Proudly supporting Give Me 5 for Kids and Ronald McDonald House Charities
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 Mayor Bob Manning, who will be providing an audience address.

**EVENT DETAILS**

Dates and times:  **Friday 7 June 2019**
Registration at 8am, tee-off 9am
Presentation and function at 3pm

Format:  4 player Ambrose
Prizes:  best dressed team
Location:  Half Moon Bay Golf Club, Wattle Street, Yorkeys Knob
Attendees:  Up to 36 teams of four players
Cost:  Cost is $400 (excl. GST) per team; however, all sponsorship levels include this cost.

**THE CHARITIES**

This year’s Mayor’s Charity Golf Day will support services for children undergoing medical treatment in the Cairns region, through Give Me 5 for Kids and Ronald McDonald House.

All funds raised through the Mayor’s Charity Golf Day will be spent within the Cairns region to support local families.

**Give Me 5 For Kids** is a locally run fundraising campaign that supports paediatric wards of local hospitals and children’s health-related charities. Driven by Southern Cross Austereo, the campaign is now in its 25th year and has raised in excess of $25 million to support sick kids and their families. In recent years, the campaign has funded a host of equipment and programs for local hospitals, including parent beds to allow parents to sleep near their children while in hospital and a $150,000 paediatric playground.

**Ronald McDonald House Charities** is one of Australia’s best-known children’s charities, supporting seriously ill children and their families. Last year, the local Chapter, RMHC North Australia, provided services to thousands of children across the Far North. As well as providing accommodation close to the hospital for Cairns families that have to travel so their child can receive critical medical care, the charity provides a Family retreat in Palm Cove, which gives families the chance to take time out together for a family holiday. A Learning Program is also offered to help local children that have suffered serious illness to catch up on their schooling.
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 those who can hit the greatest distance. Pick any club and see who can get the most distance hitting a marshmallow instead of a golf ball.
- Provide a cricket bat or hockey stick that golfers must use instead of a putter
- Longest Drive, Opposite Hand. On a par 5, players are given a left-handed driver (lefties get a right-handed driver) – you can usually borrow demo drivers from the Pro Shop. After the group has hit their normal tee shot, tee them up and take a swing from the other side of the ball. The furthest out, wins.

NB: as part of Council’s resolve to establish the removal of single use plastic from operations, including events, please consider reducing and/or eliminating single use plastic and waste packaging in the delivery of goods.

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.
SPONSORSHIP & REGISTRATION LEVELS

Please tick your chosen level

☐ **MAJOR SPONSOR** (1 available) $7,000 (+ GST)
   Benefits:
   • Two teams of four players in the competition with guaranteed carts
   • Company logo on all event promotional material and websites
   • Company logo in the official player’s guide
   • Opportunity to address the attendees during the event
   • Opportunity to make the presentation of the major prize
   • First option of preferred hole for your hosted activity
   • Personal recognition by the Mayor in official address
   • Prominent display of company signage at the event

☐ **PRESENTATION FUNCTION SPONSOR**
   (1 available) $5000 (+ GST), or in-kind catering to the value of $5000
   Benefits:
   • One team of four players in the competition with guaranteed carts
   • Company logo on all event promotional material and websites
   • Company logo in the official player’s guide
   • Opportunity to exclusively host the presentation function and showcase services/products
   • Opportunity to distribute promotional material to attendees
   • Personal recognition by the Mayor in official address

☐ **HOLE SPONSOR**
   $1,700 + GST – cart per two people. $1,580 + GST – no carts provided
   ** carts are limited so first in, first served basis for allocation
   Benefits:
   • One team of four players in the competition
   • Company logo on events promotional material and websites
   • Company logo in the official player’s guide
   • Prominent display of company signage on sponsored hole
   • Option of providing food, beverage or an activity to patrons at the sponsored hole
   • Personal recognition by the Mayor in official address at event
   • A premium hole for your hosted activity (first in, first served basis for allocation of holes)

