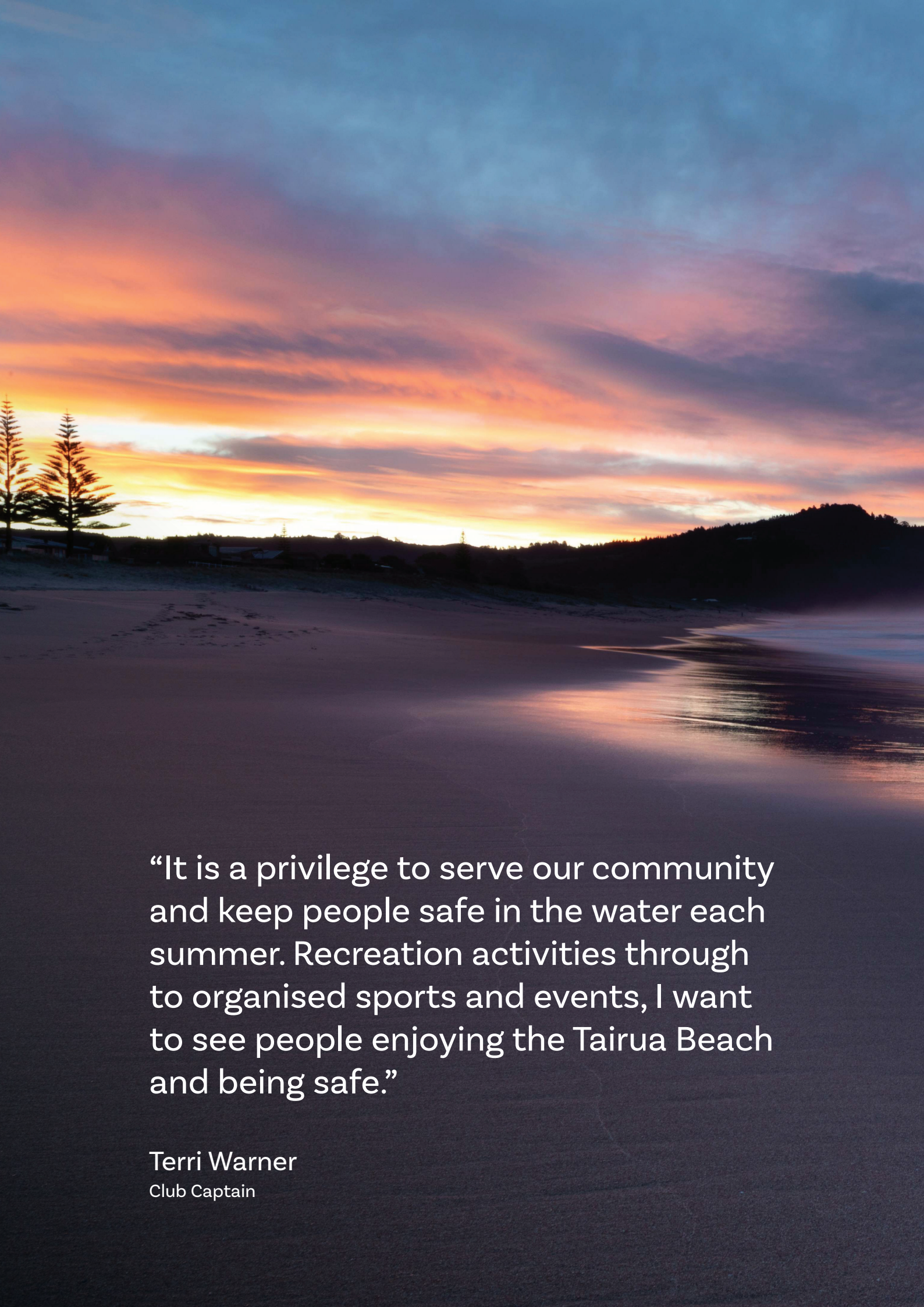




In it for Life.



Tairua Surf Lifesaving Club
SPONSORSHIP OPPORTUNITIES 2023/24



“It is a privilege to serve our community and keep people safe in the water each summer. Recreation activities through to organised sports and events, I want to see people enjoying the Tairua Beach and being safe.”

