



Advertising & Sponsorship

Cockle Bay Tennis Club was formed in 1974 and is now the largest tennis club in the Auckland region with an extensive and growing catchment area.

With 500 members and eight floodlit tennis courts, Cockle Bay is a vibrant club offering its members the opportunity to participate in either social or competitive tennis, to have access to top quality coaching, and to watch some of the highest grade interclub tennis Auckland has to offer.

In 2011, the club completed a new complex in association with the Howick Squash Club and Howick Softball Club – providing Cockle Bay Tennis Club with some of the best clubrooms in Auckland. The new Meadowlands Multi Sport Centre provides facilities for each of the three clubs – with a collective total of over **1700** members. The clubrooms include a pro-shop, lounge/ bar, function room, a fitness centre and an administration office.

Sponsorship

Sponsorship plays an important role in ensuring the success of the club and particularly with regard to maintaining the top interclub team and increasing the range of competitions offered to juniors and seniors.

The club fields 44 teams across the grades in Auckland's interclub competition, including NZ's top Men's Caro Bowl competition. The Friday evening Caro Bowl runs from October to December and attracts the best players from around New Zealand, many of whom are professional tennis players. The matches are well attended and Cockle Bay's new clubrooms with viewing balcony provide an excellent setting.

The club also runs various other club competitions and teams' events throughout the year and is currently planning further pre-season competitions.

The club is currently looking to secure sponsorship for the events in the coming season.

Sponsorship packages

Currently the club has two main packages – general sponsorship/advertising, or specific sponsorship of the Caro Bowl Men's team. Further event specific sponsorship may be available.

Packages include access to advertising on-site with court sign or banner measuring up to 2400mm x 900mm, plus an additional advertising sign on our dedicated advertising, marketing and sponsorship recognition board in the new Meadowlands Multi Sport Centre.

Should you require assistance in producing signage, we have a recommended sign writer, **Speedy Signs Manukau**, who undertakes work for the club and our sponsors. Please contact Pam Barthow, ph 278 7837, email: manukau@speedysigns.co.nz

The signage is payable by, and remains the property of the sponsor.

Benefits to your business or company

Two key components of our proposed relationship with our business clients are loyalty and providing maximum business exposure. To achieve this Cockle Bay Tennis Club undertakes to:

- Provide each client with the first right of renewal each year.
- Restrict the advertising, marketing and sponsorship packages to one per business type.
- Advertise to a large market, including many locals and visiting players and spectators from around the Auckland region.

Recent Cockle Bay Tennis Club awards

- Won Tennis Auckland's Club of the Year award in 2010.
- Won Tennis Auckland's Marketing, Membership & Promotion award in 2010.
- Won Tennis Auckland's Coach of the year award in 2010.
- Won Tennis Auckland's Volunteer of the Year award in 2010.
- Won Tennis Auckland's Facilities award in 2012.
- Two members were finalists in SPARC/Counties Manukau Sport's Volunteer of the Year award in 2010.
- Achieved Counties Manukau Sport Club Smart accreditation in 2013.

For further information about the club or the sponsorship opportunities, please contact **Brian Craig** on (09) 379 7733, 021 1306 421 or **Delwyn Hayes** on (09) 534 4152.



For a full outline of our 5 x advertising and sponsorship packages please refer to the following pages.

Cockle Bay Tennis Club Inc, 41 Meadowland Dr, PO Box 38 717, Howick 2145
Phone 534 4152 Fax 534 4150; admin@cocklebaytennis.co.nz

www.cocklebaytennis.co.nz

Cockle Bay Tennis Club is an Incorporated Society and Registered Charity

Sponsorship packages

CARO BOWL COMBINED CO-SPONSORSHIP & ADVERTISING PACKAGE \$1,000 + GST PER ANNUM

The co-sponsors will each be provided with:

- \$25 complimentary food/drink vouchers for all Caro Bowl home games,
- The opportunity to display promotional material and free standing signage at all Caro Bowl home games,
- Verbal acknowledgement of our appreciation of your sponsorship at all Caro Bowl matches, AGM meetings, prize giving ceremonies and tournament/ club championships.

Cockle Bay Tennis Club undertakes to:

- Display a provided large 2400mm x 900mm sign on its courts ,
- Display provided 160mm x 300mm plastic foil sign on our dedicated advertising, marketing and sponsorship recognition board in our multi sport centre,
- Display a provided logo on our website with an internet link from our to your website,
- Display a company/ business profile in the sponsors reference section of our website,
- Display provided business reference material in our multi sport centre,
- Display a provided logo on our letterhead stationery, emails , paper based newsletters and annual membership booklet,
- Provide naming rights to an internal club competition/ championship/ social tournament and invite a representative along to present the prizes.

CARO BOWL COMBINED CO-SPONSORSHIP & ADVERTISING PACKAGE \$800 + GST PER ANNUM

Cockle Bay Tennis Club undertakes to:

- Display a provided smaller 900mm x 600mm sign on its courts.
- Provide all other advertising and co--sponsorship entitlements shown in the above package.

CARO BOWL CO-SPONSOR PACKAGE \$500 + GST PER ANNUM

The co-sponsors will each be provided with:

- \$25 Complimentary food/drink vouchers for all home games,
- The opportunity to display promotional material and free standing signage at all home games,
- Verbal acknowledgement of our appreciation of your sponsorship at all Caro Bowl after match speeches.

ADVERTISING & MARKETING PACKAGE \$700 + GST PER ANNUM

- Cockle Bay Tennis Club undertakes to:
- Display a provided large 2400mm x 900mm signage on its courts,
- Display a provided 160mm x 300mm plastic foil sign on our dedicated advertising, marketing and sponsorship recognition board in our multi sport centre,
- Display a provided logo on our website with an internet link from our to your website,
- Display a company/ business profile in the sponsors reference section of our website,
- Display provided business reference material in our multi sport centre,
- Display a provided logo on our letterhead stationery, e mails, paper based newsletters, and annual membership forms,
- Provide naming rights to an internal club competition/ championship/ social tournament and invite a representative along to present the prizes,
- Verbally acknowledge our appreciation of your support at social events, AGM meetings, prize giving ceremonies and tournament/ club championships.

ADVERTISING & MARKETING PACKAGE \$500 + GST PER ANNUM

Cockle Bay Tennis Club undertakes to:

- Display a provided smaller larger provided 900mm x 600mm sign on its courts ,
- Provide all other advertising and marketing entitlements shown in the above package.



\$500 + GST Signage Package

- 900mm x 600mm court signage
- 160mm x 300mm signage on sponsorship recognition board.



\$1000 + GST Signage Package

- 2400mm x 900mm court signage
- 160mm x 300mm signage on our dedicated sponsorship recognition board.

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