

**2022-2023 Corporate Sponsorship  
Corporate Sponsorship Application (Version 2 of 2)  
Application No. CS1622-23 From Dean Gardiner Communications P/L trading as  
Oceanpaddler  
Form Submitted 5 May 2023, 1:03PM AWST**

## Eligibility

**\* indicates a required field**

### Applicant Information

Before completing this application form you should have read the City's Corporate Sponsorship Program Guidelines. ([Corporate Sponsorship Program - City of Joondalup](#))

Applications that don't meet these guidelines or that are incomplete will not be considered. This section of the application form is designed to help you, and us, understand if you are eligible for this program.

If you have any questions please contact **Lia Harris, Strategic Marketing and Sponsorship Officer t: 9400 4169 e: [lia.harris@joondalup.wa.gov.au](mailto:lia.harris@joondalup.wa.gov.au)**

If you do contact us throughout the application process, please quote the application number below:

#### Application Number

CS1622-23

This field is read only.

### Confirmation of Eligibility

#### I confirm that:

- I have read and understood the City's Corporate Sponsorship Program Guidelines.
- I am able to demonstrate alignment between the event, program or activity and the criteria and objectives of this program.
- The event, program or activity is being hosted within the City of Joondalup boundaries.
- The event, program or activity will not occur within 3 months of the application being received.
- The organisation, event, program or activity has not previously submitted and been successful with an application for sponsorship within the same financial year.
- The organisation, event, program or activity has not received any financial support through another City funding program within the same financial year.
- The application is not for capital or general operating expenditure, or for more than 50% of the total cost of the event, program or activity.
- The application is not for an individual person or family benefit.
- The organisation, event, program or activity is not involved with illegal activities, tobacco, adult related industries, racist organisations, political organisations, religious activities for the purpose of furthering religious doctrine, companies or project seeking City approvals or endorsements, harm toward the environment or is in conflict with the City's values.

#### Please select below: \*

Yes  No

You must confirm that all statements above are true and correct.

## Applicant Details

\* indicates a required field

### Privacy Notice

We pledge to respect and uphold your rights to privacy protection under the [Australian Privacy Principles](#) (APPs) as established under the *Privacy Act 1988* and amended by the *Privacy Amendment (Enhancing Privacy Protection) Act 2012*.  
City's [privacy statement](#).

## Applicant Details

### Organisation \*

Dean Gardiner Communications P/L trading as Oceanpaddler  
For organisations: please use the organisation's full name. Make sure you provide the same name that is listed in official documentation such as that with the ABR, ACNC or ATO.

### ABN \*

29 076 493 957

Information from the Australian Business Register	
<b>ABN</b>	29 076 493 957
<b>Entity name</b>	DEAN GARDINER COMMUNICATIONS PTY LTD
<b>ABN status</b>	Active
<b>Entity type</b>	Australian Private Company
<b>Goods &amp; Services Tax (GST)</b>	Yes
<b>DGR Endorsed</b>	No
<b>ATO Charity Type</b>	Not endorsed <a href="#">More information</a>
<b>ACNC Registration</b>	No
<b>Tax Concessions</b>	No tax concessions
<b>Main business location</b>	2097 NSW

*Information retrieved at 7:12am today*

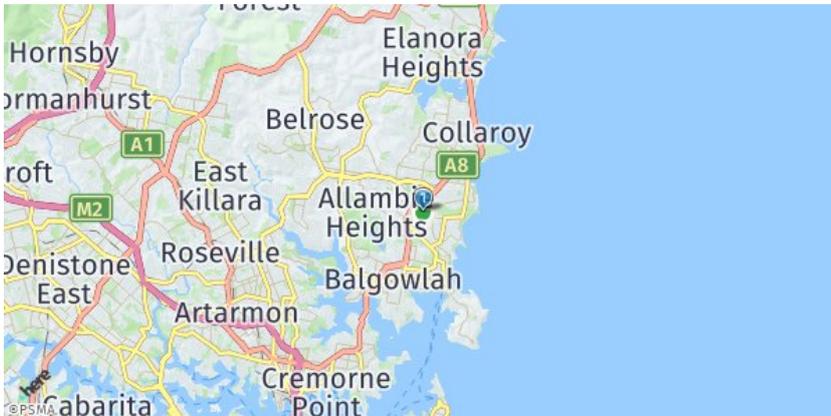
Must be an ABN.

