



# SPONSORSHIP

## PROSPECTUS

Providing affordable, active and healthy participation opportunities to the local community.

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**CONTACT:**  
[michelle@officertennisclub.com.au](mailto:michelle@officertennisclub.com.au)

# ABOUT US

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Tennis is a sport that caters for a broad cross-section of the community and is enjoyed by all ages and abilities.

At Officer Tennis Club we pride ourselves on welcoming participation from diverse groups across the Shire. **Our club encourages participation by everyone in the community.**

It is essential the club has the financial resources to develop and maintain high quality facilities that can attract and retain participants into the sport of tennis.

Officer Tennis Club needs to be able to accommodate the growth in participation at the club and projected population growth in Officer. It **must** meet the needs of our growing community now and into the future.

**WE CAN'T DO IT ON OUR OWN – we need sponsors like you!**

# WHY US?

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- We are one of four finalists in the Tennis Victoria 2022 Awards (out of a possible 79 local government areas)
- Recognised by Monash Health for multicultural inclusion and mental health initiatives and we are a GOLD Good Sports Club.
- We are a fast growing club with memberships at an all time high
- We have a strong focus on community
- A social media reach of 18,000 in 2022 - an increase of 10%
- We had 2,800 page visits
- The majority of our audience is local to Officer and Pakenham
- Approximately 1000 cars enter the Officer Recreation Reserve per week (great exposure) and 300 come through our courts weekly.
- We have an exceptionally strong female social media following and a total of 136 members

\* As at March 2023

# OUR MISSION

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- Bring tennis to the local community across all levels of involvement
- Providing opportunities for kids and adults to have fun, be active, be fit, and be healthy
- Getting people moving
- Bringing youth closer together through common interests in competition
- Teaching sportsmanship, teamwork and accountability and a love of sport
- Building character and discipline; and
- Encouraging respect, resilience, and persistence.

# OUR VISION

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Officer Tennis Club has identified a need to upgrade the facilities to enhance access and inclusion, and improve the venue's ability to meet its current and future use.

With Officer township being identified as part of the growth corridor and Council committing to, and supporting many projects in the area to accommodate the expected population growth with new housing estates and infrastructure, the Officer Tennis Club has identified an opportunity to attract residents and new members and collaborate with community groups and schools to increase participation and create new programs.

To achieve this outcome successfully, the Club requires a safe, accessible and attractive fit for purpose venue.

## **Our Vision:**

Provide great facilities on and off court to keep courts attractive, clubhouse comfortable, and for creating a space for social cohesion, inclusivity, health and well-being, and fitness.

Our plan identifies priority areas for investment, potential barriers to players, and promotes accessibility.

# OUR STRATEGY

## OTC STRATEGIC SUMMARY



### OUR FOCUS - PARTICIPATION

**OUR PURPOSE -  
TO PROVIDE AFFORDABLE ACTIVE AND HEALTHY PARTICIPATION  
OPPORTUNITIES TO THE LOCAL COMMUNITY**

## STRATEGIC PILLARS



## A BRIGHT FUTURE

The success of Officer Tennis Club's strategy is underpinned by the strong commitment to good governance, committed volunteerism, effective communication, and by our Club's core values and behaviours.



**GOOD GOVERNANCE**  
The Officer Tennis Club (OTC) is committed to using good governance practices in line with Tennis Victoria and CAV's Model Rules for an Incorporated Association, and to having a Committee of volunteers with great skills and diversity.



**COMMITTED VOLUNTEERISM**  
Volunteers are the backbone to our Club. The Officer Tennis Club has a long history of being a volunteer organisation where the volunteer efforts result in a strong sense of community and belonging between the Club and its members. The OTC is committed to upskilling volunteers and building inclusive and welcoming culture involving volunteers from diverse backgrounds and aligning roles to match their skills and interests.



**EFFECTIVE COMMUNICATION**  
The Club aims to continue to increase the interest and participation opportunities by providing timely and informed two way communication to facilitate the sharing of information between the Club and its members, players, stakeholders and local community. The Club will adapt to the needs of all stakeholders including navigating the ever changing multimedia platforms.

## Our Core Values and Behaviours

Safe & Welcoming Environment

Respect & Integrity

Courage & Resilience

Good Sportsmanship

Excellence

Diverse & Inclusive





# KEY BENEFITS FOR SPONSORS

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## **LOGO AND NAME RECOGNITION**

Branding and logo recognition in promotional materials, on club website and invitations.

## **SOCIAL MEDIA EXPOSURE**

Direct social media promotion of your organisation

## **POSITIVE BRAND ASSOCIATION**

Through your support your organisation will be associated with a sporting club committed to bringing tennis to the local community and providing opportunities for kids and adults to have fun, be active, be fit and be healthy. Your organisation has the opportunity to give back and engage with the community.

## **PRESENTATION DAYS AND KEY EVENTS**

Our club events provides a networking and promotional opportunity for your organisation throughout the year.

# SPONSORSHIP PACKAGES

Gold	Silver	Court	Tournament	Team	Goods Services
\$4000 (3 years up front)	\$2000 (2 years up front)	\$750 per year including artwork	\$300 (per event)	\$100 (per season)	In kind donation
Year 1: \$2000 Year 2: \$1500 Year 3: \$1000 (across 3 years)	Year 1: \$1200 Year 2: \$1000 (across 2 years)	\$550 (each year after)			

**Additional charges will be incurred as a result of damage to signage/banner due to extreme weather or vandalism.**

Sponsorship Asset	Description	Gold	Silver	Court	T'ment	Team	Goods/ Services
Signage	Clubhouse	🏸	🏸				
	Court		🏸	🏸			
	Banner				🏸		
Marketing	Certificate of Recognition	🏸	🏸	🏸	🏸	🏸	🏸
	Logo on Newsletters	🏸					
	Logo on Facebook Page	🏸	🏸				
	Logo on Communications	🏸	🏸				
	Website promotion	🏸	🏸	🏸	🏸		
	Invitation to Club Events	🏸	🏸	🏸	🏸		🏸
Merchandise (per package only)	Social Memberships x 4	🏸					
	Court Hire Vouchers x 6	🏸					
	Social Memberships x 2		🏸				
	Court Hire Vouchers x 6		🏸				



**FOR ALL ENQUIRIES & COURT HIRE**

[www.officertennisclub.com.au](http://www.officertennisclub.com.au)  
[www.facebook.com/officertennisclub](https://www.facebook.com/officertennisclub)

*Proudly established in 1935*

A sporting club is built through giving .. volunteer today





# **SPONSORSHIP AGREEMENT FORM**

<b>Business Name</b>	
<b>Contact Name</b>	
<b>Address</b>	
<b>Email</b>	
<b>Phone</b>	
<p><b>I commit to provide sponsorship to the Officer Tennis Club from 1st April 2024 to 31st March 2025 with the following sponsorship arrangement.</b></p> <p><b>I also agree to charges incurred as a result of damage to banner due to extreme weather or vandalism.</b></p>	
<b>Total amount \$</b>	
<b>Package type</b>	
<p>Note: we are happy to discuss new package idea's or further inclusions that suit your business type</p>	

Your signature below is taken as acceptance of the relevant sponsorship entitlements as listed in this document.

## **DECLARATION**

<b>Name</b>		
<b>Signature</b>		<b>Date:</b>

Please return this completed form to email: **michelle@officertennisclub.com.au**

Upon receipt of this form a confirmation letter will be sent with a tax invoice for the total amount. Payment is requested within 2 weeks of issued invoice.