

2011

Sponsorship Proposal

Proudly sponsored by
Zagame Automotive



Kingston Heath Golf Club
Kingston Road, Cheltenham, 3192
Tuesday 5th April, 2011

ZAGAME
LIFESTYLE. PASSION. DRIVE.



Windermere[®]

*everyone is someone
in our community*

Message from the Chairman



For more than 18 years, Windermere has been running its annual Golf Day with wonderful support and great success. Although we've seen several new team entries over the past few years, we still have many regular supporters fielding a team year after year. The event attracts a wide variety of small and large businesses from across Melbourne including manufacturing, engineering, property development, professional services, retail, banking and automotive related industries.

Many of the players on the day are directors or owners of companies who are decision makers within their organisations. They all appreciate and actively support other business that sponsor our golf day and like all business-minded people, want attendees to enjoy a great day out on a world-class golf course. Whilst promoting their business is important, they are passionate about helping kids in crisis in their own community and supporting the vital work of Windermere Child & Family Services.

In 2010, Windermere assisted more than 9,000 children and families through crisis. With the ongoing support of our supporters, Windermere can continue to provide vital services to the community.

For the fourth consecutive year, we are very excited to have secured Kingston Heath as the venue for this year's Windermere Golf Day. Join me and experience a fun day with five-star hospitality all for a great cause, supporting Windermere's Kids in Crisis.

Carl Strachan
Windermere's Chairman

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Windermere's heritage of caring for the disadvantaged and vulnerable.

For over 150 years, Windermere has been making a positive difference to the lives of the most disadvantaged and vulnerable children and families. When Melbourne was a tent city, the wife of the Bishop of Melbourne was concerned about the growing number of abandoned children.

As a result, she opened a boys' home that eventually resided in Windermere Crescent, Brighton - hence our name. Today we are the largest and fastest-growing, independent welfare agency in Melbourne's South-East. We provide services from 20 locations with major centres at Narre Warren, Cranbourne, Berwick and Pakenham.

Our mission is to improve wellbeing in children, families and communities by helping to realise their potential, building resilience and connecting people to the community. We believe that for children, individuals and families to enjoy wellbeing, we first need community wellbeing.

Who we assist as an organisation

We work with children, families and individuals who are dealing with issues such as physical, emotional and sexual abuse, neglect, family violence, lack of housing, being the victim of a violent crime, living with a disability or a child with a developmental delay.

We provide emotional and practical support, counselling, advice, education, advocacy and other therapeutic interventions to those affected by these issues. We also provide quality childcare in the home as an affordable alternative to long day care centres and in-home care for families with high needs.

Services and programs we offer:

Counselling services, Integrated Family Services, Disability Services, Early Childhood Development Services, Victim Assistance and Counselling Program, Housing Support, Family Day Care and In-Home Care, Cranbourne Communities for Children and Allied Health.



Features of the Golf Day



Timings

- 10:30am** Registration, morning tea served in Clubhouse
- 11:45am** Pre-game briefing
- 12:00pm** Shotgun Start (Ambrose Format)
- 4:30pm** Golfers finish, change for post game drinks
- 5:00pm** Move into Dining Room for gourmet finger food, auction & prize presentations
- 7:00pm** Approximate close

Website

A dedicated website has been set up through GOLSelect to provide useful pre-game information to all players, as well as acknowledging all sponsors and displaying complete post-game results and photos taken on the day.

Registration

- Player registration area with appropriate company / sponsor branding
- Custom designed scorecards, map and pencil given to each player
- Sticker name tags issued to each player to aid in identification on course
- Group card to each player identifying who they are playing with, starting hole, timings of the day
- Gift pack for each player
- Morning Tea

Branding Opportunities

- Signage at key points on the golf course including registration, on the course, presentation area and on handouts given to players
- Photo presentation will display photos from the day and acknowledge all sponsors during post-game drinks and snack time

Golf

- Golfing Numbers – The number of sponsors is limited to ensure maximum
- exposure is given to each sponsor
- Format of Golf – Ambrose, a friendly format, fun for all standards of golfers
- 18 holes of golf
- \$10,000 Hole-in-One hole
- Pre-game briefing on the day
- Drinks Cart on course during day offering complimentary drinks & snacks

Presentations/ Auction

- Post Game Drinks
- Gourmet finger food
- Taking of digital photos of winners for uploading to post-game website
- Framed photo of the Golf Day
- Sending out of thank you letters and post game email to each participant



Join Michael Roberts, former St Kilda star and sports journalist and Matthew Richardson, former Richmond great and football commentator for a magic day on course.

Kingston Heath Golf Club

Kingston Heath Golf Club is one of Australia's best golf courses. Ranked as the No. 1 Golf course in Australia and the 20th best course in the world, Kingston Heath enjoys an enviable reputation for its superb conditioning all year round.