### Applicant primary address \*

42-46 Wattle Rd  
Brookvale NSW 2100 Australia

# 2022-2023 Corporate Sponsorship Corporate Sponsorship Application (Version 2 of 2) Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

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## Applicant postal address \*

42-46 Wattle Rd  
Brookvale NSW 2100 Australia

## Applicant website

<http://www.oceanpaddler.com>

Must be a URL.

## Primary Contact Details

### Primary contact \*

Mr Julian Shelbourne

This is the person we will correspond with about this sponsorship application.

### Position held in organisation \*

Manager

e.g., Manager, Board Member or Fundraising Coordinator.

### Primary contact primary phone number \*

0414 603 553

Must be an Australian phone number.

### Primary contact email address \*

julian@oceanpaddler.com

This is the address we will use to correspond with you about the sponsorship application.

## Event, Program or Activity Details

**\* indicates a required field**

### Event, program or activity name \*

WA Race Week (featuring The Doctor)

### Start date \*

18/11/2023

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

Must be a date.

#### End date \*

25/11/2023

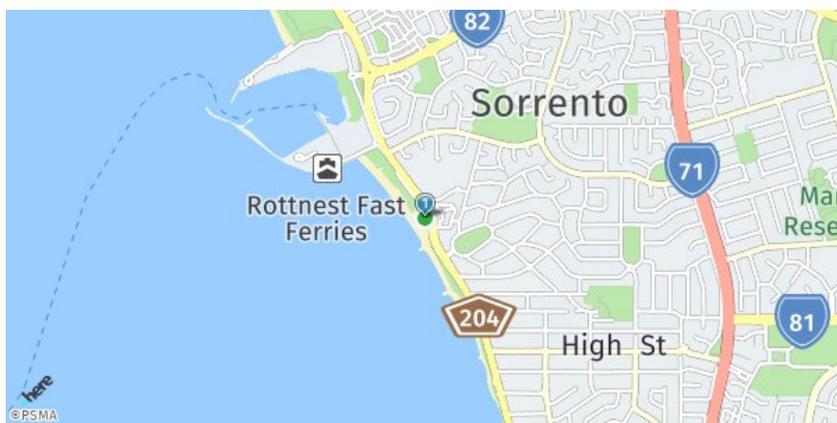
Must be a date.

#### Start Time

#### End Time

#### Address (the event, program or activity must be located within the City of Joondalup boundaries) \*

189 West Coast Dr  
Sorrento WA 6020 Commonwealth of Australia



Address Line 1, Suburb/Town, State/Province, and Postcode are required.

#### Event, program or activity overview \*

##### Event Description

WA Race Week is the highlight of the Australian ocean paddling calendar and the pinnacle event of the Australian Ocean Racing Series, it includes a series of races and events, culminating in "The Doctor" the largest ocean paddling race in the world (surf skis, SUPs and OC1s).

The Doctor is a 27km race that runs from Rottneest to Sorrento beach, in 2019 we had more than 400 entrants. With the forced cancellation of the 2020 and 2021 events due to Covid, the event returned in 2022 with over 500 entrants, we have plans to continue to grow the event in 2023.

Video highlights of the 2019 event

2022 WA Race Week Photos

2022 The Doctor Photos

##### Values of the Event

WA Race Week is the high point of the ocean paddling calendar, it provides a wonderful environment that brings the paddling community together (nationally and internationally) with a full week of activities. With the area providing great downwind paddling it brings the paddling community together to share their love of the sport and recount their experiences and stories in the local cafes and restaurants.

