

Sponsorship Prospectus

2025-26

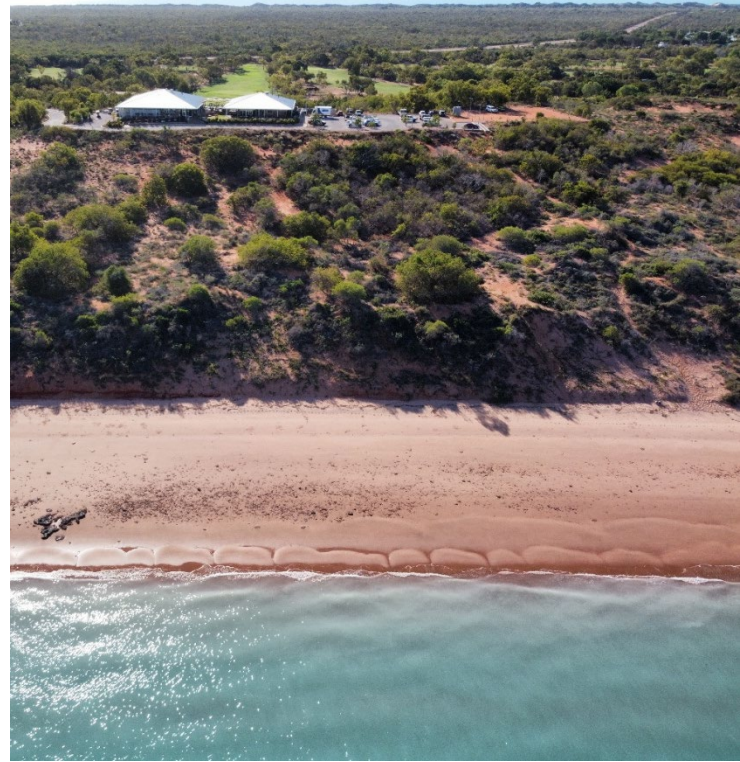


BROOME GOLF CLUB

An Invitation to join us on an exciting journey

The Kimberley is world recognised. Travellers all over the globe come to experience its natural beauty and unique attractions. Broome is the front door to the Kimberley – and home to a golf club that from humble beginnings has become a destination in its own right, offering a premier sporting and hospitality experience. The Broome Golf Club is a venue rich in natural assets and opportunities and we have only just started. That is exciting. We hope you will join us.

Your support helps us maximise this opportunity that will have far ranging benefits right across the local community, while also enhancing Broome's credentials as an international destination for visitors.



With this Prospectus we look to develop strong partnerships that creates mutual value as a first step and expanding to create value for the local community, visitors and members.

Our Vision is simple:

Excellence in Golf, Events & Hospitality.

We will deliver this through a professional and diverse business that leverages its natural assets to create multiple revenue streams, strong connections with the community and a recognised tourist attraction.

Central to that is our cultural core of the wonderful history of our members and volunteers. Passionate about their golf, developing lifelong friendships and doing whatever was needed to bring to life a beautiful golf course out of the red dirt – we would not have the opportunities in front of us today without them.

We continue the pioneering tradition and build upon their foundation by taking on those opportunities and the challenges that come with them. They got us to here but now we need to take the next step in the journey – and your help in journeying with us is vital.

A high-quality golf course,

home to unique wildlife,

amazing views,

exceptional facilities & hospitality

and a classic Broome-time ambience all year round.

The value your sponsorship creates

Golf will always be in our heart and our purpose includes growing this beautiful game. We are passionate about it in many ways, including:



Developing golf as a junior sport. To provide a fun and healthy way to be outside in nature with friends; and to give talented juniors of the opportunities to develop as sports men and women.



Growing golf as a recreation opportunity. A community hub to enjoy connecting with friends as much as whacking a ball - a booming sector where golf is the context for leisure, social interaction and exercise.



Our golf course and venue as a beautiful community venue. We are home to amazing flora and fauna, on the doorstep of the town centre and resorts. We are also a great venue to host and support local talent - not just the golf stars of the future, but the future music stars as well.



