

YARRAMBAT PARK GOLF COURSE SPONSORSHIP PROSPECTUS

2023 - 2024



Yarrambat Park Golf Course
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YARRAMBAT PARK
GOLF COURSE

Proudly owned by


Nillumbik
The Green Wedge Shire

OVERVIEW

Yarrambat Park Golf Course offers brilliant golf and hospitality services with the following course features:

- ✔ 18 Hole Golf Course with great quality course and layout
- ✔ 18 Hole Goanna Golf a Mini Golf course in a challenging nature based setting
- ✔ 13 Bay Driving Range with undercover and open bay options
- ✔ Picturesque ‘Grass Lands’ Clubhouse with full catering and bar facilities
- ✔ Function and event space perfect for many special occasions

Fast Facts:

- ✔ Over 600 members
- ✔ Over 50,000 rounds of Golf played per year
- ✔ Over 100 functions and events hosted annually
- ✔ Over 2,500 social media followers
- ✔ Thousands of database contacts receive monthly newsletter
- ✔ Thousands of passing cars each day along Yan Yean Road

Golf – A Growing Sport

Interest in golf has grown over recent years; both globally and locally projections are that this trend will continue. Being one of few activities available during parts of the COVID lockdowns and one of the first sports activities to return, golf enjoyed an increase in participation and interest.

In addition, new streams of golf and changing landscape of the professional tour has led to increased media focus and interest in the sport. New markets and audiences are now engaging with golf on the back of new formats designed to target families, youth and entertainment markets. Most importantly, the great health and wellbeing benefits of golf are becoming better known. The old school golf stereotypes are being broken down and the sport is actively opening its doors to all to join up, be involved and enjoy the sport for the many benefits it provides.

Closer to home, here in Nillumbik there are around 63,000 Nillumbik residents plus a massive influx of new estates and homes just across the road from the golf course in the Doreen / Laurimar area. Yarrambat Park Golf Course is Nillumbik’s only community golf course. It has a proud, long-standing presence and great tradition in the place of many local residents and communities of a golf course enjoyed and loved by many.

SPONSORSHIP OVERVIEW

What we do

Yarrambat Park Golf Course welcomes and hosts in excess of 50,000 visitors each year. This is across our golfing activities including the 18 hole golf course, Goanna Golf mini golf and our 13 bay driving range.

On average, we will have around 3,000 rounds of golf played each month in winter with up to 5,500 rounds across summer. The mini golf course attracts around 15,000 visits per year with particularly busy periods over summer and school holidays.

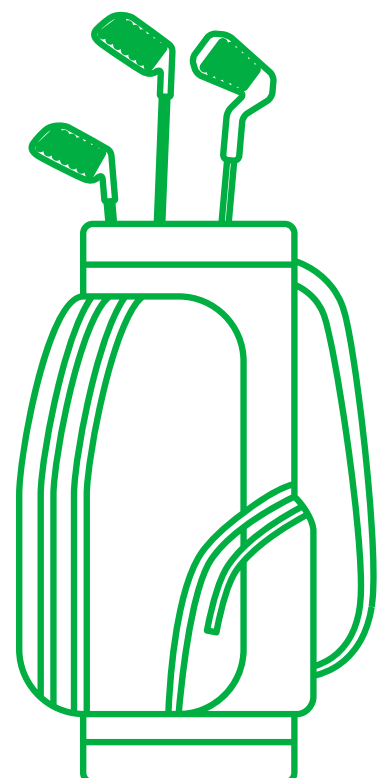
We also host over 100 functions and events a year including birthday parties, wakes, christenings, engagement parties and weddings in our dedicated function room space with an extended outdoor seating area. Recent Clubhouse upgrades with bi-fold doors, acoustic panelling, bar benches and new furniture making the space an excellent option for all types of functions.

Sponsorship Arrangement - How it works

Belgravia Leisure is the management group appointed to run the golf course operations. Belgravia Leisure works closely with the two Golf Clubs based at the golf course; Yarrambat Golf Club and Yarrambat Ladies Golf Club.

Sponsorship of the Golf Course works in this way:

- ✔ The Yarrambat Golf Club will provide an invoice for Sponsors which can be used for any applicable tax claims the business may be entitled to.
- ✔ Belgravia Leisure, Yarrambat Golf Club and Yarrambat Ladies Club will work together in allocating sponsorship funds which are designed for:
 - Asset improvements around the course (refer to page 5 of this prospectus)
 - Community initiatives and programs to promote golf and encourage participation.



Sponsorship Benefits

Our sponsorship package includes a range of benefits.



Businesses or organisations will benefit from increased brand awareness through a fixed sign on the sponsored hole, plus promotion in our newsletter, website and in-venue flyers.

These channels reach wide and varied audiences with many families and local community members regularly attending the course or following us on our social media platforms.

The package also includes venue access opportunities to share with clients, family or friends; plus event discount sponsor offers if interested in hosting an event or function at Yarrambat Park Golf Course.







SPONSORSHIP PACKAGES




Our picturesque and challenging 18 hole golf course provides a range of sponsorship opportunities!

The 18 hole golf course comprises: four par 3's, four par 5's, and ten par 4's.
The Sponsor benefits are great value:


Advertising Benefits:

-  Advertising on the hole you sponsor (Sign display at Tee Box)
-  Display in Pro-shop area; along with opportunity to display business cards
-  Promotion in our newsletter and/or social media page (monthly recognition)
-  Promotion on our website listing Hole Sponsors.

