

PROSTON GOLF CLUB 2022 - 2023



Sponsorship

Investing in community partnerships



Who are we?

Proston District Golf Club

Proston Golf Club enjoys a rich history in Proston, set on 25 acres of beautifully manicured golf course. The grounds include a free camping ground that brings over 1500 campers into Proston every year.

With many of our campers returning every year, our reviews are 5 star over WikiCamps, Google, Facebook & our website feedback form.

The club's restaurant is open Thursdays & Fridays every week and attracts incredible reviews, for quality of meals and price. The club campground becoming popular for not just camping but as a gastronomic destination as well.

The club runs several annual events that attract people from all over Australia, with a proven track record in putting together quality events, many of our attendees are returning visitors.

Proston Golf Club is a destination venue, that is proving popular with a variety of travellers and visitors alike.

Our events typically include lunch and a three course dinner, live music and optional extras like sip & paint classes, which adds value to attendees that don't play golf.

Working closely with the local business, we provide information packs on local attractions, visitor guides and coupons for local businesses and special offers.

We also book the venue out for private events throughout the year, and have orchestrated events from intimate dinners, through to corporate events, weddings & birthdays.

Our private event calendar fills up fairly quickly with events bookings up to two years in advance.

Our events manager, puts together one of a kind memorable experiences, that deliver beyond expectations on a regular basis.

Again we have exceptional reviews in this regard.

The club has a first class ecommerce website, the website is at the heart of our marketing strategy, along with our social media, EDM, print collateral & google presence.

With a broad range of products & services, the club has diversified its customer base over the last two years.

Local memberships sit at roughly 15 members, however with attractive membership pricing, member numbers are supplemented by out of area members.

The club is well supported by locals & visitors alike, with the Friday night restaurant being regularly fully booked week by week.

Holding weekly money boards on a Friday night has allowed the club to raise \$7,250 for local not for profits over the last couple of years. In addition to this the club also runs a few charity fundraisers over the year including Movember & Pinking Up for Breast Cancer.

The club is wholly run by a small group of dedicated and passionate volunteers, that believe in building not just a club, but a community asset.

01 | Return On Investment

Your return on investment

We understand that investing in sponsorship is often difficult to quantify, our proven results show Proston Golf Clubs commitment to our sponsors, and the benefits of partnering with the club.

With a sophisticated multi channel marketing strategy in place, including, social, website, google, EDM & print.



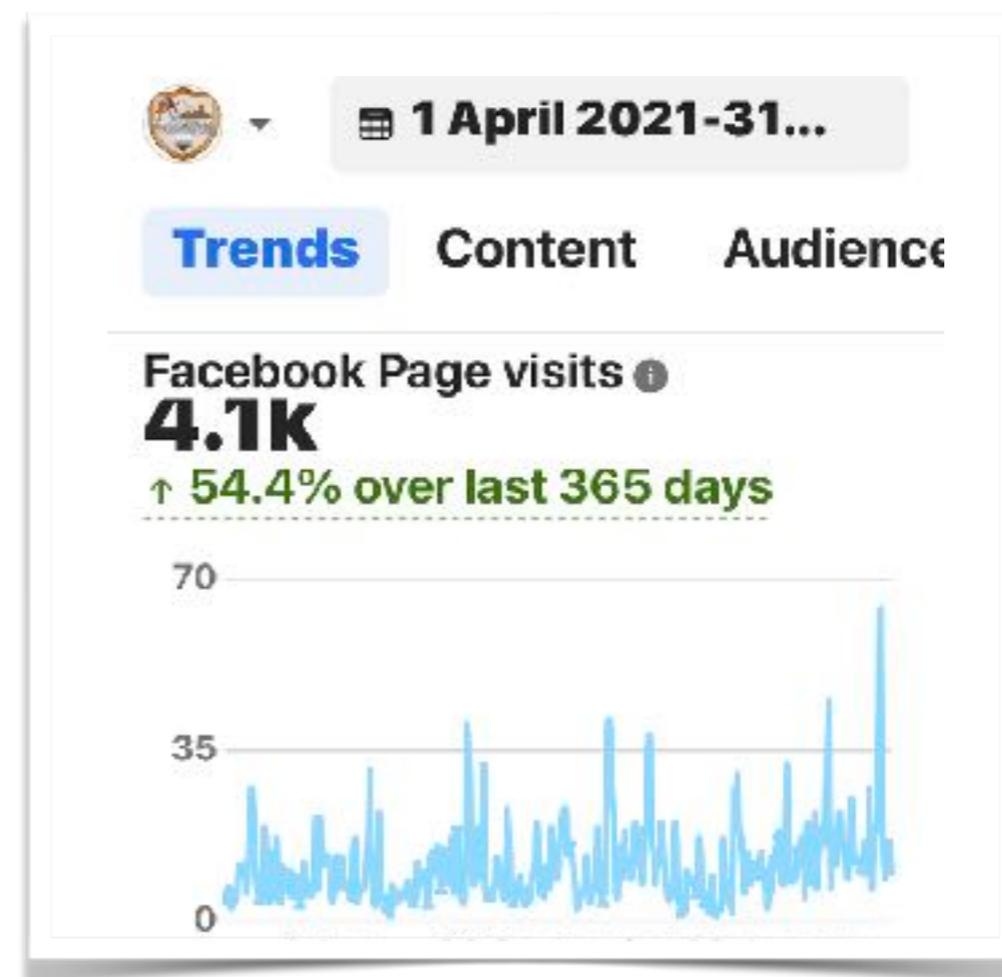
Our website has shown remarkable growth of 48% on last year.