Many people would argue it is a more aesthetically pleasing course than Royal Melbourne, however if you wildly deviate from the fairway, the rough (comprising long grass, tea tree and sandy scrapes) will test your ability to get the ball back into play.

The 14th hole is a longish par 5 which, depending on the wind direction, can tempt the golfer into reaching the green for 2. One golfer Roger Mackay did better than that in a tournament at the Heath when he holed his second shot for an albatross.

The three par 3 holes are a feature of Kingston Heath and show off one fantastic feature of this great golf course - the classic, natural bunkering. The fifteenth hole, in particular, is a real test (not necessarily needed towards the end of your round).

An uphill par 3 of moderate length, the path to the hole is surrounded by a myriad of bunkers (some of them very deep) all waiting to swallow the errant tee shot. If you reach the putting surface, par is still not guaranteed as the undulating green gives up more 3 putts than 1 putts.

The remaining finishing holes are long par 4's and can ruin an otherwise good score. The 16th is known in golfing circles as the hole where Greg Norman took a 9 on his way to losing a tournament at Kingston Heath in the 1990s. Norman carved his tee shot into the right hand tea tree and it was all downhill from there.

Kingston Heath has hosted the Australian Open on seven occasions in the last century with the most recent tournament in 2000 producing a result out of the ordinary. The talented Melbourne golfer Aaron Baddeley defended the title he won as an amateur the previous year at Royal Sydney. On that Sunday he out duelled Robert Allenby - another talented Australian golfer.

More recently in 2009, Tiger Woods went on to win the Australian Masters with a score of 274.

Kingston Heath is a wonderful golf course and a true delight to play. If you can manage to play a round there it is worth the effort - you will not be disappointed.



Sponsorship Opportunities

Gold Sponsorship \$ 4,000 (incl GST)

There are a strictly limited number of gold sponsor opportunities available to key companies.

The Gold Sponsorship package includes the following:

- 18 holes of golf for 4 (four) nominated players at Kingston Heath Golf Club
- Preferential starting hole
- Additional signage on hole as well as on course signage for greater exposure
- Ability to display your own (client provided) internal signage for
- pre-game and post-game functions
- Enhanced exposure on GOLFSselect website and pre-game collateral
- Enhanced exposure on post-game photo presentation
- Tea/ Coffee/ Drinks/ Morning Tea at registration
- Player give-away pack (including golf balls, tees, etc)
- On course refreshments & snacks during the day
- Post game refreshments and gourmet finger food for four people (all inclusive)
- Fantastic prizes for the winners on the day
- Framed photo
- Opportunity to bid for some unique and highly sought after auction items

There will also be the following branding opportunities for your company:

- Detailed exposure on the GOLFSselect website (Australia's Busiest
- Corporate Golf Website) both before and after the day
- Sponsors on-course signage on the day of the event (at own cost)

- Opportunity to include branded promotional merchandise in each player give-away pack (at own cost)
- Framed group photo
- Acknowledgment in the Windermere newsletter
- Acknowledgement on the Windermere website (www.windermere.org.au)

The sponsorship package involves an investment of \$ 4,000 (incl GST)

For more information regarding this exclusive opportunity please contact Kathryn King on 9705 3233 or 0402186201 or by email kathryn.king@windermere.org.au



Silver Sponsorship \$ 3,500 (incl GST)

There are a strictly limited number of silver sponsor opportunities available to key companies.

The Silver Sponsorship package includes the following:

- 18 holes of golf for 4 (four) nominated players at Kingston Heath Golf Club
- Signage on starting hole
- Tea/ Coffee/ Drinks/ Morning Tea at registration
- Player give-away pack (including golf balls, tees, etc)
- On course refreshments & snacks during the day
- Post-game refreshments and gourmet finger food for four people (all inclusive)
- Fantastic prizes for the winners on the day
- Opportunity to bid for some unique and highly sought after auction items

There will also be the following branding opportunities for your company:

- Detailed exposure on the GOLFSselect website (Australia's Busiest Corporate Golf Website) both before and after the day
- Sponsors on-course signage on the day of the event (at own cost)
- Opportunity to include branded promotional merchandise in each player give-away pack (at own cost)
- Framed group photo
- Acknowledgment in the Windermere newsletter
- Acknowledgement on the Windermere website (www.windermere.org.au)

The sponsorship package involves an investment of \$ 3,500 (incl GST)

For more information regarding this exclusive opportunity please contact Kathryn King on 9705 3233 or 0402186201 or by email kathryn.king@windermere.org.au

Play Only Team \$ 2,000 (incl GST)

There are a strictly a limited number of 'Play Only' teams.

The package includes the following:

- 18 holes of golf for 4 (four) nominated players at Kingston Heath Golf Club
- Tea/ Coffee/ Drinks/ Morning Tea at registration
- Player give-away pack (including golf balls, tees, etc)
- On course refreshments & snacks during the day
- Post-game refreshments and gourmet finger food for four people (all inclusive)
- Opportunity to bid for some unique and highly sought after auction items

This package involves an investment of \$ 2,000 (incl GST)

For more information regarding this exclusive opportunity please contact Kathryn King on 9705 3233 or 0402186201 or by email kathryn.king@windermere.org.au

Website

www.golfselect.com.au



Details about the Windermere Golf Day are posted on the GOLFSelect website.

