

Our 1948 humble beginnings....



To today's contemporary, vibrant club...



SPONSORSHIP PROPOSAL

2023/24 SEASON
WWW.BBRC.ORG.NZ



Browns Bay
Racquets Club

ABOUT OUR SPORTS CLUB

Browns Bay Racquets Club (BBRC), was established in 1948. Originally formed as a Tennis Club, it redeveloped its facilities to include Squash in 1978 and now operates as a combined racquet club facility. BBRC is one of the largest sporting clubs of its type on the Auckland's North Shore with:

- A combined membership of 500, and attracting 1,000's of players every month from across Auckland and beyond.
- 8 Floodlit Tennis Courts. Recently re-surfaced courts
- 4 Squash Courts (1 glass back), Recently re-surfaced.
- Bar facilities open 6 days a week
- Club lounge area available to the public and corporates for hire for private events, meetings and functions.
- Dedicated Tennis & Squash Coaches
- Teams of volunteers dedicating their time to give back to the community
- The club is family friendly and supports one of the largest Junior Clubs on the North Shore.
- Many of its Juniors move on to perform with distinction in open competitive tournaments.



Location:

BBRC is located beside Freyberg Park off Woodlands Crescent. This park is a council owned property and currently used for touch, cricket, rugby. It is frequented by walkers, runners and fitness groups,

We have internal as well as external advertising opportunities should you wish to advertise on the Tennis court fence, gaining additional exposure to all that utilise the public walkways on three sides of each of the tennis courts.

WHY SPONSOR US?

BROWNS BAY RACQUETS CLUB NEEDS YOUR ASSISTANCE TO CONTINUE TO GROW OUR GAME, FROM INTRODUCING YOUNG PLAYERS AT OUR SCHOOLS AND LOCAL COMMUNITIES INTO THE SPORT TO ENSURING WE HAVE PARTICIPATION OPPORTUNITIES FOR PEOPLE OF ALL AGES, ETHNICITIES, AND ABILITIES.

GAIN BRAND EXPOSURE TO OUR MEMBERS AND LOCAL COMMUNITY VIA INTERACTING WITH OUR MEMBERS AT OUR MANY EVENTS & TOURNAMENTS, SIGNAGE AND SOCIAL MEDIA.

Sponsorship packages are individually tailored to meet our sponsors' objectives this could include brand awareness, corporate image, and corporate social responsibility.

Our sponsorship partners will benefit from an association with a growing family orientated sports club in the local community.

The club is looking for sponsorship in cash and in-kind, ranging from sports equipment, to services and expertise.

Brand awareness at local, regional & national level when supporting tournaments or team competitions.

Your chance to support the community and local area of Browns Bay and surrounding suburbs.

Brand exposure through any media coverage of club events.

Brand exposure to an audience of over 500 members & 1000's visitors and loyal supporters and players from clubs all over Auckland.

Sole or partial Sponsorship of Tennis or Squash Tournaments are also available.

Once we understand your objectives we will build you a package.



SPONSORSHIP PACKAGES

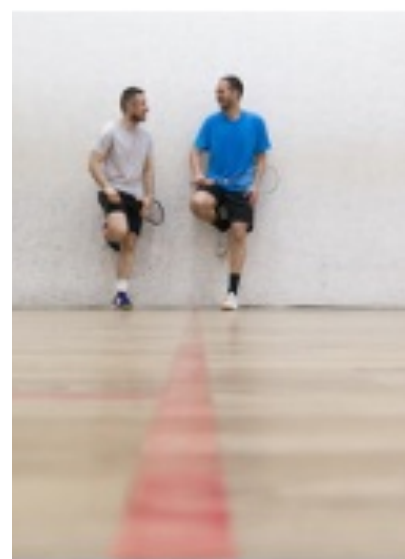
WE OFFER OPPORTUNITIES AT VARIOUS LEVELS, EACH PACKAGE IS TAILORED TO SUPPORT YOUR CORPORATE NEEDS



Packages available to suit all budgets, but all aspects can be negotiated to suit individual requirements.

It is our responsibility to make sure the sponsorship works for you. Evaluation and delivery of the final package will be a core part of the package.

We will work to ensure maximum coverage and exposure for your business, while creating opportunities for thousands in the Auckland community to enhance their personal health and well-being.





PLATINUM SPONSOR EXCLUSIVE

ANNUAL FIGURE AS DISCUSSED WITH RIGHT OF RENEWAL/THREE-YEAR CONTRACT.
MAIN CLUB SPONSOR - EXCLUSIVE DEAL, WITH NAMING RIGHTS. SUBJECT TO
COUNCIL CONSENT.



- Extensive corporate signage and naming rights for the BBRC complex.
- Attendance at tournaments and multiple club events and themes fun tournaments including naming rights.
- Access to the Club mailing list for club member mail outs etc
- Messaging and branding club on website, club hub page, Facebook page and club Newsletters
- Lead sponsor promotion on in-house sponsors TV screens.
- Sponsor messaging on bar till receipts
- Complimentary membership for your team to utilise and also opportunities to build networks through regular club events and sponsors evenings.
- Inclusion of a corporate day offering exclusive use of the complex and courts including (subject to agreement) access to our coaches and clubhouse facilities.
- Business Cards featured within our Club House area.



