

# Sponsorship Prospectus

2026 - Macleay Island Bowls Club



## A Letter to All Business Representatives

We are committed to developing genuine, long-term partnerships with our sponsors, creating relationships that are built on mutual value, collaboration, and shared growth. Our approach to sponsorship is focused on growing our business alongside that of our partners through increased exposure, patronage, and promotional opportunities that deliver tangible benefits.

As Macleay Island continues to experience growth in both population and local business activity, Club Macleay remains well positioned at the centre of this expansion. Through our facilities, events, and strong visitor appeal, the Club contributes to the island's tourism offering and helps promote and recognise Macleay Island to a broader regional audience. Sponsorship with Club Macleay provides a unique opportunity to align your business with a trusted local institution while gaining exposure to both residents and visiting patrons.

The attached sponsorship packages outline a range of opportunities designed to suit varying business objectives. Club representatives would welcome the opportunity to meet with you to discuss these options further and explore how a partnership could be tailored to best support your organisation.

Thank you again for your consideration. We look forward to the opportunity to discuss how we can work together to support business growth, community development, and the continued success of Macleay Island.

**Peter Law**

**Chairman - Club Macleay**

# Why Sponsor?

## Strong Local Brand Visibility

*Gain consistent exposure to members, residents, and visitors through on-site signage, digital platforms, social media, and club communications*

## Community Trust & Goodwill

*Align your business with a respected community hub that plays a vital role in local social life, fostering positive brand perception and goodwill*

## Targeted Audience Engagement

*Reach a loyal and engaged audience of locals, regular patrons, and visiting bowlers, many of whom actively support businesses that support the club*

## Support Local Growth

*Demonstrate your commitment to supporting local business, community development, and the continued growth of Macleay Island.*

## Association with Events & Activities

*Build brand recognition through direct association with bowls tournaments, presentation days, and club events attended by members and visitors*

## Flexible Sponsorship Options

*Demonstrate your commitment to supporting local business, community development, and the continued growth of Macleay Island*

## Relationship Building & Networking

*Opportunities to build relationships with club members, other sponsors, and the wider community*

## Positive Corporate Image

*Strengthen your reputation as a community-minded business that invests in local people, sport, and social connection*



## Club Macleay Overview

Club Macleay is a long standing and respected community club within the Redlands City. Established in 1964, the Club has grown alongside the island itself, evolving from a local sporting venue into a central social and community hub for residents and visitors alike. Over the years, the Club has expanded its facilities and offerings to meet the changing needs of the island's growing population while maintaining its strong community focused values. The Club has registered over 3000 members, within that 70 continue to be active bowls members.



**Registered  
Over 7500  
Members**

The calendar year of 2025, our Club has achieved over 30% more income from in house sales, a true testament to growth of our business.

Today, Club Macleay continues to honour its heritage while embracing progress. The Club hosts regular bowls competitions, social bowls, community events, and functions, attracting a diverse patron base that includes long-term residents, new islanders, visiting bowlers, day-trippers, and tourists.



**CLUB MACLEAY**

**EST. 1968**

Today, Club Macleay continues to honour its heritage while embracing progress. The Club hosts regular bowls competitions, social bowls, community events, and functions, attracting a diverse patron base that includes long-term residents, new islanders, visiting bowlers, day trippers, and tourists.

Through its facilities, events, and visitor appeal, Club Macleay also supports tourism and helps promote Macleay Island to a broader regional audience.



**In House  
Sales over  
30% in 2025**

# Macleay Island Bowls Club Overview

Macleay Island Bowls Club participates annually in district competitions such as Taylor Challenge and Pennants. We also pride ourselves on being the premier venue in the Southern Moreton Bay Islands. We are a not-for-profit organisation community club which started as an indoor bowls club only. Since then we have successfully grown as a club. We currently hold a membership base of 125 active members. Our focus is to continue the success, to increase exposure to the game, and to increasing our membership base which has grown exponentially over recent years.