There are few events where the weekend warrior gets to rub shoulders and share

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

#### Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

experiences with the best athletes in the sport.

The Doctor and West Coast Downwinder are key events in the Australian Ocean Racing National Championships and Australian Ocean Racing Series and the - <https://oceanpaddler.com/ocean-events/australian-ocean-racing-series/>

The event supports Sorrento Surf Life Saving Club, through donation, business and functions at the venue.

The event is held in great esteem amongst the paddling community, the event and Shaw and Partners and a long-term supporter of the Gotcha4Life Charity <https://www.gotcha4life.org/>

Along with the paddling races, there will be community and other events scheduled for Race Week. Please refer to City of Joondalup Sponsorship Contributions and Donations Program - Application - Additional Information (2023)

for a list of these. We are planning to have similar events in the 2023 schedule.

Is the event, program or activity ongoing or a one off

The events are ongoing and well established in the paddling calendar, The Doctor is in its 22nd year and continues to grow, the West Coast Downwinder, The Sunset Surfski Series are also long-established races. This will be the third time these events have been brought together as part of WA Race Week. The first was WA Race Week 2019, we planned to run WA Race Week in 2020 and 2021 but were forced to cancel these events due to covid, WA Race Week 2022 was the biggest event to date.

Historical Information (e.g. photographs, media coverage)

Please refer to the attached - City of Joondalup Sponsorship Contributions and Donations Program - Application - Additional Information (2023)

Detailed description of the event, program or activity including (but not limited to) programming information and historical information.

#### **What are the expected outcomes of the event, program or activity? \***

Target attendance/participation rate

The event is a paddling event that is open to the entire paddling community, there are categories for both men and women from junior to over 70s. The biggest groups are normally the over 40 and over 50 categories. The Doctor is the pinnacle ocean paddling race in Australia, one that every open water paddler aspires to. The Doctor continues to grow, in 2019 The Doctor had over 400 entries and total entries for race week were over 1,300. In 2022 the entries for The Doctor were capped at 500, the event was sold out in two weeks.

With Race Week we are encouraging more paddlers to come to the event and to stay for the whole week. There are not many participation events that offer 8 days of activities. With a prize pool of \$200,000+ it is the richest paddling event in the world.

The event attracts local, national and international paddlers. With the previous uncertainty around travel, we happy to see so many international and interstate competitors coming to the event, the quality of the event and the activities we put on was justly rewarded. Over 50% of the entrants are interstate travellers. The paddling population is growing, during covid there was a great uptake in paddling, these paddlers are now looking to test their newfound skills, there was a big increase in paddlers who were entering WA Race Week for the first time and the feedback is they loved it and will be back in 2023.

City of Joondalup and/or community benefit etc

With 50% of entrants coming to the event from out of state and 100+ from overseas, all bringing family and friends and enjoying up to 9 days in the area, the event provides a great opportunity to showcase the area, giving visitors time to explore the environs of Sorrento.

The event links the area and community with a popular national and international event.

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

#### Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

Melbourne is the home of tennis, Sydney home of NRL, Adelaide and South Australia has the Tour Down Under, Sorrento home of The Doctor and ocean paddling.

KPI's - Our main objective is to run safe and enjoyable races, so our key KPI is paddlers returning to the event.. Another KPI is that our sponsors are happy with the event and the exposure they receive and are happy to continue supporting the event. We have a great group of sponsors who are aligned with the event and have partnered with us for a number of years.

Outline KPI's for the event (i.e. attendance targets, participation rate), what you want the event, program or activity to achieve.

## Criteria

**\* indicates a required field**

### **Outline target market/groups for the event, program or activity. \***

Target attendance/participation rate

The event is a paddling event that is open to the entire paddling community, there are categories for both men and women from junior to over 70s. The biggest groups are normally the over 40 and over 50 categories. The Doctor is the pinnacle ocean paddling race in Australia, one that every open water paddler aspires to.