Provide value and a sustainable future to members. We only have this rich opportunity as a result of the hard work, dedication and passion of members and volunteers. Your support ensures their effort and vision is rewarded by a sustainable business and creates value for many years to come.

Your support is foundational to all that we hope to achieve. It will make a difference that is felt by the entire Broome community.

The value we create for you

Creating value for you is also important to us. It pays respect to the trust and investment you are making in our Golf Club. While we are a not-for-profit organisation, operating as a professional business is central to our future. Our partnership can only thrive when there is value created on both sides.

Our very Broome-time ambience can make it easy to miss the many opportunities that exist to build your brand awareness and engagement. Consider these statistics from the past 12 months:



It is a significant - and engaged - audience.

Sponsoring the Broome Golf Club is a unique opportunity to directly engage with members, visitors and the local community through:

- Providing you a platform to demonstrate your commitment to the local community, cultural diversity and ensuring healthy sporting opportunities for regional Australia
- Direct and visible support that creates value for the local community, a great sporting and hospitality experience for tourists & visitors and a place to belong for the pioneering, dedicated and loyal members.
- Repetitive and close engagement with our diverse demographic maximising awareness, appreciation and loyalty for your business
- Direct connection to the energy and brand of the club – community, healthy sport, recreation & hospitality and the iconically Broome vibe, natural environment & incredible views.

'The Front 9': The main sponsorship opportunities

Every business is unique as is their purpose and budget for sponsorship marketing. As a result, we have a variety of types and levels. There are also potential sponsorship opportunities beyond what are listed here, so if you have an idea for a sponsorship that you think creates value, reach out and let us know. We are open to new or innovative ideas and able to create a benefits package that best meets your business objectives. *Please note that while the Broome Pro Am and the Broome Open golf tournaments have their own sponsorship packages, we can tailor a sponsorship package to include them.*

Gold	Silver	Bronze
<ul style="list-style-type: none"> Your branding on 2 carts & 2 holes & in-cart screen 4 x Full Memberships 10 x Social Memberships Pro-Am Invitation (1 team) Pro-Am Sponsors day invitations (x8) Corporate or Charity Golf Day 10% discount Digital Marketing 8 x \$50 BGC gift cards First Access VIP Invitations 	<ul style="list-style-type: none"> Your branding on 1 cart & 1 hole & in-cart screen 2 x Full Memberships 4 x Social Memberships Pro-Am Sponsors Day Invitations (x4) Corporate or Charity Golf Day 5% discount Digital Marketing 4 x \$50 BGC gift cards First Access VIP Invitations 	<ul style="list-style-type: none"> Your branding on 1 cart OR 1 hole & in-cart screen 1 x Full Memberships 4 x Social Memberships Pro-Am Sponsors Day Invitations (x2) Digital Marketing 2 x \$50 BGC gift cards First Access VIP Invitations
Member Competitions	Scorecards	Junior Golf Program
<ul style="list-style-type: none"> Naming rights & branding to one of 5 competitions Presentation of a weekly \$50 voucher to the winner Logo on the competitions golf shirt Pro-Am Sponsors Day Invitations (x2) 	<ul style="list-style-type: none"> Your branding on one of 3 scorecards: <ul style="list-style-type: none"> Front 9 Back 9 18 holes Pro-Am Sponsors Day Invitations (x2) 	<ul style="list-style-type: none"> Naming rights & branding of the Junior Golf Program Logo on Juniors golf shirt Logo on coaching golf equipment bags Recognition on BGC website juniors page Pro-Am Sponsors Day Invitations (x2)
Gift/Voucher Cards	Recreation Golf Development	Environment & Conservation
<ul style="list-style-type: none"> Co-branded physical gift cards/vouchers Can be used as a loyalty card (it retains value and can be recharged) Pro-Am Sponsors Day Invitations (x2) 	<ul style="list-style-type: none"> Co-naming rights, branding & signage Recognised in newspaper and radio advertising and articles plus social media and BGC website Pro-Am Sponsors Day Invitations (x2) 	<ul style="list-style-type: none"> Co-naming rights, branding & signage Recognised in newspaper and radio advertising and articles plus social media and BGC website Pro-Am Sponsors Day Invitations (x2)