## Recent Achievements

**2025 Q7's Division 6 Winners**

**2025 Q7s Division 4 Runner-up**

**2025 Gateway District Ladies Champion of Champion Winners**

**2025 Pennant Division 10 Winner**

**2025 Pennant Division 3 Runner-up**

**2024 Q7s Division 7 Winners**

**2024 Q7s Division 6 Winners**

**2024 Pennant Division 4 Finalist**



## Sponsorship - Bronze Package

### Community Supporter

**\$1000 Per Annum**



**Ideal for:** Local businesses seeking entry-level visibility and community engagement.

**Benefits include:**

- Logo placement on the club website sponsor page
- Acknowledgement on the club's social media channels (minimum 4 posts per year)
- Company logo listed in tournament programs
- One standard scoreboard sign (600mm x 150mm)
- Recognition during club events and presentation days
- Logo included in digital screens or e-newsletters (where applicable)
- Company printed coasters promoted within the venue (at sponsor's expense)
- Company printed bar mats promoted throughout deck tables (at sponsor's expense)



## Sponsorship - Silver Package

**Key Partner**

**\$2500 Per Annum**



**Ideal for:** Businesses wanting stronger brand presence and event association

**Benefits include:**

- All Bronze Sponsor benefits, plus:
- Sponsorship of one club bowls tournament (naming rights available)
- Logo featured on tournament promotional material and entry forms
- Regular social media promotion (minimum 8 posts per year)
- 1 x Signage of 900mmx600mm Northern position of the Bowls Green
- Logo included in digital screens or e-newsletters (where applicable)
- Opportunity to provide branded prizes or promotional material at Key Bowls Events

**Value:** Consistent visibility and direct association with competitive bowls events



## Sponsorship - Gold Package

### Major Club Partner \$4000 Per Annum



**Ideal for:** Businesses seeking maximum exposure and long-term brand alignment.

**Benefits include:**

- All Silver Sponsor benefits, plus:
- Naming rights to a major annual bowls tournament or club competition
- 1200mmx900mm signage in high-visibility western (seaside) fence of the bowls green
- Prominent logo placement across all digital platforms (website homepage, social media, email campaigns)
- Featured sponsor posts and acknowledgements throughout the year
- Opportunity for on-site branding at tournaments (banners, flags, displays)
- Exclusive sponsor recognition at presentations and official club functions
- First right of renewal for ongoing partnership

**Value:** High-impact exposure, prestige, and strong association with the club's premier events



## Sponsorship - Make Your Own Package

We understand that every business has unique marketing objectives and budget considerations. If our existing sponsorship packages do not fully align with your goals, we welcome the opportunity to discuss a tailored arrangement.

Our club is open to developing a customised partnership that delivers meaningful value for your business while supporting our members and community initiatives. We are happy to explore alternative benefits, activation ideas, or investment levels to ensure the partnership works for you. Contact Michael Jones (General Manager) to discuss the options.

## Contact Us

Macleay Island Bowls Club Inc Trading as Club Macleay

ABN 58 359 598 856

Address: 28 Benowa St Macleay Island QLD 4184

Phone: 07 3409 5364

Email: [gm@clubmacleay.com.au](mailto:gm@clubmacleay.com.au)

Contact Person: Michael Jones

Website: [www.clubmacleay.com.au](http://www.clubmacleay.com.au)

Bowls Event Coordinator: Barry Dench



# 2026 Sponsorship - Agreement Form

Please complete and return to: [gm@clubmacleay.com.au](mailto:gm@clubmacleay.com.au)

|                          |                                                                                                                                            |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| Business Name            |                                                                                                                                            |
| Contact Details          | Name:<br>Phone:<br>Email:<br>Website:<br>Address:                                                                                          |
| ABN                      |                                                                                                                                            |
| Registered for GST?      |                                                                                                                                            |
| Sponsorship Level (tick) | <input type="checkbox"/> GOLD<br><input type="checkbox"/> SILVER<br><input type="checkbox"/> BRONZE<br><input type="checkbox"/> CUSTOMISED |

*I/We agree to sponsor Club Macleay from \_\_\_\_/\_\_\_\_/\_\_\_\_ until \_\_\_\_/\_\_\_\_/\_\_\_\_. Upon full payment for the selected sponsorship level, the Sponsor (YOU) and the recipient (CLUB MACLEAY) will enter an agreement and adhere to the sponsorship benefits relative to the selected sponsorship level by the Sponsor as per the conditions outlined in this document.*

Sponsor Name:

**OFFICE USE ONLY**

Signature:

Club Representative Name:

Date:

Signature:

Date: