



To Whom It May Concern,

Thank you for your interest in the Shire of Capel becoming Principal Sponsor of the **2011 CAPEL DESCENT** - a 15km part down river, part open ocean paddle to be held on **Sunday 19 June 2011** down Capel River and along Peppermint Grove Beach.

In 2009 the inaugural Capel Descent attracted over a hundred competitors to Peppermint Grove Beach, and repeated this again in 2010 despite low water levels. The unique combination of river and ocean paddling saw around 50 competitors travel down from the Perth metropolitan area for the event, with another 40 visiting from the surrounding South West, including Collie, Dardanup, Australind, Bunbury, Busselton and Margaret River.

**The 2011 Capel Descent will provide you with excellent opportunities to promote your business.** Paddlers from across the South West and all over the state are encouraged to register for this event, bringing family and friends as spectators and support crew. The event and website are both widely promoted throughout the WA paddling community, and the Capel Descent is a listed Event Highlight on accommodation websites and many tourism calendars for the South West.

Your business will be seen as promoting both river and ocean paddling as a competitive or recreational sport. The event attracts the serious paddler, those looking for a fitness challenge, as well as anyone willing to 'have a go'.

The event is budgeted to cover the majority of running costs through sponsorship, with proceeds from entry fees going to the Apex Club of Capel as their main fundraiser for the year, helping them continue to serve the Capel community. Apex is an Australian based service organisation providing a means of forming enduring friendships, rendering altruistic service and building better communities. The Capel club is very active within the local community, assisting with and funding a number of local events for families and senior citizens.

The **sponsorship package attached** offers a number of marketing objectives for you to consider. All opportunities offered are open to negotiation and we are happy to discuss other suggestions with you. All sponsors will be acknowledged throughout the event, with the Principal Sponsor receiving prominence in all material related to the event. For maximum exposure, **please contact Carmel Pavlinovich on 9727 3152** as soon as possible to confirm your interest.

We would be grateful for any support you can give to ensure the success of this event.

Yours sincerely,

**Carmel Pavlinovich**  
Marketing Co-ordinator - CAPEL DESCENT  
Apex Club of Capel

**For more information, visit: [www.capeldescent.com](http://www.capeldescent.com)**

# PRINCIPAL SPONSORSHIP PACKAGE

Complete and fax this sheet to the Capel Descent organisers on 9727 3154 or mail to: PO Box 140, Capel WA 6271



SPONSORSHIP	BENEFITS
<b>PRINCIPAL SPONSOR</b> <b>\$2,000</b>	<ol style="list-style-type: none"> <li><b>Naming Rights</b> to the 2011 [your company] Capel Descent;</li> <li>Your <b>company logo</b> prominently displayed on all marketing material for the event, including the event website, posters, registration information and all correspondence related to the event;</li> <li>Your <b>company signage or banner</b> prominently displayed at the start and finish lines, and during presentations (<i>signage supplied by sponsor</i>);</li> <li>Acknowledgement throughout the event, including at the start line briefing and during presentations;</li> <li>Your <b>company logo</b> prominently displayed on participant t-shirts;</li> <li><b>Supply</b> promotional bags distributed to each participant (<i>min 150 units</i>);</li> <li><b>Supply</b> promotional 'gift' item for bags distributed to each participant (<i>minimum 150 units. Choose from keyrings, hats, drink bottles, stubby holders, pens. Other items may be suggested and only one of each item will be accepted – item selection confirmed with deposit</i>);</li> <li><b>Insert</b> a printed item in the bags distributed to each participant (<i>brochures, catalogues, flyers, fridge magnets, business cards, stickers, etc will be accepted</i>);</li> </ol>

## SPONSOR DETAILS:

Contact: \_\_\_\_\_ Position: \_\_\_\_\_

Organisation/Company: \_\_\_\_\_

Address: \_\_\_\_\_

State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

Email: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Please confirm my booking: (all amounts are inclusive of GST)

**PRINCIPAL SPONSOR: \$2,000 - includes optional item contribution to competitor packs.**

Please circle one item: hats drink bottles keyrings stickers\* stubby holders pens other

Product samples also accepted. Only one of each item\* will go into the packs. (Describe): \_\_\_\_\_

Minimum 150 units required (any unused items can be returned to sponsor after the event). \*stickers from multiple sponsors accepted.