Note:

- Cost of signage, printing and materials are additional; however we will organise on your behalf with no margin added.
- Each Full & Social Membership must be in the name of an individual.
- Sponsorship runs from 1st July 2025 to 30th June 2026

Gold Sponsorship

As our Premium sponsorship package, Gold gives you a strong presence at the Broome Golf Club. It maximises the awareness of your Brand, loyalty to your business and shows in a very practical way your support for the BGC vision of continuing to increase the value created for the local community, tourism and members.

Golf Cart Branding

- Your branding printed onto 2 carts
- Your branding and images (can include video) displayed on the in-cart GPS screen

For approximately \$2 per cart hire you are front and centre for the whole round.

Tee Box Branding

- Your signage displayed on the tee box of 2 holes
- Your branding and images (including video) displayed on the in-cart GPS

A captive yearly audience of approximately 20,000 people learning about your business.

Full memberships

Full memberships for 4 people valued at \$4,860. Full membership includes:

- \$10 discount on cart hire
- No green fees
- Invitation to member competitions
- 10% discount on all food and beverages.

Social Memberships

Social memberships for 10 people valued at \$1,500. Social Membership includes:

- 20% discount on green fees
- 10% discount on all food and beverages.

Pro Am Week Invitations

Sponsors Day

- Complimentary invitation for 8 people to play in sponsors day with a professional

Pro Am Tournament

- Place held for 1 team to play in the tournament with a professional

Corporate golf day discount

- 10% discount on the price of hosting your own 9 hole Corporate or Charity Golf Day
- Includes Green Fees, Cart Hire and Food & Beverage package
- Additional services, including accommodation, can be organised

Digital Marketing

- Active promotion on our social media - Monthly profile and/or news about your business (or cause you wish to promote)
- Your branding promoting your business on our website & Clubhouse display

Gift Cards

- 8 x \$50 'Golf | Bar | Restaurant' gift cards
- Transferable - to staff, clients, suppliers, friends or family
- Can be used for golf merchandise, green fees, cart hire, food or beverages

First Access VIP Invitations

Where possible early bird invites to Golf, Entertainment & Hospitality events or sponsorship opportunities

Price

\$25,000 (ex gst) per annum

Silver Membership

Our Silver sponsorship recognises you as an important part of Broome Golf Club and makes a big difference to our sustainability. It allows you to be known, and known for your support, to the many thousands of locals, members & tourists that enjoy our golf, events, & hospitality.

Golf Cart Branding

- Your branding printed onto 1 cart
- Your branding and images (can include video) displayed on the in-cart GPS screen

For approximately \$2 per cart hire you are front and centre for the whole round.

Tee Box Branding

- Your signage displayed on the tee box of 1 hole
- Your branding and images (including video) displayed on the in-cart GPS

A captive yearly audience of approximately 20,000 people learning about your business.

Full Memberships

Full memberships for 2 people valued at \$2,430. Full membership includes:

- \$10 discount on cart hire
- No green fees
- Invitation to member competitions
- 10% discount on all food and beverages.

Social Memberships

Social memberships for 6 people valued at \$900. Social Membership includes:

- 20% discount on green fees
- 10% discount on all food and beverages.

Pro Am Week Invitations

Sponsors Day

- Complimentary invitation for 4 people to play in sponsors day with a professional

Pro Am Tournament

- Place held for 1 team to play in the tournament with a professional

Digital Marketing

- Active promotion on our social media - Monthly profile and/or news about your business (or cause you wish to promote)
- Your branding promoting your business on our website & Clubhouse display

Gift Cards

- 6 x \$50 'Golf | Bar | Restaurant' gift cards
- Transferable - to staff, clients, suppliers, friends or family
- Can be used for golf merchandise, green fees, cart hire, food or beverages

First Access VIP Invitations

- Where possible early bird invites to Golf, Entertainment & Hospitality events or sponsorship opportunities

Price

\$12,000 (ex gst) per annum

Bronze Sponsorship

Our Bronze sponsorship is a critical foundation for the Broome Golf Club. It is a great way to grow awareness of your business – while also enjoying the benefits of being part of the golf club and utilising all that we have to offer. You will become known to the many golfers who enjoy our golf course and create goodwill with members and visitors.

