



2024

SPONSORSHIP OPPORTUNITIES

SURFWITCHESBOARDRIDERSCLUB.COM

[@SURFWITCHESBOARDRIDERS](https://www.instagram.com/SURFWITCHESBOARDRIDERS)

HELLO@SURFWITCHESBOARDRIDERSCLUB.COM

ABOUT US

WE'RE A NON-COMPETITIVE FEMALE BOARDRIDERS CLUB ESTABLISHED IN 2022 BASED ON THE SOUTHERN END OF THE GOLD COAST.



WE HAVE ZERO EXPECTATIONS ON THE SURFING ABILITY OF OUR MEMBERS BEYOND BASIC SURF ETIQUETTE AND BEING ABLE TO SWIM. OUR CLUB ROUNDS ARE FUN SURFING IN A CHOSEN CATEGORY WITH PRIZES JUDGED ON THINGS LIKE TEAMWORK AND THE BEST WIPE-OUT. WE ALSO RUN SOCIAL EVENTS SUCH AS PARTIES, FUNDRAISERS, BEACH CLEAN-UPS AND SURF EDUCATION EVENTS.

AS A NOT-FOR-PROFIT ASSOCIATION RUN FULLY BY VOLUNTEERS, 100% OF ANY SPONSORSHIP GOES DIRECTLY TO OUR MEMBERS AND THEIR EXPERIENCE.

WE'RE LOOKING FOR SUPPORT AND SPONSORSHIP FROM LIKEMINDED BUSINESSES.



WE VALUE

- CREATING CONNECTIONS AND HAVING FUN
- RESPECTING AND ENCOURAGING ALL PEOPLE AND ABILITIES
- SURF ETIQUETTE AND WATER SAFETY
- PROTECTING THE ENVIRONMENT AND BENEFITING THE COMMUNITIES WHERE WE PLAY



BENEFITS

THIS IS AN EXCITING TIME AND OPPORTUNITY TO ALIGN YOUR BRAND WITH OUR BOARDRIDERS CLUB AND ENCOURAGE THE GROWTH OF WOMEN'S SURFING ON THE GOLD COAST.

YOU'LL BE SUPPORTING A LOCAL NOT-FOR-PROFIT CLUB FULL OF ENERGETIC AND ENTHUSIASTIC ADULTS THAT SHARE A PASSION FOR HEALTHY LIFESTYLES, FITNESS, THE ENVIRONMENT AND THEIR COMMUNITY.

YOUR AFFILIATION WITH OUR CLUB HAS THE OPPORTUNITY TO INCREASE YOUR BRAND AWARENESS, BUSINESS EXPOSURE AND POSITIVE COMPANY IMAGE.

THE BEGINNING

SURF WITCHES WAS ESTABLISHED IN 2019 AS A FREE GOLD COAST BASED COMMUNITY FOR FEMALE SURFERS TO CONNECT. OUR SLOGAN IS "NEVER SURF WITHOUT FRIENDS AGAIN". WE HAVE A CLOSED FACEBOOK GROUP EXCLUSIVE FOR FEMALE SURFERS TO JOIN AND POST WHENEVER THEY LIKE ABOUT ANYTHING SURF RELATED.



OUR GROWTH

IN 2022, THE SURF WITCHES BOARDRIDERS CLUB WAS ESTABLISHED AND OUR ONLINE PRESENCE AND ENGAGEMENT HAS SKYROCKETED.

SURF WITCHES FACEBOOK GROUP



2508 MEMBERS IN JANUARY 2022 TO 3234 IN OCTOBER 2023

SURF WITCHES BOARDRIDERS CLUB



ZERO TO 1667 FOLLOWERS IN OCTOBER 2023



ZERO TO 565 FOLLOWERS IN OCTOBER 2023



OUR PEOPLE



OUR BOARDRIDERS CLUB INSTAGRAM AND FACEBOOK AUDIENCE AS OF OCTOBER 2023

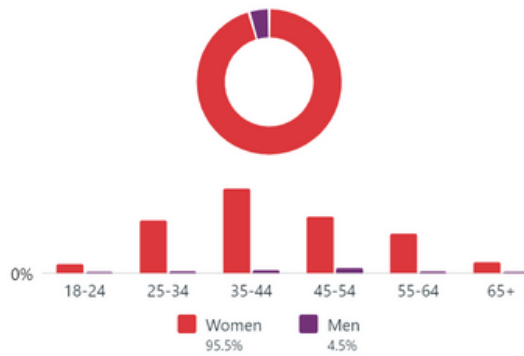
Facebook followers ⓘ

565

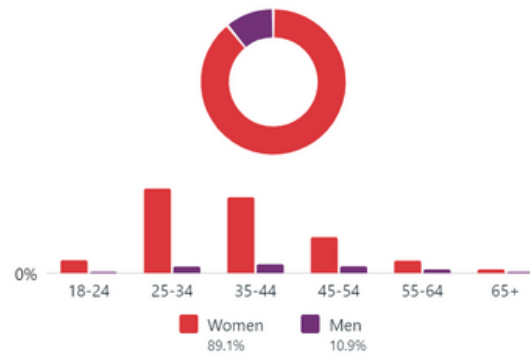
Instagram followers ⓘ

1,667

Age & gender ⓘ



Age & gender ⓘ



IN 2022 OUR FINANCIAL MEMBERSHIP CAPACITY WAS 100 PEOPLE FOR OUR FOUNDING YEAR. WE SOLD OUT IN 4 HOURS!