☐ **TEAM REGISTRATION** $400 (+ GST)
   Benefit:
   • One team of four players

An invoice will be raised following receipt of this booking form
Please EMAIL this form to: rsvp@cairns.qld.gov.au
1. Definitions
1.1. In this Agreement unless inconsistent with the context or subject matter:-
“Agreement” means this Sponsorship Agreement;
“Approvals” means any approvals required to be issued by any Authorities in connection with the Signage and all changes to those Approvals which may need to be agreed to by those Authorities;
“Authorities” means any federal, state or local government or regulator which is required to approve all or any aspect of the Signage;
“Benefits” means benefits relating to the Sponsorship which Council provides to the Sponsor as set out in page 4;
“Fees” means the payments and other consideration to be provided by the Sponsor to Council under this Agreement, as specified in page 4;
“Force Majeure” means an act, omission or circumstance over which Council could not reasonably have exercised control, including without limitation cyclone, employee strike, terrorist incident, tsunami, floods and the like;
“GST”, “Recipient”, “Supplier”, “Supply” and “Tax Invoice” have the same meaning as given to those terms in A New Tax System (Goods and Services Tax) Act 1999 (Cth);
“Logo” means the Logo of the Sponsor, as attached to this Agreement;
“Sponsorship” means the sponsorship the subject of this Agreement;
“Term” means the term of this Agreement, and calculated as being from the date this contract is signed by the sponsor, up to and including the event date.

2. SPONSORSHIP AND BENEFITS
2.1. The Sponsor will during the Term sponsor the Services and pay the Fee to Council, and in consideration, Council will provide the Benefits to the Sponsor.
2.2. Council will issue the Sponsor with a Tax Invoice for the amount of the Fee plus GST and the Sponsor will pay the Fee plus GST by cheque or as otherwise directed by Council within 14 days of receipt of each Tax Invoice.
2.3. The Sponsor and Council will promptly take all necessary steps and do all things as may be reasonably required on their part to diligently and expeditiously perform their obligations under this Agreement.
2.4. Any promotional material to be used by either party making reference to the Sponsorship is to be approved in writing by the other party prior to use, which approval must not be unreasonably withheld.

3. INSURANCE AND LIABILITIES
3.1. The Sponsor shall, at its own cost for the Term, take out and maintain insurance in relation to its activities and potential liabilities to Council and third parties under this Agreement and the Sponsor must cause Council’s interests to be noted on its relevant insurance policies.
3.2. The parties acknowledge that Council is self-insured.
3.3. Council will not in any way be liable to the Sponsor for loss or damage it suffers in connection with this Agreement, provided that the loss or damage was not caused by Council’s breach of this Agreement.
3.4. The Sponsor indemnifies Council against all losses, claims or damages which Council may incur as a result of the Sponsor’s negligence or failure to comply with the terms of this Agreement.

4. ASSIGNMENT
4.1. This Agreement may not be assigned by the Sponsor without Council’s written consent, which consent may (at Council’s sole discretion) be granted, granted with conditions or withheld.

7. TERMINATION
7.1. If a party fails to comply with a term of this Agreement (“defaulting party”) and fails to remedy that non-compliance within 14 days of receiving a notice from the other party requiring it to do so (“non-defaulting party”), the non-defaulting party may terminate this Agreement by giving written notice to the defaulting party.
7.2. If the Sponsor becomes subject to any Insolvency Event during the Term, Council may terminate this Agreement by giving written notice to the Sponsor.
7.3. If at any time during the Term Council considers, acting reasonably, that this Agreement is no longer desirable having regard to adverse publicity relating to or associated with the Sponsor, Council may terminate this Agreement by giving 14 days written notice to the Sponsor.

8. FORCE MAJEURE
8.1. If Council is rendered unable, wholly or in part, by Force Majeure to carry out or observe any of its obligations under this Agreement, it shall give to the Sponsor prompt written notice providing full details of the Force Majeure.
8.2. Subject to clause 10.1, the obligations of the parties under this Agreement, to the extent affected by Force Majeure, will be suspended and no claim to the extent affected by Force Majeure, will be suspended and no claim by either of the parties against the other party will avail by reason of such Force Majeure provided that Council must, to the extent practicable, take all reasonable steps to remove the Force Majeure as soon as possible. Such reasonable steps will not require Council to settle any reasons for Force Majeure on unfavourable terms.

9. GENERAL PROVISIONS
9.1. This Agreement is governed by, and is to be construed in accordance with, the law of the State of Queensland, Australia.
9.2. This Agreement contains the entire agreement between the parties in relation to the Sponsorship.
9.3. A notice will be deemed to be served on a party if it is addressed to that party at its Address for Service (and if the notice is to be served on Council, marked to the attention of the Chief Executive Officer) and it is delivered by hand to that address or sent by registered mail to that address.

10. SPECIAL CONDITIONS
10.1. The Sponsor must conduct activity at their holes in an ethical and respectful manner so as to not offend players/staff.
10.2. The Sponsor must not adversely reflect on the reputation of Council.
10.3. The Sponsor must refrain from harassing, bullying and intimidating behaviour, or risk eviction from the course.