Golf Cart or Tee Box Branding

- Your branding printed onto 1 cart or 1 hole
- Your branding and images (can include video) displayed on the in-cart GPS screen

Full membership

Full memberships for 1 person valued at \$1,215. Full membership includes:

- \$10 discount on cart hire
- No green fees
- Invitation to member competitions
- 10% discount on all food and beverages.

Social Memberships

Social memberships for 4 people valued at \$600. Social Membership includes:

- 20% discount on green fees
- 10% discount on all food and beverages

Pro Am Week Invitations

Sponsors Day

- Complimentary invitation for 2 people to play in sponsors day with a professional

Digital Marketing

- Active promotion on our social media – Monthly profile and/or news about your business (or cause you wish to promote)
- Your branding promoting your business on our website & Clubhouse display

Gift Cards

- 2 x \$50 'Golf | Bar | Restaurant' gift cards
- Transferable – to staff, clients, suppliers, friends or family
- Can be used for golf merchandise, green fees, cart hire, food or beverages

First Access VIP Invitations

- Where possible early bird invites to Golf, Entertainment & Hospitality events or sponsorship opportunities

Price

- \$5,000 (ex gst) per annum

Member Competition Sponsorships

The Broome Golf Club has a dedicated, loyal, diverse and engaged membership base. For 12 months of the year members play in one or more of the members competitions.

THE OPPORTUNITY

What a great opportunity to communicate your brand, your products & services and to increase awareness of what your business has to offer!

Your support is also greatly appreciated by our members. After each competition there is a presentation of your weekly prize – it is a great way to connect with a great group of people.

THE VALUE

- Presentation of a weekly prize/voucher to the winner/s of the competition (approx. \$50 pw)
- Logo on the Competition's polo golf shirt
- Naming rights for the competition (including on the MiClub timesheet, BGC website and Facebook page)
- Invitation for 2 people to participate in the annual Pro Am Sponsors day

THE PRICE

Annual sponsorship: \$5,200 per annum (ex GST) per competition

Competitions available for naming rights sponsorship

- Wednesday:
Mens Scroungers
- Thursday:
Ladies Midweek
- Friday:
Sundowner Mixed
- Saturday (Apr – Oct):
Summer Cup 18 Holes Mixed
- Saturday (Nov–Apr):
18 Holes Mixed



Junior Golf Program Sponsorship

The development of the Junior Golf Program, and golf as a junior sport in Broome, is a key strategic initiative of the Broome Golf Club. This sponsorship highlights your support of a healthy sport for young people.

THE OPPORTUNITY

Broome Golf Club is committed to developing golf as a junior sport. Our long term goal is to create a Kimberley talent identification program with GolfWA. That journey starts here and with your support we can make it happen.

By sponsoring this program, you can significantly enhance your brand visibility and establish a strong alignment with our extensive Junior Golf program and support the growth of junior golf within the local community.

THE VALUE

- Naming rights & branding of the Junior Golf Program
- Logo on Juniors golf shirt
- Logo on coaching golf equipment bags
- Recognition on BGC website juniors page
- Pro-Am Sponsors Day Invitations (x2)

THE PRICE

Annual sponsorship: \$8,500 per annum (ex GST)



Scorecard Sponsorship

With more than 20,000 rounds of golf being played at the Broome Golf Club each year, scorecard branding is a simple way to create awareness of your brand and the appreciation for supporting the golf club.

THE OPPORTUNITY

What a great opportunity to communicate your brand, your products & services and to increase awareness of what your business has to offer!