Does this event, program or activity reach the City's key target market groups of residents, ratepayers, youth, seniors and/or businesses within the region?

### **Anticipated attendance, participant and/or spectator numbers. \***

The Doctor continues to grow, in 2019 The Doctor had over 400 entries and total entries for race week were over 1,300. In 2022 the entries for The Doctor were capped at 500, the event was sold out in two weeks.

With Race Week we are encouraging more paddlers to come to the event and to stay for the whole week. There are not many participation events that offer 8 days of activities. With a prize pool of \$200,000+ it is the richest paddling event in the world.

The event attracts local, national and international paddlers. With the previous uncertainty around travel, we happy to see so many international and interstate competitors coming to the event, the quality of the event and the activities we put on was justly rewarded. Over 50% of the entrants are interstate travellers. The paddling population is growing, during covid there was a great uptake in paddling, these paddlers are now looking to test their newfound skills, there was a big increase in paddlers who were entering WA Race Week for the first time and the feedback is they loved it and will be back in 2023.

Expected number of participants

The event, our first running of WA Race Week in 2019 attracted 1,300 entrants across the week's events and over 400 entering the main event, The Doctor. With a lack of racing in 2020 and 2021, the event is generating some great interest this year. In 2022 we capped the entry for The Doctor at 500 and sold out in two weeks. This year we are looking to see if we can run The Doctor with 800 participants. The other WA Race Week events are receiving record numbers.

Expected number of audience/spectator attendance

Whilst these events are geared up as participation events with individual and team categories for men and women from Junior to over 70s in various craft. The event generates

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

#### Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

local, national and international interest.

The spectators at the event are predominantly family members and friends of the participants. It is estimated each event generates between 200 and 350 spectators.

We are looking to boost the audience of the races and are in discussion about televising or live streaming the event for a national and international audience.

This year's Doctor was filmed from a helicopter by a film crew and a documentary of WA Race Week was produced. The documentary was aired on national television on Sunday March 5th 2023, on Channel 9. The documentary can be viewed "on demand" via 9Now at <https://www.9now.com.au/surfski-world-series-the-wa-race-week>. It shows some great race footage with Sorrento Beach featuring.

Note: The questions below regarding the costs needs some clarification "Cost to attend the event" - The event runs for 7 days, the cost will be dependent on numerous factors, including the duration of stay, travel expenses, accommodation, food, transportation etc.

"Cost to participate in the event" There is an entry fee for each event, this varies depending on how many events are entered and the category, there is also compulsory safety equipment that is required (flares, pfd, leg leashes, whistles etc), participants may have these or will need to purchase them.

#### **Cost to attend the event \***

\$0.00

#### **Cost to participate in the event \***

\$0.00

#### **How will the event, program or activity create long term value to the City and it's residents? \***

City of Joondalup and/or community benefit etc

With 50% of entrants coming to the event from out of state and 100+ from overseas, all bringing family and friends and enjoying up to 9 days in the area, the event provides a great opportunity to showcase the area, giving visitors time to explore the environs of Sorrento.

The event links the area and community with a popular national and international event. Melbourne is the home of tennis, Sydney home of NRL, Adelaide and South Australia has the Tour Down Under, Sorrento home of The Doctor and ocean paddling.

Detail the community benefits/value this event, program or activity can provide.

#### **How will the event, program or activity provide positive exposure for the City's brand and image locally and/or regionally? \***

WA Race Week is the high point of the ocean paddling calendar, it provides a wonderful environment that brings the paddling community together (nationally and internationally) with a full week of activities. With the area providing great downwind paddling it brings the paddling community together to share their love of the sport and recount their experiences and stories in the local cafes and restaurants.

There are few events where the weekend warrior gets to rub shoulders and share experiences with the best athletes in the sport.