IN 2023 WE SOLD 130 MEMBERSHIPS.

IN 2024 WE AIM TO SELL 200 MEMBERSHIPS.



OPPORTUNITIES



FROTHING FREEBIES

- YOU SUPPLY US WITH YOUR PRODUCT/SERVICE VOUCHER
- WE WILL MENTION YOU ON SOCIAL MEDIA WHEN YOUR DONATED PRODUCT/SERVICE IS GIVEN AT AN EVENT
- OPPORTUNITY TO PROVIDE DIGITAL DISCOUNT CODE FOR YOUR PRODUCT/SERVICE TO OUR MEMBERS
- STORY IMAGE (SUPPLIED BY YOU) POSTED ON OUR SOCIAL CHANNELS AND KEPT IN OUR INSTAGRAM HIGHLIGHTS FOR 2024
- PROUD SPONSOR DIGITAL IMAGE TO USE ON YOUR SOCIAL MEDIA OR WEBSITE
- FULL COMMERCIAL USE OF OUR EVENT PHOTOS FOR YOUR BUSINESS, INCLUDING WEB, PRINT, SOCIAL MEDIA CONTENT ETC



OPPORTUNITIES



PARTY WAVE PARTNER

- WE CHAT ABOUT WHAT YOU WOULD LIKE TO OFFER OUR MEMBERS AS AN EVENT OR HOW YOU WOULD LIKE TO INTEGRATE YOUR SERVICE AT ONE OF OUR EVENTS
- E.G. OFFER A VENUE WE CAN HOST AN EVENT AT, RUN A SURF WARM-UP SESSION BEFORE EACH ROUND, BE A GUEST SPEAKER AT OUR EDUCATION EVENT ETC
- WE WILL MENTION YOU ON SOCIAL MEDIA WHEN OUR PARTNER EVENT HAPPENS.
- OPPORTUNITY TO PROVIDE DIGITAL DISCOUNT CODE FOR YOUR PRODUCT/SERVICE TO OUR MEMBERS
- STORY IMAGE (SUPPLIED BY YOU) POSTED ON OUR SOCIAL CHANNELS AND KEPT IN OUR INSTAGRAM HIGHLIGHTS FOR 2024
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OPPORTUNITIES



LOCAL LEGENDS - \$1000

- MUST BE A LOCAL BUSINESS ON THE GOLD COAST OR NORTHERN RIVERS
- LOGO ON OUR MEMBERS T-SHIRT
- SOCIAL MEDIA MENTIONS
- INVITATION TO BE A GUEST JUDGE
- "PASSION POST" VIDEO (PROVIDED BY YOU) ABOUT YOUR BRAND AND WHY YOU SPONSOR THE SURF WITCHES, FOR US TO POST ON OUR SOCIAL MEDIA
- OPPORTUNITY TO PROVIDE DIGITAL DISCOUNT CODE FOR YOUR PRODUCT/SERVICE TO OUR MEMBERS
- STORY IMAGE (SUPPLIED BY YOU) POSTED ON OUR SOCIAL CHANNELS AND KEPT IN OUR INSTAGRAM HIGHLIGHTS FOR 2024
- PROUD SPONSOR DIGITAL IMAGE TO USE ON YOUR SOCIAL MEDIA OR WEBSITE.
- FULL COMMERCIAL USE OF OUR EVENT PHOTOS FOR YOUR BUSINESS, INCLUDING WEB, PRINT, SOCIAL MEDIA CONTENT ETC



OPPORTUNITIES



BIG BARRELS - \$3000

- OPEN TO ALL BUSINESSES AUSTRALIA WIDE
- MAJOR SPONSOR BRAGGING RIGHTS
- NAMING RIGHTS TO ONE EVENT
- LOGO ON OUR MEMBERS T-SHIRT
- STACKS OF SOCIAL MEDIA MENTIONS
- INVITATION TO BE A GUEST JUDGE
- "PASSION POST" VIDEO (PROVIDED BY YOU) ABOUT YOUR BRAND AND WHY YOU SPONSOR THE SURF WITCHES, FOR US TO POST ON OUR SOCIAL MEDIA
- VIP INVITATION TO OUR SOCIAL EVENTS
- OPPORTUNITY TO PROVIDE DIGITAL DISCOUNT CODE FOR YOUR PRODUCT/SERVICE TO OUR MEMBERS
- STORY IMAGE (SUPPLIED BY YOU) POSTED ON OUR SOCIAL CHANNELS AND KEPT IN OUR INSTAGRAM HIGHLIGHTS FOR 2024
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JOIN US IN 2024?



WE WOULD LOVE TO HEAR FROM YOU!

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EXPRESSION OF INTEREST FOR 2024 SPONSORSHIP CLOSSES DECEMBER 1 2023