Terri Warner
Club Captain

Surfing. Swimming. Beach life.

No New Zealand summer is complete without a day at the beach. For those who reside at our beachside communities - through to day-trippers seeking a change of scenery - we can be assured of a safer beach experience when a Surf Lifesaving Club patrols the shores (and when we swim between the flags).

Established in the 1960s, Tairua Surf Lifesaving Club is committed to the prevention of drowning and injury on Tairua Beach, saving countless lives over the years.

Throughout the summer, people of all ages descend on Tairua Beach to cool off, relax and have fun. On the beach they will find the familiar red and yellow flags showing the safest place to swim, and volunteer lifeguards from Tairua Surf Lifesaving Club working proactively to prevent people from getting in trouble.

Tairua is a renowned expert-level surf beach that draws some of the top surfers from across New Zealand and around the world. It is a challenging beach, which can be calm as a lake or boast swells that test the bravest surfer. Tidal conditions see ever changing rips, sand bars and lagoons appearing along the mile-long beach.

To handle these conditions, our lifeguards need specialist equipment, quality training, and a next generation of trainee “nippers” to progress through the ranks to become future guards.

Our surf lifeguards can be the difference between life and death for beachgoers. We need your support to deliver this free service. Thanks to the heroes who help fund, support, coach and sponsor we can continue to provide services that keep our beach and community safe.

Support our club and become a Tairua Surf Lifesaving hero today.



INCIDENT FACTS

	2021/22	2022/23
Rescues	10	5
Medical Incidents (minor & major)	49	9
Total Voluntary Patrol Hours	2,043	2,524

THE NEXT GENERATION

From the first weekend in December until the last weekend in February, volunteer lifeguards patrol our Tairua Beach. Paid lifeguards patrol during weekdays, starting prior to Christmas through to the end of January.

These qualified guards have completed their entry level Surf Lifeguard Award. Tairua Surf Life Saving Club is committed to developing our next generation of guards, investing heavily in the volunteer hours required to deliver a range of courses in lifesaving, first aid, coaching and instruction, leadership, teamwork and communication - all to help our lifeguards make Tairua Beach safer.



Nippers & Rippers

Participant numbers:

2022/23 – **219**

2021/22 – **173**

2020/21 – **132**

OUR FUTURE HEROES - NIPPERS AND RIPPERS

Every year Tairua Surf Lifesaving Club runs an intensive, three-week “Nippers” Junior Surf Programme over the New Year’s period, where children aged 6-13 years old participate in daily water, fitness and first aid training activities.

With a swell of holiday makers into the Coromandel during the summer period, it is a popular holiday activity for nippers and their parents.

Nippers are placed in squads based on age, water confidence and skill-level. It is here that comradery, friendship and rivalry come to play, along with learning life-long water safety skills.

Coaches and volunteers, coupled with multiple parent helpers, ensure safety numbers are maintained, people are challenged, and everyone has loads of fun.

Tairua Surf Lifesaving Club also runs a weekend “Rippers” programme catering to local families who may leave town during the holiday period. Being a surf town, many of the local young people grow up surfing, and the club has tailored the Saturday Surf Rippers Programme to ensure relevancy to this group.

The aim of the Nippers and Rippers programmes is to ensure we have confident and knowledgeable young people (and adults!) in the water at Tairua Beach. Being active, being encouraged, and being safe. This cohort of trainees progress through the levels and in turn become the next generation of guards.

A community partnership that saves lives on and off the water, and grows young lives for the future.



USING YOUR SPONSORSHIP AS A PLATFORM FOR ENGAGEMENT

The Tairua Surf Lifesaving Club provides the ideal opportunity for you to position your brand in front of a beach-going, fun and committed community.

Our Nippers programme numbers were at an all time high over summer 2022/23 as New Zealanders continued to explore their own backyard while offshore adventures were limited.

PROMOTIONAL STRATEGY

Tairua Surf Lifesaving Club is promoted throughout the community via a number of channels.