The Doctor and West Coast Downwinder are key events in the Australian Ocean Racing National Championships and Australian Ocean Racing Series and the - <https://oceanpaddler.com/ocean-events/australian-ocean-racing-series/>

The event supports Sorrento Surf Life Saving Club, through donation, business and functions at the venue.

The event is held in great esteem amongst the paddling community, the event and Shaw

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

#### Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

and Partners and a long-term supporter of the Gotcha4Life Charity <https://www.gotcha4life.org/>

Along with the paddling races, there will be community and other events scheduled for Race Week. Please refer to City of Joondalup Sponsorship Contributions and Donations Program - Application - Additional Information (2023)

for a list of these. We are planning to have similar events in the 2023 schedule.

We believe this event is closely aligned with the City's vision and corporate values.

- The event is bold, innovative, and ambitious. Building on our previous success we continue to expand and add new events and categories. With the event cancelled in 2020 and 2021 it was important to demonstrate strong leadership and commitment and show the public and, in this case, the paddling community, that we are not only getting things back to normal, we are moving forward with some bold plans. The Doctor sold out in two weeks.

- The event will assist the prosperity and enterprise in the City of Joondalup, we are working with local businesses to provide services for the paddlers and their families - accommodation, transport, entertainment, food and beverage, paddling equipment, etc. This will assist with the stimulating economic development and providing support and benefit to local businesses, Sorrento Surf Life Saving Club, Indian Ocean Paddlers and other local groups.

- One change we made to The Doctor that benefited the local economy was moving the event from January (peak season) to November (shoulder season). For the 2023 event the Quality Resort Sorrento will be fully booked for the week, other accommodation facilities will be busy, and the local cafes and restaurants will do some great trade with plenty of early bookings.

- The event provides a great opportunity to promote the City of Joondalup as a destination for visitors, the event attracts local, national and international paddlers and their families to the area for an extended period. As can be demonstrated the event continues to grow attracting more interest and paddlers.

- To successfully stage this and similar events year after year the team behind the event has the required skill and experience to ensure the event matches the expectations of the participants as well as all the partners and sponsors involved. Oceanpaddler has long term relationships with the majority of our sponsors and look forward to including the City of Joondalup amongst them.

Provide details of the planned advertising and promotional campaign; proposed media coverage and risk mitigation strategies.

#### **Outline the tangible benefits the City will receive as part of the sponsorship agreement. \***

The events are ongoing and well established in the paddling calendar, The Doctor is in its 22nd year and continues to grow, the West Coast Downwinder, The Sunset Surfski Series are also long-established races. This will be the third time these events have been brought together as part of WA Race Week. The first was WA Race Week 2019, we planned to run WA Race Week in 2020 and 2021 but were forced to cancel these events due to covid, WA Race Week 2022 was the biggest event to date.

Historical Information (e.g. photographs, media coverage)

Please refer to the attached - City of Joondalup Sponsorship Contributions and Donations Program - Application - Additional Information (2023)

e.g. logo on promotional materials, social media; signage at the event, program or activity; ability for a City representative to attend/speak at the event etc. Outline what is included as part of this agreement and what can be provided at an additional cost to the City.

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

#### **How will the event, program or activity enhance the liveability of the City for the community and promote Joondalup as a destination of choice for visitors to the region? \***

Providing positive exposure for its brand locally and regionally

The Doctor is the most popular ocean paddling event in the world, it has been in existence for over 20 years and gets bigger each year. Sorrento beach and the surrounding area are an integral part of the race and home base for the paddlers. The area provides a great backdrop to the event and the event is good opportunity to introduce visitors to the Joondalup area.

Providing support to local organisations/community and clubs

The event works closely with local surf and paddling organisations, providing business and revenue opportunities. Including Sorrento Surf Life Saving Club and Indian Ocean Paddlers.

