



For the  
*community*  
*creators*

# UDIA Annual Golf Classic Sponsorship Prospectus 2024



# UDIA WA GOLF CLASSIC

The UDIA (WA) Annual Golf Classic continues to be the sporting highlight of the development industry's event calendar. Year on year, the reputation and desirability to participate in the industry's best competitive event attracts a fantastic crowd.

**The 2024 event will be held at Joondalup Resort on Friday 10 May.** The event starts with a light mid-morning breakfast followed by a player briefing at the clubhouse at 9.30am. Players take to the course for the shotgun start at 10.30am, playing across the greens and enjoying the novelty hole activities. Drinks are supplied throughout, and lunch is taken on-course (sandwiches & snacks via the roving drinks carts, and a sausage sizzle at course cross over).

Following completion of play at 3.30pm, a post-game cocktail function is held at the poolside marquee, where prizes are awarded to the winning teams and further networking amongst teams takes place. The reception concludes by 6.00pm, meaning there's a full day of exposure, fun, networking and engagement enjoyed by sponsors and players alike.

For this event, there are several sponsorship categories available, as follows;

- Major Sponsor (SOLD)
- Hole Sponsors
- Drink carts sponsor
- Major Prize Sponsor (NEW)
- Golf Cart Sponsor (NEW)

All sponsorship positions include 1 x complimentary team of 4 (valued at \$1,200 – early bird rate)



# DRINKS CART SPONSOR

## UDIA WA GOLF CLASSIC

### 2 x Positions

As a highly interactive option, sponsorship of the Drinks Cart allows those looking for the opportunity to meet & greet players across the course the perfect solution! You will be designated 9 holes to cover, roving between teams and holes as the dedicated on course food & beverage supplier. Delivering snacks & drinks to players, you will be meeting & greeting over 150 players and your arrival will be warmly welcomed by all!

Drinks Cart sponsors will be acknowledged via logo inclusion on the following event related marketing material;

- Event Save the Date Card & Event invite, both sent electronically numerous times to over 8,000 development industry contacts
- Event flyer & registration form
- Event webpage online at <https://www.udiawa.com.au/event/udia-wa-golf-classic/>
- Email reminders sent to all registered attendees in days prior to event
- Attendee list and event information distributed electronically to all registered guests in the days prior to the event

### PLUS

- Opportunity to brand the drinks cart with your corporate logo and/or colours (laminated signage to be supplied by sponsor)
- 1 x company representative to ride along in the drinks carts, delivering food & beverage and interacting with the players
- Opportunity to display 1 x corporate pull-up banners at the pre-game/registration function area
- Opportunity to display 1 x corporate pull-up banner at the post-game cocktail function
- Opportunity to display 1 x teardrop banner at driving range
- Opportunity to distribute corporate branded gifts
- 1 x complimentary team registration included (4-players)

# HOLE SPONSOR

## UDIA WA GOLF CLASSIC

### 20 x Positions

For those looking to align themselves with a key development industry event in a fun & interactive way, securing a position of hole sponsor presents the perfect opportunity!

Offering a healthy mix of branding and on-the-day engagement, hole sponsorship offers exceptional value for a relatively small investment.

Sponsors gain a dedicated hole on course, which you can set up to your liking. Whether it be branding with corporate banners, marquees, and giveaways, or undertake an activity of your choice and interact with players as they come past your hole.

With all teams playing 18 holes (covering 2 of the 3 courses) hole sponsors will gain direct access to over 150 players plus on the day. Novelty activities should be designed to facilitate engagement and foster the opportunity for interaction with players.

In addition to engagement with players on the day, hole sponsors will be acknowledged via logo inclusion on the following event related marketing material;

- Event Save the Date Card & Event invite, both sent electronically numerous times to over 8,000 development industry contacts
- Event flyer & registration form
- Event webpage online
- Email reminders sent to all registered attendees in days prior to event
- Attendee list of all registered guests

#### PLUS

- Opportunity to display 1 x corporate pull-up banners at the pre-game/registration function area
- Opportunity to display 1 x corporate pull-up banner at the post-game cocktail function
- Opportunity to display 1 x teardrop banner at driving range
- Opportunity to distribute corporate branded gifts
- 1 x complimentary team registration included (4-players)

#### Please Note:

Novelty holes will be allocated on a "first reserved" basis for both activity and positioning on course. There are venue restrictions regarding the service of alcohol, and limitations around holes with electricity etc. So, if you have a favoured location and/or activity, you are encouraged to secure your position early & nominate your activity and desired hole location asap

# HOLE SPONSOR

## ACTIVITY OPTIONS & IDEAS

Below are some additional ideas for the novelty holes to assist with your planning. If any of the below are of interest UDIA can assist with organising and setting up (at the sponsors expense).

All hole sponsors also have the opportunity to hire items for their hole from the resort including a marquee, trestle tables, chairs, and additional carts for any staff manning the hole (contact UDIA for exact pricing).

### PROFESSIONAL ON THE TEE

Entertain your guests by hiring a PGA Professional to either hit shots on a Par 3 or blast drives on a Par 5.

### MOBILE FOOD/DRINKS CARTS

Whether it's coffee, ice cream, wines or snacks, set up an on course food/drinks station for players to visit and grab a treat while they're playing.



### MASSEUSE STATION

A massage is a well deserved treat for players after a long day on their feet! Add an element of fun and relaxation to the day with an on course masseuse station and help players feel refreshed during the game.

### INFLATABLE GOLF DARTS

Inflatable golf darts are a great mixture of the game of darts and golf. Requiring a little bit of skill, players hit tennis balls against the Velcro inflatable dart board. You could choose to play for fun or the glory of a prize.



### GIVEAWAY BOOTHS

A great vendor or sponsor opportunity is to hand out corporate branded items such as water bottles, towels, hats, etc. This not only makes a great impression with golfers but is a great way to be able to meet and networking with attendees as they come around the course. If you need assistance sourcing corporate branded materials, UDIA can assist with this.





# MAJOR PRIZE SPONSOR

UDIA WA GOLF CLASSIC

## 1 x Position

A newly created position in 2024, the Major Prize Sponsor allows you the unique opportunity to associate your brand with excellence and recognition on the golf course. This position encompasses all major prizes awarded during the event, including the coveted first, second, third places, and even the good-humored wooden spoon.

In addition to engagement with players on the day, your company will be acknowledged via logo inclusion on the following event related marketing material;

- Event Save the Date Card & Event invite, both sent electronically numerous times to over 8,000 development industry contacts
- Event flyer & registration form
- Event webpage online
- Email reminders sent to all registered attendees in days prior to event
- Attendee list of all registered guests

### PLUS

- Opportunity for a representative to present the prizes at the post-game function, including photo opportunities with all of the winners
- Opportunity to display 1 x corporate pull-up banners at the pre-game/registration function area
- Opportunity to display 1 x corporate pull-up banner at the post-game cocktail function
- Opportunity to display 1 x teardrop banner at driving range
- Opportunity to distribute corporate branded gifts
- 1 x complimentary team registration included (4-players)



# GOLF CART SPONSOR

## UDIA WA GOLF CLASSIC

### 1 x Position

Seize the opportunity to drive your brand visibility to unparalleled heights by becoming the exclusive Golf Cart Sponsor. As the official sponsor of all golf carts used during the tournament, your company will enjoy maximum exposure and create a lasting impact on participants and spectators alike.

Your company's logo will be prominently featured on each golf cart (maximum 54 carts), ensuring constant visibility as participants traverse the course, creating an indelible brand impression.

In addition to your logo on the golf carts, your company will be acknowledged via logo inclusion on the following event related marketing material;

- Event Save the Date Card & Event invite, both sent electronically numerous times to over 8,000 development industry contacts
- Event flyer & registration form
- Event webpage online
- Email reminders sent to all registered attendees in days prior to event
- Attendee list of all registered guests

#### PLUS

- Opportunity to display 1 x corporate pull-up banners at the pre-game/registration function area
- Opportunity to display 1 x corporate pull-up banner at the post-game cocktail function
- Opportunity to display 1 x teardrop banner at driving range
- Opportunity to distribute corporate branded gifts
- 1 x complimentary team registration included (4-players)

# SPONSORSHIP AGREEMENT

To confirm your acceptance of the agreement as outlined in the preceding pages and to secure the position as indicated below, please sign and return the below to;

Georgia Scott  
gscott@udiawa.com.au  
(08) 9215 3403 or 0412 721 128

Sponsorship Position (please select one of the following options:

- ☐ Hole Sponsor \$2,500 ex GST
- ☐ Drinks Cart Sponsor \$3,500 ex GST
- ☐ Major Prize Sponsor \$3,500 ex GST
- ☐ Golf Cart Sponsor \$4,000 ex GST

Hole Preference

(please complete if you selected  
Hole Sponsor)

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Total investment

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Term of Engagement

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Company Name:

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Representative:

(full name, position and title)

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Signature:

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Date signed:

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Accepted by UDIA

Signature & date

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# NOTES & CLARIFICATIONS

- Once signed, this contract is binding
- Unless otherwise negotiated, the full investment will be invoiced upon signing, payable within 30 days.
- All benefits outlined and exposure offered in this agreement is conditional upon your place being confirmed/ the signed contract being returned to UDIA WA in time for inclusion in the various marketing campaigns associated with each element of the event (Save the Dates, etc).
- UDIA will engage all sponsors and offer the opportunity to contribute ideas and suggestions regarding event topics, themes and speakers. At all times, due consideration will be given to your areas of interest and best efforts will be made to align the event topic with an area of relevance to your business. However, UDIA reserves the exclusive right to set event dates, topics and speakers in line with operational needs. Sponsorship is secured irrespective of event topic
- Event dates & venues are subject to change due to operational requirements. The dates & locations noted in this agreement are provided in good faith and as a reliable indication but may be amended as required.
- First right of refusal means that at the end of the contracted term, you will be offered the first opportunity to re-secure the same position in the year ahead. You must respond within the specified time-frame, as after the nominated date, the position will become unreserved and offered to the market as an open position.
- The UDIA reserves the right to create additional products and run additional events throughout the year, which are not mentioned here. In such instances, those products & events would attract sponsorship in their own right. Wherever possible, all current UDIA sponsors will be offered the first chance to secure additional sponsorship products, before they are offered to the wider market.
- Ticket allocations & discounts are to be used only as stated, and cannot be combined nor "rolled over" to alternative events, unless written approval is granted by UDIA
- Your logo may be inverted to display in back and white, if deemed preferable from a visual perspective/ to achieve consistency on marketing items. You will at all times be provided with draft materials for review and approval, prior to distribution.
- Unless otherwise noted, all costs stated in this document are exclusive of GST.
- All branding and sponsorship entitlements will come into effect as soon as the signed contract is returned to UDIA WA. To ensure a seamless transition, please ensure you provide us with a high res colour jpeg version of your logo with this agreement.