- A4 letterbox drop at the start of the season, with key dates, patrol times and other important details
- The Club's website www.tairuaslsc.org.nz
- Facebook: www.facebook.com/Tairuaslsc
- Instagram: www.instagram.com/tairuaslsc
- Club newsletter, emailed regularly to our database



TEAM BUILDING

Get your staff involved in team building activities that money cannot buy.

Imagine a day at Tairua Beach. Your team turn up to find an Inflatable Rescue Boat (IRB) challenge, led by an experienced head-lifeguard. Experiencing the speed of being driven out through the waves, learning how to exit the boat with a backwards roll, and being picked up from in the water, they then return to find the “Raptor” waiting.

With up to eight people on-board, the team will learn to work together with paddlers on either side, chief kickers at the end and of course qualified lifeguards guiding them throughout this experience.

Top the session off with a BBQ at the new clubrooms, with home kill sausages from Tairua Butcher or a lunch hosted at the Tairua Pauanui Fishing Club.

BRAND ASSOCIATION

Deepen your engagement with customers by championing a local, lifesaving cause. As a sponsor you will have access to imagery that you can use through your own promotional material for your social media channels, website and eNews.

Wanting your products modelled at the beach or used our new club rooms? Talk to us about how we can help with this.

Sponsors will receive brand placement at:

- Club rooms
 - Equipment
 - Guard clothing
 - Club vehicles
 - Digital channels
-



CLUB SPONSOR

INVESTMENT \$20,000

PERIOD 5-YEARS

Benefits

- Your name/brand displayed at new Club House
- Press release announcing the new partnership
- Google listing "Your Name Tairua Surf Lifesaving Club"
- Updated Facebook page, where visitors will 'check in' when visiting
- Organic social media material throughout summer periods
- Ability to display banners/branded signage across the Dec-Feb patrol season
- Opportunity to set up a stall/shop on site to showcase or sell product/services
- Tickets to the annual prize giving dinner
- Chance to host corporate event at the new club rooms
- Opportunity to develop a staff training day at the Club, utilising our guards and equipment

NIPPERS SPONSOR

INVESTMENT \$5,000

PERIOD 2-YEARS

Club and Nippers sponsorship could be combined for a better return on investment

Benefits

- Your name/brand displayed at new Club House
- Development of Nippers and Rippers logos incorporating your brand and promoted across high vis vests and tee shirts
- Signage displayed at the Surf Club
- Press release announcing the new partnership
- Organic social media material throughout summer periods
- Opportunity to set up a stall/shop on site to showcase or sell product/services
- Tickets to the annual prize giving dinner
- Opportunity to develop a staff training day at the Club, utilising our guards and equipment



Be part of the life saving action!

Sponsorship is the most emotional and personally relevant of all marketing media and can be used as a catalyst with your business marketing activities.

1K CLUB

INVESTMENT \$1,000

Benefits

- your name displayed at our new Club House

GEAR SPONSOR

INVESTMENT TBC

Benefits

- Your company or family name on the supplied gear
- Thank you shout out on our social channels
- Thank you message to our club database

PREFERRED SUPPLIERS

We are very fortunate to have developed a passionate group of friends and preferred suppliers who continue to support the Tairua Surf Lifesaving Club. Each year, we do our best to recognise and thank this special group who support our efforts.

How you can contribute:

- Purchase equipment (and where appropriate have your branding on these items)
- Marquees
- What's happening board
- Signage boards
- Provide discount opportunities to our members

What you'll receive:

- Recognition on our social media pages with social media posts showcasing the items supported
- Knowledge amongst our community that you contributed to making this possible

If you have services or another value proposition to offer, please contact Club Administrator Janine Carson on admin@tairuaslsc.com to discuss.



IDEAS FOR ACTIVATION

Sponsors of Tairua Surf Lifesaving Club are presented with numerous ways to activate their association:

- Position your brand as a supporter of the surf lifesaving while showing you understand and support your market in their recreational pursuits
- Above the line marketing material
- As a public relations tool
- Corporate challenge allowing staff and/or customers to come together to experience the beach from a different perspective or as part of a wellness initiative
- Involvement in functions to interact with participants who are favourably predisposed to sponsors and supporters



Tairua Surf Lifesaving Club

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