Stimulating economic development and providing benefits to local businesses

The event brings visitors from interstate and overseas for up to nine days with their friends and family, enjoying local accommodation, restaurants, activities, and services, with the event scheduled in the shoulder season this provides valuable economic benefits. The races also rely on the services of local business to provide infrastructure, equipment and expertise's.

Increasing visitors to the region

The event has seen some fantastic growth especially now the races have been brought together as WA Race Week. Numbers are increasing, plus the paddlers are predominantly family members and they see this event as a show case of the region. I know a number of people who have returned to the area for holidays since the 2022 WA Race Week.

Creating long-term value to the City its residents by building sustainable relationships

As mentioned, The Doctor is in its 20th year, we have long term relationships with local service providers and sporting clubs. We have long term relationships with our sponsors. This all demonstrates that this event is here to stay and Oceanpaddler have a long-term commitment to the event and sport.

Ensuring that all agreements entered into provide an adequate return on investment

The event is held in high regard by the competitors and paddling community, as a result the area is looked upon fondly. The event grows and continues to attract new visitors each year. With the restrictions on travel during 2020 and 2021, the event has provided a great opportunity to get people travelling again and visiting and revisiting the area.

We are happy to discuss and include as many of your listed benefits as is practical - signage and logo placement, merchandise distribution, promotional displays, verbal acknowledgement, speaking opportunities, recognition etc.

#### **Will the event, program or activity attract visitors from outside the region? \***

Yes

No

At least 1 choice must be selected.

#### **Provide further details about these visitors including how they will be communicated with/attracted to the event, anticipated numbers, where they will come from and/or if they will stay in the region for the event.**

As mentioned, the event is a destination event with over 50% of the participants travelling from interstate.

The event has expanded from a single event to a week-long event, in the past participants

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

came for a couple of days, now they are staying for the whole week bringing spouses and family, enjoying the area, its scenery, activities and accommodation. The event will boost tourism, the event used to be held in January, with now it scheduled in November it provides a great boost to the local economy during a quieter time of year.

We have an extensive database of the paddlers, national and international, as mentioned last years event sold out in two weeks, we shall be increasing numbers for this year and market the event through our established channels examples of the 2022 marketing are included.

#### **How will the event, program or activity stimulate economic development and/or provide benefits to local businesses? \***

The local area has a strong paddling community centred around Sorrento SLSC, this event brings the top Australian and International paddlers to the area, along with many other paddlers from across Australia, providing a unique environment where everyone gets to hang as one large paddling family sharing race and paddle experiences, recounting and sharing them in the various local coffee shops and restaurants.

With the paddlers coming to the area for up to 8 days the economic benefits can be large. It is estimated a mid-range weekly holiday spend is \$192 per day\*. If 500 people visit the City of Joondalup for 8 days that equates to \$768,800.

Melbourne enjoys some great benefits from the tennis, plenty travel there during the two weeks to watch the games and enjoy the city.

Here we are encouraging people to participate, enjoy the races, camaraderie, community as well as the local neighbourhood. The event already has a long-term connection with the area and community.

You would only need to survey the local restaurants and cafes (especially Il Pirata, White Salt and Voyager Cafe) to appreciate the boost in revenue.

\*<https://www.budgetyourtrip.com/australia>

Will local businesses be engaged with the event, program or activity; will participants/attendees spend with local businesses?

#### **Upload documents/materials that will support the above. e.g. advertising schedules, event plans**

Filename: 2022-11 Summary of social media posts during WA Race Week.pdf

File size: 104.7 kB

Filename: City of Joondalup Sponsorship Contributions and Donations Program - Application - Additional Information (2023).pdf

File size: 694.3 kB

## Financials

**\* indicates a required field**

**Total Amount Requested**

\$9,950.00

\*

What is the total financial support you are requesting in this application (excluding GST)?

