The Mayor’s Charity Golf Day was introduced by Cairns Regional Council as a charity fundraising event more than a decade ago and continues to be a popular event on the business calendar. This year the 4 player Ambrose event is expected to attract a record 144 players for a full day of 18 hole golf, fun activities at each hole, team challenges throughout the day and the presentation function. All providing the perfect platform to network and entertain your clients.

As a supporter of the event and a local business owner/professional, this is a rare occasion where you may speak personally with your local Councillors and the Mayor Bob Manning, who will be providing an audience address.

**Event Details**

**Dates and times:**  
**Friday 1st June 2018**  
Registration at 8am, tee-off 9am  
Presentation and function at 3pm

**Format:**  
4 player Ambrose

**Prizes:**  
best dressed team

**Location:**  
Cairns Golf Club, Links Drive, Woree

**Attendees:**  
Up to 36 teams of four players

**Cost:**  
Cost is $500 (excl. GST) per team; however, all sponsorship levels include this cost

**The Charities**

In the spirit of the Chinese Year of the Dog, and the tireless work these organisations do for our furry friends, this year’s recipients of the money raised from the day will be YAPS and FNQ Rescues R Us.

**YAPS** are a non-profit organisation who rescue abandoned and unwanted dogs and cats in the Cairns area, until the animal is adopted. They work with the Cairns Regional Council Animal Control department to care for animals found wandering the streets. Established in 1985 they are run by a Volunteer Management Committee, 10 staff members, a caretaker and volunteers.

**FNQ Rescues R Us,** founded in 2016 by Jodie Fennell in the memory of her son Damien who had a dream to save as many lives as possible via rescue. Their mission is to rehabilitate and rehome dogs in the region, and educate people about the humane treatment of animals. FNQRRU are a local council approved rehoming agent and Jodie’s team of volunteers have rescued, fostered and then rehomed over 500 puppies and dogs since inception. They are aligned with Petbarn Westcourt for quarterly adoption days and numerous events, and also took part in Cairns Regional Council’s Fur-ever Home Adoption Day in November. FNQRRU assume the responsibility for microchipping, vaccinating, desexing and worming all dogs under their care. All profits made by FNQRRU go towards the vetting and care of rescued dogs.
**MARKETING**

**WEBSITE AND E-MARKETING**

Promotion of the Mayor’s Charity Golf Day will start in March through Council’s ‘What’s On’ calendar, Facebook page and the monthly newsletter. Council’s website receives over 200,000 unique page views per month, the What’s On calendar receives an average of 7,500 views each month and Council’s monthly newsletter “Living in Cairns” has a subscriber database of over 3,000. Council and sponsors’ existing networks will also be engaged through direct email, as well as media releases and social media coverage created by Council.

**LEVERAGE IDEAS**

Sponsors of the Mayor’s Charity Golf Day add value to the event experience through providing an activity at their sponsored hole. Creating an activation helps to make the most of your sponsorship and the event by creating a fun, interactive and personal brand experience.

Suggestions include:

**Client competition**

Hold a competition amongst your clients in the month leading up to the golf day with the prize being the opportunity to be a member of your golf team on the day. The great social atmosphere of the day makes this a good way to get to know your clients better.

**Company business card draw on your sponsored hole**

If you have a particular product or service you would like to promote then why not run a business card draw from your sponsored hole on the day to help build up contacts and leads. A prize including that particular product or service generates business and brand awareness.

**Activations**

All sponsors are encouraged to ‘activate’ their hole with games, competitions, food and refreshments, in a way which represents their organisation, to enhance the experience for attendees. It is a great opportunity to promote your business in a positive light and engage attendees on a personal level, some ideas include:

- Installing a pop-up New York-style hot dog van where the umbrella and serviettes are branded with your organisation name and logo.
- Hire a FlightScope machine operated by a golf pro, to track ball flight
- Marshmallow long drive with prizes for who gets the most distance
- Provide a cricket bat or hockey stick that golfers must use instead of a putter

**Major Sponsor opportunities**

The major sponsor of the day has the option to brand golf balls with your company logo (pricing available on request).

Please feel free to discuss your ideas with us and we will help make your crazy ideas a reality.