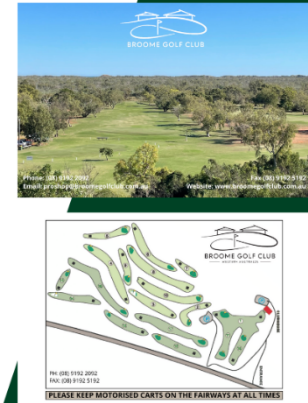
Your support is also greatly appreciated by our members. After each competition there is a presentation of your weekly prize – it is a great way to connect with a great group of people.

THE VALUE

- Your branding on one of 3 scorecards:
 - Front 9
 - Back 9
 - 18 holes
- Pro-Am Sponsors Day Invitations (x2)

THE PRICE

Annual sponsorship: \$2,600 per annum (ex GST)



PLAYER		HANDICAP		EVENT		RESULTS	
NAME	MARKER	DATE	GOLF LINK NO.	DATE	SCORE	SCORE	SCORE
1	201	10	4	10	4	10	4
2	201	10	4	10	4	10	4
3	201	10	4	10	4	10	4
4	201	10	4	10	4	10	4
5	201	10	4	10	4	10	4
6	201	10	4	10	4	10	4
7	201	10	4	10	4	10	4
8	201	10	4	10	4	10	4
9	201	10	4	10	4	10	4
10	201	10	4	10	4	10	4
11	201	10	4	10	4	10	4
12	201	10	4	10	4	10	4
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98	201	10	4	10	4	10	4
99	201	10	4	10	4	10	4
100	201	10	4	10	4	10	4

Gift Card Sponsorship

With many gift cards and vouchers provided each year, and the opportunity to grow them significantly, co-branding of the credit card sized cards creates a strong recognition of your brand and reputation

THE OPPORTUNITY

A popular and common request from members, locals & tourists is a Gift card or Voucher. We are introducing physical credit card size cards that will be available to give as gifts or provided as vouchers. A simple yet highly effective way to engage and connect with a diverse demographic.

Very popular for Christmas and birthdays, we also provide them as prizes in competitions or a benefit in a package with other Broome businesses. It is a personal item creating a strong brand, credibility and reputation.

THE VALUE

- Co-branded physical gift cards/vouchers
- Can be used as a loyalty card (it retains value and can be recharged)
- Pro-Am Sponsors Day Invitations (x2)

THE PRICE

Annual sponsorship: \$2,600 per annum (ex GST)



Recreation Golf Development Sponsorship

Recreation golf is booming and BGC is leveraging Golf Australia research in how to take advantage of it. With your support we can create new & innovative recreation options for the community & visitors.

THE OPPORTUNITY

Research shows that successful golf clubs go beyond golf membership and competitions and engage the broadest community and demographic through modern golf recreation options. These options include:

- Night golf
- Mini golf
- Golf simulators
- Short/par 3 golf
- Driving range with technology

These are all viable options and tend to have a very good return on investment and cashflow. It brings together innovation, community engagement, healthy sport experiences and the experience and resources of Broome Golf Club

THE VALUE

- We will design a benefits package with you and commensurate with the sponsorship opportunity

THE PRICE

As per the designed sponsorship package



Environment & Conservation Sponsorship

The Broome Golf Club land encompasses a beautiful, rich and diverse environment. Help us create a golf club that is connected, protecting, conserving and actively manage this wonderful environment on behalf of the community and future generations.

THE OPPORTUNITY

Sponsorship could include one or all of:

- wildlife protection and management
- native flora enhancement and management
- water conservation & management
- energy conservation & management

We value innovation, creating value for the community, respectful management of our land and sustainability. We are open to ideas and sponsorship opportunities.

THE VALUE

- We will design a benefits package with you and commensurate with the sponsorship opportunity

THE PRICE

As per the designed sponsorship package





BROOME GOLF CLUB

*We look forward to you joining us
in creating something special.*

For all sponsorship enquiries please contact

Katrina Conlan | 9192 2092 | events@broomegolfclub.com.au