Browns Bay
Racquets Club

COURT SPONSOR

1 YEAR WITH RIGHT OF RENEWAL, SQUASH AND TENNIS AREAS.



Tennis Courts Internal / External Net & or Score Board Sponsorship Courts 1 - 8

- Exposure to all tennis participants & supporters, as well as players from clubs across Auckland. Also as well the general community that use the paths at the front and behind the club to Browns Bay.
- Choose either internal or external, net or scoreboard court sponsorships
- Business Cards featured within our Club House area

Squash Courts Courts & Doors 1 - 4

- Exposure to all Squash participants/supporters, as well as players from clubs across Auckland.
- Choose either a top tin or a bottom tin signage, 8 sponsor sites available.
- Business Cards featured within our Club House area

EVENT SPONSOR

WE HOLD TOURNAMENTS & EVENTS THROUGHOUT THE YEAR, BECOMING A SPONSOR HELPS US TO MAKE THESE EVENTS POSSIBLE AND IS A GREAT WAY TO ALIGN YOUR BRAND

Browns Bay Racquets Club

OPEN SQUASH TOURNAMENT

WITH MASTERS DIVISIONS

17-20 MAY

4 WOODLANDS CRES, BROWNS BAY

**ENTRIES CLOSE 12 MAY
\$40 ENTRY**

**REGISTER AT ISQUASH
VANDRIELS01@GMAIL.COM
029 9124276**

CONSTRUCTION



- Corporate branding featured in all advertising material and on social media.
- Attendance to your sponsored tournament/event and extended to your team to promote your services to our members.
- Advertising banners on the courts, signage to be provided by the sponsor for BBRC to display.

Browns Bay Racquets Club

FREE HAVE A GO DAY TENNIS

LADIES SOCIAL - WEDNESDAY 1ST AND 29TH JULY - 9AM
FAMILY DAY - SUNDAY 5TH JULY - 1PM - 3.30PM
ADULTS SOCIAL - THURSDAY 30TH JULY - 7 - 9PM
CLUB OPEN FAMILY DAY - SUNDAY 2ND AUGUST - 1PM SQUASH & TENNIS

CONTACT US @
WWW.BBRC.ORG.NZ
OR
09 478 6469

- Sponsor messaging outside BBRC and around the Club on event days. Sponsor to provide tear flags or banners.
- Opportunities to build networks through regular club events and sponsors evenings.
- Sponsor thanked and players encouraged at prizegiving to use their services
- Access to the Club mailing list for club member mail outs etc

January
2020/2021

SPONSORSHIP PACKAGES

SPONSORSHIP	EXPOSURE	AV	INVESTMENT
NAMING SPONSOR - BBRC	SIGNAGE FRONT OF BUILDING/APPAREL SPONSOR	AVAILABLE	TBC
PRIZE GIVING SPONSOR	CELEBRATE OUR CLUB CHAMPS	AVAILABLE	\$500
PSA PRIZE SPONSOR	WEEKEND SQUASH TOURNAMENT	AVAILABLE	TBC
FAST 4'S PRIZE SPONSOR	WEEKEND TENNIS TOURNAMENT	AVAILABLE	\$500
PARENT & CHILD TOURNAMENT SOCIAL	TENNIS & SQUASH TOURNAMENT	AVAILABLE	\$500
SQUASH TOURNAMENT	WEEKEND SQUASH TOURNAMENT	AVAILABLE	\$500
BAR SPONSOR	SIGNAGE ON THE BAR IN CLUBHOUSE	AVAILABLE	\$2,000
COURT 1 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
COURT 2 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
COURT 3 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
COURT 4 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
COURT 5 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
COURT 6 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
COURT 7 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
COURT 8 TENNIS - 1 SIDE	SIGNAGE ON FENCE 2m x 600mm	AVAILABLE	\$500
TENNIS NET COURT SPONSOR PER COURT	SIGNAGE ON NET 700mm x 700mm	AVAILABLE	\$350
COURT 1 SQUASH - TOP	MAIN SIGNAGE ON COURT	SOLD	\$500
COURT 2 SQUASH - TOP	MAIN SIGNAGE ON COURT	AVAILABLE	\$500
COURT 3 SQUASH - TOP	MAIN SIGNAGE ON COURT	AVAILABLE	\$500
COURT 4 SQUASH - TOP	MAIN SIGNAGE ON COURT	AVAILABLE	\$500
COURT 1 - BOTTOM TIN	SIGNAGE ON COURT	SOLD	\$500
COURT 2 - BOTTOM TIN	SIGNAGE ON COURT	AVAILABLE	\$500
COURT 3 - BOTTOM TIN	SIGNAGE ON COURT	SOLD	\$500
COURT 4 - BOTTOM TIN	SIGNAGE ON COURT	AVAILABLE	\$500
SCORE BOARD TENNIS - PER COURT	SIGNAGE UNDER SCORE BOARD	AVAILABLE	\$250
SQUASH COURT DOOR	SIGNAGE ON DOOR	AVAILABLE	\$250
BUSINESS HOUSE EVENT - 18 WEEKS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$500
A2 SQUASH TOURNAMENT	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$250
JUNIORS CLUB NIGHT - 12 WKS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$500
VETERANS SOCIAL - 12 WKS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$500
SOCIAL TENNIS - 12 WKS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$500
SUNDAY SOCIAL - 12 WKS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$500
CLUB NIGHT SQUASH - 12 WEEKS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$500
CLUB NIGHT TENNIS - 12 WKS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$500
CLUB CHRISTMAS PARTY X3 SPONSORS	MEMBERS PROMOTIONAL EXPOSURE WEEKLY	AVAILABLE	\$200

• Signage not included, annual sponsorship unless specified

CONTACT US

We tailor sponsorship packages to ensure our sponsors get ROI.

Please get in contact to chat further.

Volunteer Fundraiser

www.bbrc.org.nz

j.harwood@barfoots.co.nz

Ph: 022 085 5112



Browns Bay
Racquets Club