A dedicated website has been set up through GOLFSelect to provide useful pregame information to all players as well as displaying the complete post-game results and photos taken on the day.

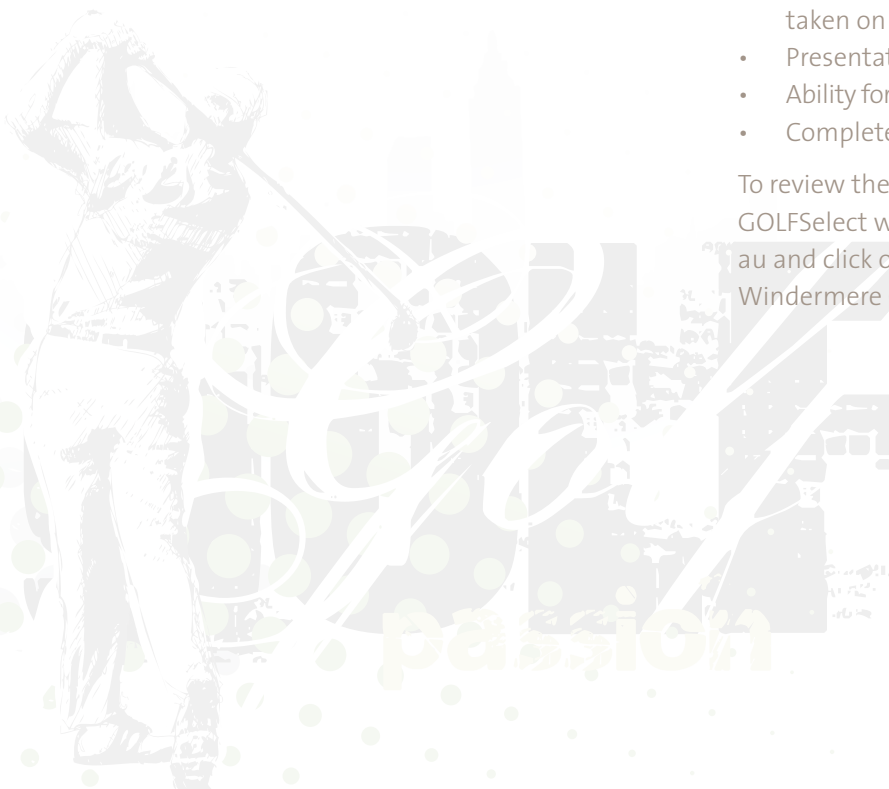
Before the Day

- Comprehensive information about the day including date, timings and venue
- Details on the format of golf
- Radar image map to keep you up to date with likely weather forecast
- Stretching exercises and warm up tips
- Mental tips on how to prepare for the day
- Complete golf course playing tips and photos
- Comprehensive driving directions to the golf course
- Dress regulations for golf and after game activities
- What to bring to the day
- Ability to check your handicap through GOLFLink
- Sponsor acknowledgement

After the Day

- Sponsor acknowledgement
- Complete competition results
- Photos of each group as well as action photos taken on the day
- Presentation photos of each winner
- Ability for guests to make comments about the day
- Complete group by group listing of results

To review the information, simply access the GOLFSelect website located at www.golfselect.com.au and click on the Invited to a golf day to find the Windermere Golf Day link.



Application Form



We will be happy to participate at the Golf Day :- (Please tick)

- Gold Sponsor** for \$4,000 (incl. GST) **Silver Sponsor** for \$3,500 (incl. GST)
 Play only team for \$2,000 (incl. GST)

Our application details are listed below:

Primary Contact Person

Name _____
Company _____
Telephone _____
Email _____

Player Details

The players who will be participating in the day are detailed below:

Player Name	H'cap	Company	Email address

(a) Please indicate if you do not have an email address. We will be sending out regular updates by email in the lead up to the day.

Payment Details

Please supply me with a tax invoice for \$4,000 (inc GST) \$3,500 (inc GST) \$2,000 (inc GST)

Name _____
Company _____ Telephone _____
Address _____
Signature _____

Cheques should be made payable to "Windermere" and posted to:

Kathryn King
Windermere Child & Family Services Inc
48 Webb St, Narre Warren 3805

Further Enquiries

Any questions regarding the event please contact Kathryn King of Windermere on 9705-3233 or kathryn.king@windermere.org.au

MARC Fiane
Abasi AMI Patricia
Hona Pant Amelia M-NI
PER Christina Natalie
Sava Chequeat Sam
EBIL Sari Daga MARC Ni
Celuka Tiang David
Va Adonis Jose Mout Amity
Faduna Dung

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