsorship may have.

<b>Brand Exposure</b>	Logo placement on club merchandise, banners at events, signage on boats, or visibility on the club's website and social media platforms.
<b>Marketing Opportunities</b>	Promotional booths or displays at events, distributing branded materials or samples to participants, or offering exclusive discounts or offers to club members.
<b>Networking and Hospitality</b>	Invitations to exclusive events hosted by the club where sponsors can connect with key stakeholders, other sponsors, prominent sailors, local officials, or industry leaders.
<b>Employee Engagement</b>	This may include offering corporate team-building activities such as group lessons or regatta participation for employees who have an interest in sailing.
<b>Media Coverage</b>	Working together, the club and its sponsors may highlight their association with QCYC through press releases and media mentions in news articles related to events/regattas sponsored by them.
<b>Community Impact</b>	For sponsors that prioritise supporting initiatives that benefit local communities or align with specific causes important to them, we can work together to connect you with customers that share your interests and values.

We know that different sponsors have different objectives, goals and outcomes they expect from their sponsorship and we know we must maintain momentum toward those objectives, goals and outcomes at every level of club activities during the sponsorship period.

With that in mind we have introduced a Sponsorship section in the Minutes Template for each Committee and Sub-Committee. This will be used to promote club-wide discussion and reflection on how we are tracking to earn the trust and confidence of existing and potential sponsors.

Where possible we will obtain and provide metrics such as website traffic, social media reach, event attendance figures, and any other relevant data that demonstrates the value we have been able to provide.

Please also refer to the Club's Sponsorship and Grants Policy, available on our website.

*“At QCYC you’re less likely to find a superyacht as you are to find a family cruiser used for participating in club activities or getting the kids out on the water over the weekend. That is the fundamental nature of our club membership.”*



## Annual Sail Race Events



The B2G is Queensland's highest profile Easter Weekend sporting event. Thousands of spectators line the Moreton Bay foreshores to watch the start of the race, and the finish in Gladstone Harbour. Hundreds of private and commercial craft gather around the start line. In collaboration with existing sponsors and appointed marketing agents this event is live-streamed, in addition to broad print, television and social media coverage.



This is a unique event in the sailing world. Both mono and multi hull yachts compete in one of two races. Both starting near the Southport Seaway, one is inshore, following the main channel past the southern Moreton Bay Islands to finish near the Port of Brisbane. The other is offshore, heading north from the start and around Cape Morton, back into Moreton Bay, then on to the finish line. These races are considered a qualifier for the B2G.



First held in 1952 this is an 8-race series with up to 4 Divisions, including a Classic Division, organised and hosted by the Queensland Cruising Yacht Club with the assistance of Bribie Island Sailing Club. Results from the race count towards the points scores of the Gold Cup and the Club Championship for QCYC members. The usual course starts at Shorncliffe, then past the Redcliffe Jetty, past Reef Point Tripod Beacon, to Deception Bay Red Beacon, to the Lighted South Cardinal Beacon, Bribie Passage and finishing in the proximity of the Bongaree jetty at Bribie Island.



The Regatta, also fondly referred to as 'The Gaffers', is held in July each year. The 2023 event saw 25 entrants. The Regatta is open to sailing yachts and dinghies. Motorboats are encouraged to participate in the Navigation Trial competition. A welcome party on Friday kicks off the event and is followed by two days of land and water-based events at the Clubhouse and around Moreton Bay.



































The Club's Summer and Winter Racing series reflect the fundamental objectives of a sailing club. Members, their Crews, Spectators and guests enjoy live music back at the Club house after a day of spirited competition on the water. The results of each weekend's racing are eagerly anticipated and posted to our website and social media channels.

## Sponsorship Packages *excl. GST - Indicative Rates*

Sponsor Category	B2G	S2C	Bribie	VYR	Summer Series	Winter Series
Community Business Partner	\$5,500	\$1,500	\$1,500	\$1,500	\$2,500	\$2,500
Marine Industry Partner	\$15,000	\$5,500	\$3,500	\$3,500	\$3,500	\$3,500
Corporate Partner	\$35,000	\$12,500	\$7,500	\$5,500	\$5,000	\$5,000
Exclusive Naming Rights Partner	**	**	\$15,000	\$12,500	\$12,500	**

\*\* Arrangements in place or subject to negotiation.

## Sponsorship Benefits Outline

Benefit Description Including but not limited to ....	Community Business Partner	Marine Industry Partner	Corporate Partner	Exclusive Naming Rights Partner
Partner name tied to event name and incorporated in event logo				
Partner signage on official event vessels				
Permanent signage in member's room for 5 years continuous contribution of any event				
Framed Club Burgee with bronze plaque recognising contribution Boardroom quality				
Framed Certificate of Appreciation				
Signboard in foyer at club premises up to 3 months prior and during event				
VIP tickets on Start Boat				
Boat signage – vinyl sticker on bow or boom of each vessel both sides				
Logo and message placement on all promotional material and race documentation both printed and electronic				
Logo placement on all printed promotional material				
Banners at event marquee				
Speaking time and presents major prizes				
Presents secondary prizes				
Exposure on club's website and all social media platforms				
Joint media partner promotion				
Complimentary tickets and food & beverage coupons				
Corporate team building opportunities (race crew positions)				
A4 flyer and product showcase at event marquee				

## Available Naming Rights Sponsorships for Club Infrastructure

QCYC also have several projects that require funding, some of which could include naming rights. As a community-based not-for-profit we rely on grant funding and corporate assistance for these types of projects.

Currently we are seeking to fund the following:

- Sailing School shed for undercover storage of sail-training dinghies and associated equipment.
- Sailing School vessel upgrade to a one-type fleet.
- Club grounds security upgrade.
- Refurbishment of original member's meeting room.
- Kitchen extension to increase dining capacity.
- Resurface of hardstand.
- Jetty for boat-ramp.



## A proud boating history

The Brisbane to Gladstone Race is steeped in history. The first race in 1949 saw seven vessels start, with nearly 6,000 people watching from Woody Point. Only two of the boats carried radios while Brisbane's Homing Pigeon Club supplied pigeons to the others for position reporting.



“First across the line was Hoana, in 47hrs 08min 25sec, a very creditable time, which stood until 1955. Sea Prince, the last boat to arrive at 56hrs 48min 45sec, was declared the winner after her Time Correction Factor (TCF) was applied.”



Please direct sponsorship enquiries to [Secretary@qcy.com.au](mailto:Secretary@qcy.com.au)

[www.qcy.com.au](http://www.qcy.com.au)