Please Note: Principal sponsors also have the option of inserting a flyer/brochure/business card, etc.

**I can supply additional support:** brief description of additional contribution/support: \_\_\_\_\_

\_\_\_\_\_

## PAYMENT DETAILS

FULL amount       50% deposit [A Tax Invoice will be supplied for payments made]

**TO MAKE PAYMENT BY EFT:**

Account name: Apex Club of Capel Inc. ABN: 53 437 018 742

BSB: 633 000 ACCOUNT NO. 126 515 725 BANK: Bendigo Bank BRANCH: Capel

REFERENCE: CAPELDESCENT and COMPANY name. (Please Email or Fax confirmation on the day of transaction)

**TO MAKE PAYMENT BY CHEQUE:**

Please make **CHEQUE** in AUSTRALIAN DOLLARS Payable to: Apex Club of Capel Inc. ABN: 53 437 018 742

## PRINCIPAL SPONSORSHIP PACKAGE

### EVENT HISTORY

The inaugural Capel Descent held in 2009 was hailed as an extremely well-run event that not only saw a great response from local paddlers and spectators, but also brought seasoned paddlers down from Perth and across the South West to participate in the inaugural event. There was much positive feedback, and many competitors immediately re-registered for the 2010 event, which again attracted over a hundred entrants despite low water conditions, and proved very successful.

The 2011 Capel Descent aims to attract up to 150 entrants plus spectators, family and friends, and with newspaper coverage and marketing exposure on the internet, across the South West and throughout the WA paddling community, the Principal Sponsor will benefit greatly from its association with this exciting event.

For more information, visit the website at [www.capeldescent.com](http://www.capeldescent.com)

### DEMOGRAPHIC BREAKDOWN of Competitors

*126 entrants in 2009*

*118 entrants in 2010*

#### **33.3% Perth metro**

22% Capel Shire  
18% Busselton region  
12.6% Dardanup Shire  
11% Bunbury  
2% Collie region

#### **43% Perth metro**

19% Capel shire  
13.5% Busselton / Margaret River region  
11% Dardanup / Collie region  
13.5% Bunbury

21% Female; 79% Male

15% Female; 85% Male

8.7% under 18 years

11% under 18 years

21% under 30 years

22% under 30 years

**28.5% aged 30-40 years**

**24% aged 30-40 years**

**35.7% aged 40-50 years**

**36% aged 40-50 years**

14% over 50 years

17% over 50 years

2 over 60 years

5 over 60 years

### PLEASE NOTE:

- Acceptance of sponsorship applications will be subject to Capel Apex Club approval. Capel Apex Club reserves the right to decline applications based on any association, direct or indirect, that does not uphold the ideals and objectives of Apex.
- Acknowledgment in printed material is subject to sponsorship confirmation prior to printing deadlines.
- **Minimum 50% deposit is required to confirm sponsorship – balance of payment is due by Friday 6 May 2011.**
- Full Sponsor Payments, Non-Cash contributions and logo artwork must be received by Friday 6 May 2011 at the latest.
- Printed and promotional 'gift' items for the Participant Packs must be received no later than Friday 10 June 2011.
- Visit [www.capeldescent.com](http://www.capeldescent.com) for more info or phone Capel Descent marketing co-ordinator - **Carmel Pavlinovich: 9727 3152**

### CANCELLATION POLICY

In the event of withdrawal of sponsorship, please be advised that unless that particular area of sponsorship is resold, the Capel Apex Club reserves the right to retain the deposit payment received.

**For more information, visit: [www.capeldescent.com](http://www.capeldescent.com)**