



Coffs Harbour Bluewater Freedivers

[www.chbfreedivers.com](http://www.chbfreedivers.com)

# Sponsorship Proposal for the Coffs Harbour Bluewater Classic

---

## Introduction

The Coffs Harbour Bluewater Classic has established itself as a premier event within the spearfishing and freediving community. Over the years, the event has garnered significant media coverage across various platforms, including social media, print media, and even television interviews. Previous events have seen extensive coverage, with highlights featured in local newspapers, on social media channels, and through interviews with key figures in the spearfishing community, providing sponsors with valuable exposure. The 2025 event will continue this tradition, offering an even greater platform for brand visibility.

## Event Exposure & Weigh-In Advertising

Sponsors of the Coffs Harbour Bluewater Classic will receive advertising opportunities at the weigh-in station each day of the competition. The level of exposure depends on the sponsorship tier, with different positions available for branding. Platinum sponsors will have the most prominent positions, while Gold, Silver, and Bronze sponsors will have opportunities based on their tier.

## Sponsorship Tiers

### 1. Platinum Sponsor

Investment: \$5,000 or equivalent in goods/services

#### Benefits:

- Prominent logo placement on all event materials, including banners, t-shirts, and promotional items.
- Exclusive branding rights at the main event venue and weigh-in stations with central positions.
- Recognition in all press releases, media coverage, and interviews.

- Opportunity to provide branded merchandise for participant gift bags.
- Complimentary presentation dinner tickets: **4**
- Feature in the event's official social media channels and website.
- Central logo placement on event shirts.
- Award sponsorship: Platinum sponsors will be credited as the official sponsor of the **Overall Open Winner of the competition.**

## 2. Gold Sponsor

Investment: \$2,000 or equivalent in goods/services

### Benefits:

- Logo placement on select event materials and signage.
- Acknowledgment in press releases and media coverage.
- Option to include promotional items in participant gift bags.
- Complimentary presentation dinner tickets: 2
- Mention on the event's social media channels.
- Branding at the weigh-in station with a prime position (following Platinum sponsors).
- Logo placement on event shirts.
- Award sponsorship: Gold sponsors will be credited as the official sponsor of the **Most Meritorious Winner** of the competition.

## 3. Silver Sponsor

Investment: \$1,000 or equivalent in goods/services

### Benefits:

- Logo inclusion on event signage.
- Acknowledgment in event programs.
- Option to provide promotional materials for participant gift bags.
- Complimentary presentation dinner ticket: 1
- Branding at the weigh-in station with a secondary position.
- Logo placement on event shirts, with a larger area than Bronze sponsors.
- Award sponsorship: Silver sponsors will be credited as the official sponsor of the **Largest Fish Caught** award.

## 4. Bronze Sponsor

Investment: \$500 or equivalent in goods/services

### Benefits:

- Name listing in event programs.
- Option to provide promotional materials for participant gift bags.

- Branding at the weigh-in station with a lower position.
- Name or logo inclusion on event shirts, with smaller placement.
- No complimentary presentation dinner tickets.
- Award sponsorship: Bronze sponsors will be credited as the official sponsor of the **Best Photo** prize.

## Custom Sponsorship Packages

We understand that each sponsor has unique objectives and budgets. Therefore, we are open to discussing customized sponsorship packages tailored to meet specific marketing goals and investment levels. We are currently looking for sponsors to provide supporting prizes for the Winner of the Juniors Division and the Winner of the Women's Division. This is a great opportunity for businesses to show their support for these growing sectors of the spearfishing community.

## Conclusion

Partnering with the Coffs Harbour Bluewater Classic provides an excellent platform to showcase your brand to a dedicated and engaged audience. Your support will not only enhance your brand's visibility but also contribute to the promotion of sustainable fishing practices and the local community.

**For further information or to discuss sponsorship opportunities, please contact:**

Coffs Harbour Bluewater Freedivers Club

Email: [info@chbfreedivers.com](mailto:info@chbfreedivers.com)

Phone: 0421 984 651

Website: [www.chbfreedivers.com](http://www.chbfreedivers.com)