



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 Prize Sponsor
- Secondary Prize Sponsor
- Golf Cart Sponsor
- '19th Hole' Sponsor
- Hole Sponsor



MAJOR PRIZE SPONSOR

UDIA WA GOLF CLASSIC

1 x Position

This newly created position in 2024 allows you to provide and present the highly coveted first prize to the overall winners of the 2024 UDIA WA Golf Classic.

This exclusive opportunity allows you to choose what the first prize will be, enabling you to leave a lasting impression for your brand, highlighting the quality that your business provides each and every day.

In addition to providing the ultimate prize on the day, plus great opportunities to engage with players, both during and after their round 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



SECONDARY PRIZE SPONSOR

UDIA WA GOLF CLASSIC

1 x Position

The Secondary Prize Sponsor allows you the opportunity to associate your brand with excellence and recognition on the golf course. This position encompasses all prizes after the Major Prize including the second, third places, and even the good-humored wooden spoon.

In addition to providing the secondary prizes on the day, plus great opportunities to engage with players, both during and after their round 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



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



'19th HOLE' SPONSOR

UDIA WA GOLF CLASSIC

1 x Position

Seize the opportunity to drive your brand visibility to unparalleled heights by becoming the exclusive '19th Hole' Sponsor. As the official sponsor of the '19th Hole', your company has the opportunity to engage, network and interact with all of the playing groups as they complete their round and enjoy some post-round refreshments at the '19th Hole'.

Your company will be able to display corporate signage/logos in the post-event function area and we will refer to your company when mentioning the refreshments in the post-event function, creating an incredible opportunity to remain front of mind for all attendees.

In addition to branding the 19th Hole, 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
- Sponsorship of 1 hole on the course

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

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.