Golf Benefits:

-  12 free rounds on the course – why not head out on the fairways with some clients?
This is valued at \$540
-  15 Mini Golf passes – a great afternoon for kids and or adults (of all ages)
This is valued at \$240
-  A round of 18 holes for yourself with one of our golf pro's – what better way to fine tune your game! The value is priceless.

Function Benefits:

-  10% off a function / event (Celebrate a special occasion or host a Christmas function and get a 10% discount)

Sponsorship package details:

Duration:	Each hole sponsorship is valid for 12 months or up to the 31st December 2024. The earlier you become a sponsor, the more time you will have to promote your business and maximise business brand exposure.
First Rights:	At the conclusion of your 12 month sponsorship period you will have the first rights to re-sponsor that same hole and skip the waiting list!
Cost:	\$2,000 + GST per hole

WHAT YOU CONTRIBUTE

Funds generated through the Sponsorship program go towards two very worthwhile initiatives:

- ✔ Asset improvements to help us continually improve our golf course amenities.
- ✔ Community initiatives and programs to promote golf and encourage participation.

Asset Improvement

The following are examples of asset improvements opportunities. The first improvement will be to Tee Box signage incorporating sponsor branding and promotion. Following that, Belgravia Leisure Management, in conjunction with Yarrambat Golf Club and Yarrambat Ladies Golf Club, will confirm the asset improvements to be completed in priority order dependent on funds raised and cost of installation.

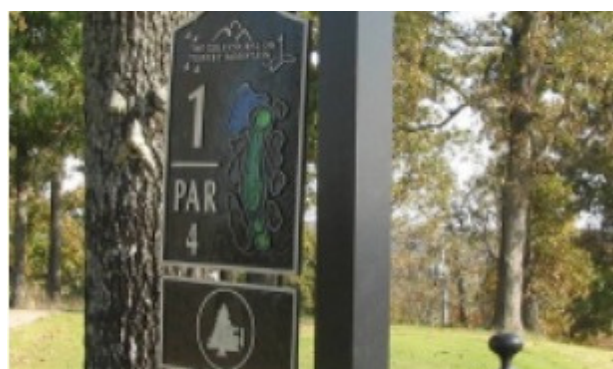
Tee Box Signage

The initial asset improvement upgrade will be to upgrade the Tee Box signs. The New Tee Box signs are proposed to include:

- ✔ Information and layout of the hole
- ✔ Course information sign (general information)
- ✔ Sponsors branding and promotion

The below provides a couple of examples designs illustrating the layout of the hole, metres for each tee and sponsor's section.

The actual Tee Box signs would be designed to fit the look and feel that matches other assets and features around the course.



Asset Improvement continued

Item	Description
Sand boxes and bins around the course <ul style="list-style-type: none"> • Example illustration below 	Replace the existing bins and sand boxes with a better designed and a more functional bin and sand box combination.
Paths and tracks	Improve paths and tracks around the course, particularly areas in most need such as near the 1st and 12th tee's.
Bunker Rake Stands <ul style="list-style-type: none"> • Example illustration below 	Invest in rake stands to better store bunker rakes which are easy to locate, store and not sitting in the bunkers.
Distance Markers (ie 150m from green)	Ensure all 18 holes have good quality distance markers.
Driving Range Dividers	Replace the existing torn plastic dividers with new merbau timber range dividers.
Driving Range Ball Dispenser	Replace the existing ball range ball dispenser with a bigger and better dispenser allowing for more balls and easier functionality.
Water drinking taps around the course	Change over water drinking taps and ball washing stations.
Bag Drop Area	Create a bag drop area between the car park and clubhouse.
Entrance Signage	Improve entrance signage, including along Yan Yean Road and directional signage to the Pro-shop, driving range, mini golf and function room.
Corella and Duck management strategies	Enable additional strategies to help combat corella and duck damage to the course.
Clubhouse amenities	Further improvement opportunities around the clubhouse to continually upgrade the customer experience.



Bunker Rake Stands



Bin and Sand Option

Community Initiatives

Funds are also allocated to support the growth of the game across our juniors, ladies and club programs. Golf provides many benefits including:

✔ Social Connectedness

- Golf is a global game and enjoyed by many of all different abilities and age. What is common amongst golfers is the coming together, sharing a chat around the course, making friends and connecting with colleagues.

✔ Physical Health Benefits

- Physical health benefits are great as golfers clock up a few kilometres of walking (some more than others dependent on how straight you hit it).

✔ Mental Health Benefits:

- A game of golf is enjoyed outdoors and provides a great mental health upside regardless of your ability. Taking a walk, enjoying a hit, and socialising is great help keep active and healthy.

✔ Supporting Our Local Community

- Introductory golf clinics
- Equipment for beginner golfers
- Creating local partnerships with schools or community clubs
- Come 'n Try sessions
- Community visits & clinics supported by taking the game to the community.



SUMMARY

We love that we can bring golf to our community and members.

Yarrambat Park Golf Course is a picturesque, great quality community golf course enjoyed by over 600 members and thousands of casual golfers and visitors.

Monies raised through our sponsorship program go towards maintaining and improving the course features and assets.

Additionally, funds are also used to support introductory clinics as well as people who experience disadvantage to get into and enjoy golf.

You can be confident in choosing Yarrambat Park Golf Course for your sponsorship because we love to give back to our community and support our locals!





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