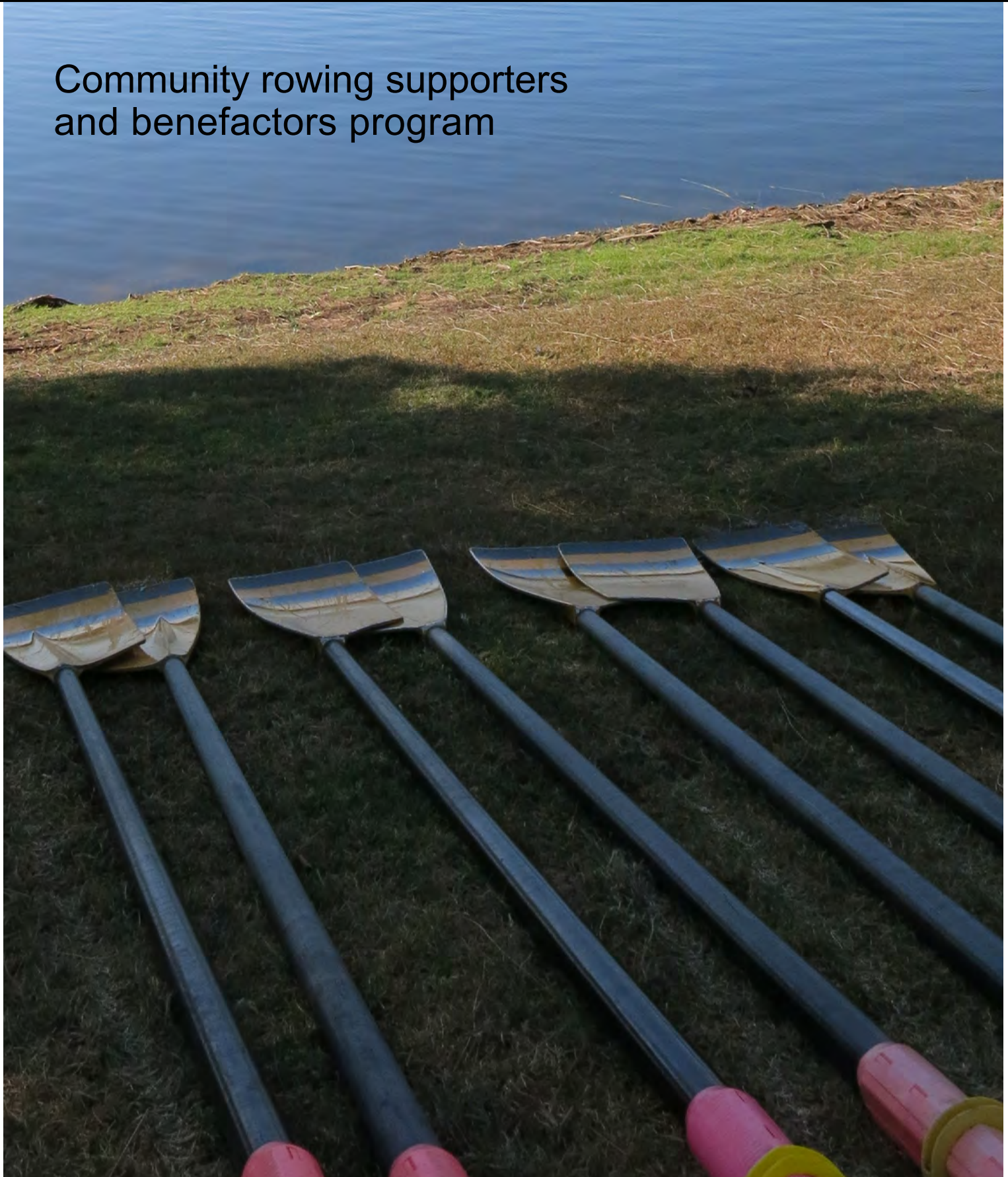




BALMAIN ROWING CLUB

Community rowing supporters
and benefactors program



An opportunity to support our community club

Opportunities exist to support one of the oldest community based rowing clubs in Australia. This is a chance to play a part in the development of a healthy activity and unique skill for today's children and tomorrow's Olympic Rowers.

Balmain Rowing Club relies on the generosity of its members and supporters.

Volunteers run the club and all funds raised go directly back into its operation and the development of competitions, programs and facilities.

Balmain Rowing club offers supporters package to companies and individuals who have an interest in our children, our community and the development of rowing.



About us

Balmain Rowing Club is a community based, inclusive rowing club that is located adjacent to Elkington Park on the Balmain peninsular. Rowing has been carried out at this site for over 134 years.

The main aims of the rowing club are to make rowing accessible to a wide range of age groups, abilities and demographics. The rowing club is run by a group volunteers committed to providing a safe, healthy and accessible sport.

Balmain Rowing Club has a proud history of developing highly accomplished rowers – including many state, national, international and Olympic champions.

A proud history

In 1882 at a meeting in Dicks Hotel the Aldermen of Balmain Council determined that the prosperous Balmain peninsula should have its own rowing club. They decided that it would be ideal to take up an existing leasehold of a boatshed in a sheltered position in Figtree bay off Elkington park. In the coming year they raised money required to extend the existing structure, purchase boats and establish a rowing club that endures to this day.

An outstanding record of success

The structured development programs and strong competition at Balmain rowing club have consistently developed rowing skills and a winning culture among its members. Further participation and support within the community has always remained the cornerstone of the clubs success.

Photo caption (L-R):



Rowing for every age and ability

Balmain Rowing Club caters for every age and ability.

The club is organised around squads comprising:

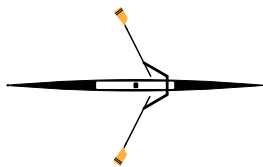
- **Junior boys and girls** in the age range of 12- 18 this is to encourage rowing as a fun sport early adoption competing in grade and junior age regattas
- **Senior men and women** is a competitive category for those who excel in the sport of rowing and wish to attain high levels in the sport requiring dedication to training and competing in grade regattas
- **Masters men and women** a competitive age based category for those aged over 26
- **Para rowers** for those with a physical or mental disability

Boat classes

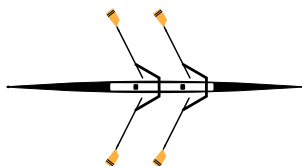
The rowing club competes in a number of race categories – or boat classes. The club owns and maintains a large fleet of rowing shells for the use of the members. These boats have been paid for by the members through fundraising and membership subscriptions.

Sculling

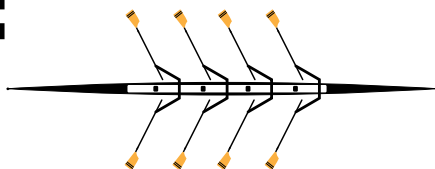
Single (1x)



Double (2x)

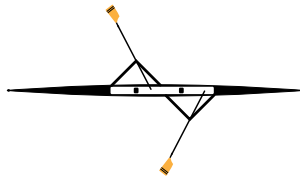


Quad (4x)

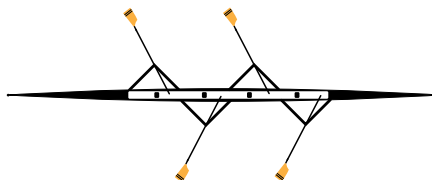


Sweep

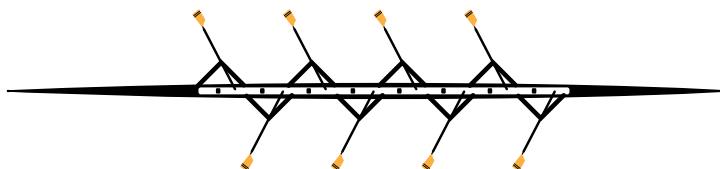
Pair (2-)



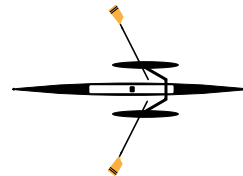
Four (4+ or 4-)



Eight (8)



Para rowing



Facilities

Balmain Rowing Club enjoys waterfront access from its clubhouse located at the bottom of White Street, Balmain.

BRC is nestled in Figtree Bay with views toward Cockatoo Island – so it's a great place to be whether you're rowing, spectating or holding a function.

The facilities include a two storey timber clubhouse.

Upstairs

- The original clubhouse is now also used as a large community function hire room with amenities and exercise class space. This structure dates from 1882 and is undergoing gradual restoration

Downstairs

- The original boathouse storage facility. This structure dates from 1882 and is the main boats storage area this space is also undergoing gradual restoration
- A modern side extension built in 2013 (dubbed the West Wing) which is used for boat storage
- Water access boating pontoon to launch and retrieve boats



Gold supporter

Maximum one supporter target high profile company in local community

Fee \$5000 per annum three year term

Gold supporter identification on:

- Club sponsors board
- Attachment of company logo on club letterhead for all club emails
- Exclusive front of building sign seen from white street and Elkington park
- BRC website main logo
- Logo or artwork on Club shirt yearly issue July to June minimum 80 issued (note need to be signed up by june 30)
- Five club t-shirts for distribution within company
- Display of company banner on building, at yearly regatta, all formal events, presentation night, AGM, Christmas party, fund raising events
- Acknowledgement by MC at all formal events, presentation night, AGM, Christmas party, club fund raisers (3 per year)
- One day use of the BRC clubhouse to run seminars, or recreational day, weekly (M-F 9-5) daytime use
- One sponsor try rowing afternoon for staff with three club members on hand to assist
- Framed Certificate of appreciation for display within owners premises
- Loan of authentic Balmain rowing blade for display in office
- Opportunity to attend Balmain rowing Club regatta and present medals, meet retired members local and state politicians
- Single club contact person



Silver supporter

Maximum 5 supporters target Local businesses

Fee \$1250 per annum

Silver supporter identification on:

- Club sponsors board
- Company identification as trailer signage (400x300)
- Logo or artwork on club t-shirt yearly issue July to June minimum 80 (note need to be signed up by June 30)
- Acknowledgement all formal events by MC at presentation night, AGM, Christmas party, club fund raisers (3 per year)
- Two club t-shirts for distribution within company
- Framed certificate of appreciation for display within owners premises

Bronze supporter

Maximum 7 supporters target Hall Hire suppliers, food catering, or individual benefactors

Fee \$400 per annum

Bronze supporter identification on

- Club Sponsors board
- If appropriate on Logo display on the club website hall hire page
- Club t-shirt for distribution within company
- Acknowledgement by MC all formal events, presentation night, AGM, Christmas party, club fund raisers (minimum 6 occasions per year)
- Framed certificate of appreciation for display within owners premises



Major improvements sponsor

Major improvements support is designed for cash or in-kind support of major club improvements targeted at club rebuilding

- Fee- in kind support
- Major improvement supporter identification on supporters' identification board
- Benefits of other supporter packages to the same commercial value as the support up to silver level supporter identification

Note: for all sponsorship categories signage, company banners , printed signage and sponsors artwork is required to be provided by supporter for the club to fix/display

Benefactors program

Balmain Rowing Club recognises that some supporters may wish to provide support to the club through tax deductible donation. With this in mind the club is a registered with the Australian Sports foundation, which has been established by the Australian Government to assist eligible organisations in raising funds for the development of Australian Sport.

The Balmain Rowing Club has two funds that can be donated to:

1. **For the building fund.** This is to specifically raise the funds that are needed for the reconstruction and restoration of the club house see also the Clubs Rebuilding brochure.
2. **For the boats fund.** This is a fund to replace the clubs fleet of boats essential to the successful and safe running of a community rowing club.

Visit:

<https://asf.org.au/organisation/balmain-rowing-club-inc/>

The Australian Sports Foundation Ltd can offer donors the benefit of tax deductibility for donations over \$2 or over.

Balmain Rowing Club Benefactors may choose to be recognised on the Benefactors identification Board and at club formal functions/dates.

The minimum donation to become an officially recognised BRC Benefactor is \$5000 in any one financial year.

The club can accept any donation and all those of \$100 and over will be recognised in the BRC annual report supporters page.

Getting the message out there

There are three main exposure categories – club members and their families, community members who hire the hall and passers by. Your product or services might appeal to one or all of these.

Members and guests

Our club has around 120 active and supporter members – with our youngest member being 12 years old and our eldest, 99.

The BRC brand has appeal throughout the community – we welcome anyone to join and to try rowing.

The rowing programs we run include:

- Training programs run by volunteers
- Learn to row programs
- Para rowing programs
- School rowing programs

We hold regattas at our club twice a year – inviting the wider rowing community into our club.

When we're not on the water we also use the facilities for social and fundraising events.

Relevant exposure mechanisms

- Club sponsors board
- Club email
- Building signage
- BRC website
- Club t-shirt
- Company Banner
- Acknowledgement by MC at formal club events

Community hall hire

We hire our hall space for functions, meetings and celebrations of up to 80 people.

We're proud to offer our space to the community for their special occasion.

At the same time we're showcasing the club within the community and raising needed funds for the club building maintenance.

The hall gets used around 60 times a year for hired functions and is used four times a week for external exercise classes including pilates and circuit training.

Relevant exposure mechanisms

- Club sponsors board (visible inside)
- Club booking (email reply footer)
- Building signage (visible externally)
- BRC website (hire enquiries come through website inquiry)

Public domain

The clubhouse is located at the edge of Elkington Park at the bottom of White street in Balmain.

The park is a popular spot, with walking paths, picnic facilities, the Dawn Fraser pool and a children's playground – and our club is visible to park users.


Our club trailer is also visible when it's parked on the street and when it goes to regatta events.

Relevant exposure mechanisms

- Building signage
- Trailer signage
- Club t-shirt
- Company Banner

Appendix 1


Balmain Rowing Club website



BALMAIN ROWING CLUB

HOME ABOUT RESTORATION HALL HIRE MEMBERSHIP

A community club in the heart of Balmain.




COMMUNITY
A community club in the heart of Balmain. B.R.C

TIGEROARS Latest News


[READ MORE](#)




Congratulations Jeremy McGrath for making the Australian team and another chance to qualify for the Rio Paralympics.
April 18, 2016



Regatta Update
April 15, 2016



BRC partners with the local high school
April 12, 2016



East Wing Tiger Trivia Fundraiser a Huge Success!
March 11, 2016




BRC Safety Day
December 12, 2015

Upcoming events


Today

Apr	Drummoyne Masters
30	All Day
Sat	Iron Cove, Drummoyne

PAIN IN THE PARK
Thursdays 7pm at BRC
Cost \$12.00 per session
All fitness levels welcome.



Captains of the Balmain Rowing Club



10

Silver	Silver	Gold	Silver	Silver
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Appendix 2

Club sponsorship board



Appendix 3

Front of building signage - 2400x1200mm



Appendix 4

Club t-shirt



Appendix 5

Trailer signage - 4 x 450x300mm



Appendix 6

Company banner placement at Balmain regatta (x2)



Demographics and reach

Club members &
supporters: 340-400

Members: 60% aged 25-64

Local population: 18700

Hall hire exposure: 4000/yr



BALMAIN
ROWING CLUB

