

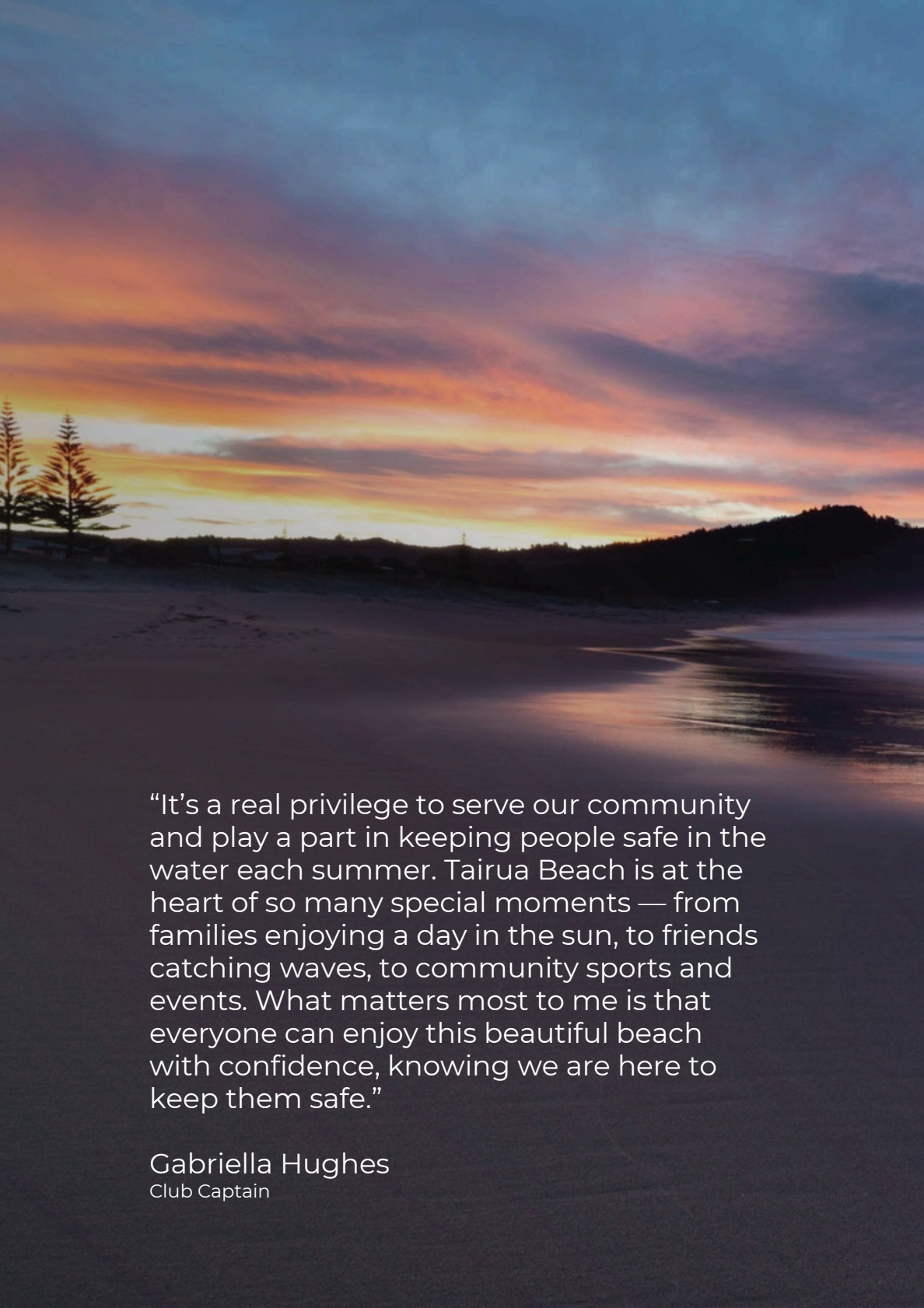


IN IT FOR LIFE.



Tairua Surf Lifesaving Club

SPONSORSHIP OPPORTUNITIES 2025/26

A serene sunset scene over a beach. The sky is filled with soft, horizontal clouds in shades of orange, pink, and blue. The sun is low on the horizon, creating a bright glow. In the foreground, the dark silhouettes of trees and a distant shoreline are visible against the bright sky. The calm water of the beach reflects the colors of the sunset.

“It’s a real privilege to serve our community and play a part in keeping people safe in the water each summer. Tairua Beach is at the heart of so many special moments — from families enjoying a day in the sun, to friends catching waves, to community sports and events. What matters most to me is that everyone can enjoy this beautiful beach with confidence, knowing we are here to keep them safe.”

Gabriella Hughes
Club Captain

Surfing. Swimming. Beach life.

No New Zealand summer is complete without a day at the beach. From 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.



PATROL STATS

	2022/23	2023/24	2024/25
Rescues	5	7	2
First Aid (minor & major)	9	3	24
Total Patrol Hours	2,550	2,976	3,584

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:

2024/25 – 199

2023/24 – 157

(No Rippers programme)

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 2023/24 as New Zealanders continued to explore their own backyard.

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

- Mail 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
- Local Advertiser



TEAM BUILDING

Get your staff involved in unique team building activities that money can't buy.

Hosted by our experienced lifeguards, your team will step away from the office and onto the sand at Tairua Beach, where they'll take part in challenges designed to bring people together, build confidence, and create lasting memories.

It's an opportunity to experience something truly different while supporting the surf club that works to keep our community safe every summer.

The day wraps up with a relaxed BBQ at the new clubrooms, featuring home kill sausages from Tairua Butcher, or a hosted lunch 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 at our new club rooms? Talk to us about how we can help with this.

BE PART OF THE LIFESAVING ACTION



Sponsorship is an emotional and personally relevant form of marketing. It can be activated and leveraged as part of your marketing activities, creating a platform for engagement.

Get your staff involved in team building activities that money cannot buy, utilise the club rooms for a training day, or just give back to a volunteer-led community organisation!

GOLD

Investment \$5,000 p/yr
Period 3 years

Benefits

- All Silver benefits
- Organic social media content throughout the season
- 4x annual prize giving tickets
- Opportunity to develop a staff training day at the Club, utilising our guards and equipment

SILVER

Investment \$2,500 p/yr
Period 3 years

Benefits

- All Bronze benefits
- Additional social content
- 2 x annual prize giving tickets
- Logo on our website and newsletter
- Use of clubroom for one event

BRONZE

Investment \$1,000 p/yr
Period 3 years

Benefits

- Social media shoutout
- Framed certificate
- Sponsor board recognition
- eNewsletter shoutout
- Annual Sponsors BBQ

For further information or to discuss your ideas, please contact our Club Administrator Janine Carson, admin@tairuaslsc.com



FRIENDS OF TAIRUA

A GRASSROOTS SPONSORSHIP OPPORTUNITY

Investment \$500 p/yr

Period 1 years

Overview:

Our Friends of Tairua sponsorship is a grassroots way to support the people who keep our beach safe. It's designed for families, individuals, and small local businesses who love Tairua and want to give back to the community that makes summer here so special.

GEAR SPONSOR OR IN-KIND

Not all support has to come in the form of cash. Businesses can contribute goods, services, or expertise to help keep our club running. These contributions reduce our costs and directly support the work we do on the beach.

- Fuel or vehicle support
- Food and drink for events and training camps
- Printing and design services
- Gear or safety equipment
- Professional services (e.g. accounting, marketing, legal)

By providing in-kind support, your brand will still enjoy the same benefits as our financial sponsors, including recognition, exposure, and association with a trusted community organisation, while showcasing your products and services in a meaningful way.

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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