A marketing strategy that links, qualified leads to our website.

An actively promoted Google listing, with a 5 star rating.

Email marketing that is targeted to a qualified audience.

A solid social following that has shown growth year to year.



02 Metrics

Facebook

Insights

1 April 2021-31...

Trends **Content** Audience

Top performers

- Facebook post Reach **9,728**

Sort by Reach

- Proston Golf Club added an event. Post • 3 October 2021

Reach	Reacti...	Comm...	Shares
9,728	--	--	--

Highest performing posts per annum are events. Providing a unique opportunity to sponsors to reach new targeted audiences. YTD 54% increase on page visits, our targeted marketing strategy is showing proven results.

Google

1:27

Proston Golf Club

81 Brigooda Road, Proston QLD 4613, Australia

Views	Searches	Activity
2.3K	1.6K	3.6K

Website visits	46	+41 (820%)
Calls	8	+5 (167%)
Photo views	3.5K	+1.8K (111%)
Direction requests	74	+60 (429%)

An active google presence, we are reaching 3.6k per month. People are searching our photos, engaging in meaningful content, viewing our website, and visiting the Proston, South Burnett.

Website

Days Weeks Months **Years**

2022

4,206 Views +1,368 (48%)

Visitors

Views	Visitors	Likes	Comments
4,206	1,747	0	1

POSTS AND PAGES

Title	Views
Proston Golf Club	1,234

Website views have increased by 48% on last year, surpassing last years views by 1,400, by March 2022. With social, Google and other marketing channels referring traffic to our website.

03 Unique Sponsorship Opportunities

Sponsor a Golf Cart

A unique opportunity to sponsor our hire cart, your logo & business represented on side and front of cart.

This unique opportunity is for one of our club owned hire carts, we will work with you to brand the cart.

The cart features in marketing shots, and is the first cart hired to any golfers.

Showing front and centre at all events, your business will be prominently displayed.

A mobile billboard for your business, the cart travels around the course, showcasing your business to anyone at the club.



Events

Sponsoring one of our annual events is the best way to get your brand in front of potential customers, and build consumer trust.

As an event sponsor, we will leverage our existing platform and customer base to engage with your potential customers, building a memorable brand experience.

Our EDM (Electronic Direct Mail System) is segmented to deliver to attentive and engaged audiences.

With an open rate over 70% that's more than 50% difference on the industry standard.

Your brand in print, on our social media, website and throughout our verbal presentations during the event.

Partnering with Proston Golf Club is a confident choice, with a proven track record in quality events.

YOUR BUSINESS NAME HERE



05 Infrastructure Sponsorship

Invest In Infrastructure

Proston District Golf Club first opened in 1936, we always have infrastructure projects both within the Club House & on the course as well.

Have the project named after your business, with prominent & memorable signage.

This is a lifetime sponsorship, and will not be renewable every year as our other sponsorships are.

With upcoming projects, refurbishment of the existing ablution block, Tee upgrades & outdoor eating area. We have a project to suit any sponsor.



06 Sponsorship Tiers

SPONSORSHIP TIERS	PLATINUM	GOLD	SILVER	EVENT	CART
Includes, a large canvas banner displayed on the club grounds, advertising your business.	•	•		•	
Includes, a Corflute A2 sign displayed on the club grounds, for affiliated events.		•		•	
Corporate membership x 5 - entitles players to 10 games per annum.	•	•			
Corporate membership x 2 - entitles players to 5 games per annum.		•			
Your logo displayed on every page of our website.	•	•			
Inclusion on our Platinum sponsors page.	•	•			
Inclusion on our Gold sponsors area on our website.		•			
Inclusion on our Silver sponsors area on our website.			•		
Inclusion in all members & segment EDM marketing	•	•	•	•	
12 dedicated social posts per annum.	•	•		•	
6 dedicated social posts per annum.		•			
3 dedicated social posts per annum.			•		
Tee sign.	•	•			
*Option to purchase a Tee sign.		•	•	•	
Event apparel sponsorship.	•			•	
Inclusion in our pre & post event EDM marketing.	•			•	
Waiver of event: hire fee, for one corporate event per annum.	•				
Blog article on your business & support.	•			•	
Your business logo and information on our hire golf cart.					•