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

### If successful, what expenditure item/s will the City's contribution cover?

Expenditure	\$
Contribution for Sorrento Beach Marquee - Race Hub	\$9,950.00
	\$
	\$
	\$
	\$
	\$
	\$
	\$

### Budget (excluding GST)

Please outline your project budget in the income and expenditure tables below, **including details of other funding that you are seeking and/or have applied for, whether it has been confirmed or not.** All amounts should exclude GST.

Provide clear descriptions for each budget item in the 'Income' and 'Expenditure' columns, Use the 'Notes' column for any additional information you think we should be aware of.

Please **do not add commas** to figures - e.g. type \$1000 not \$1,000 - this will ensure your figures for each table total correctly.

Income Description	Income Type	Confirmed Funding?	Income Amount (\$)	Notes
Shaw and Partners - Sponsorship	Donations *	Confirmed *	\$145,000.00	This money goes directly to the prize pool
City of Joondalup - Sponsorship	Donations	Unconfirmed	\$9,950.00	Marquee contribution
Other Sponsorship	Donations	Unconfirmed	\$6,500.00	
Event Entry Fees	Earned Income	Unconfirmed	\$160,000.00	
			Must be a dollar amount.	

Expenditure Description	Expenditure Type	Expenditure Amount (\$)	Notes
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## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

Insurance	Administrative and Infrastructure *	\$4,000.00	
Prize Money	Other Expenditure	\$170,000.00	
Water Safety	Administrative and Infrastructure	\$15,000.00	
Flares	Administrative and Infrastructure	\$15,000.00	
Marquee	Administrative and Infrastructure	\$30,000.00	
Transportation	Administrative and Infrastructure	\$12,000.00	
Rottnest Barge Transport	Administrative and Infrastructure	\$6,000.00	
Wages	Salaries and Wages	\$16,000.00	
Timing	Administrative and Infrastructure	\$4,000.00	
Race Photography and Commentary	Administrative and Infrastructure	\$2,500.00	
Trophies and Medals	Administrative and Infrastructure	\$9,000.00	
Advertising	Advertising and Promotion	\$0.00	This is underwritten by Shaw and Partners
Entries paid to Perth SLSC	Administrative and Infrastructure	\$22,000.00	
Flights	Administrative and Infrastructure	\$5,000.00	
Accommodation	Administrative and Infrastructure	\$3,000.00	
Misc	Other Expenditure	\$5,000.00	

## Budget Totals

### Total Income Amount \*

\$321,450.00

This number/amount is calculated.

### Total Expenditure Amount

\*

\$318,500.00

This number/amount is calculated.

### Income - Expenditure \*

2950

This number/amount is calculated.

## Applicant Capacity and Experience

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

**\* indicates a required field**

**Please provide details about your organisation and/or team, and previous experience that will give us confidence that you can complete the work you've described in this application. \***

Oceanpaddler have many years' experience in hosting and running paddling events. The Doctor is now over 20 years old, the event has grown phenomenally in this time and is now the largest open water paddling event globally. Oceanpaddler run paddling events throughout.

Australia, these events are part of the Australian Ocean Racing Series. A Series organised by Oceanpaddler, that dates back to 2004.

Profiles of the key Oceanpaddler team can be found here - <https://oceanpaddler.com/team/about-us/>.

Through the years of running this event, Oceanpaddler has built up a network of local and national contributors who help with the running of this event.

These include Sorrento Surf Life Saving Club and Indian Ocean Paddlers.

Our major sponsors Shaw and Partners Financial Services has resources based in Perth and Sydney that are actively involved in supporting the event.

Videos of previous Doctors can be found here - <https://youtube.com/playlist?list=PLIQNobAr1hHmWGkHI1AV-q5q31j9ctISE>

Include in this section information about your strategies for providing the inputs (money, staff/volunteers, time/expertise, equipment, facilities etc.) and how you will complete this event, program or activity within the proposed timelines. Provide information also about any past work that may demonstrate your organisation's capacity to undertake this work. Provide links to further explanatory material if available/relevant.

**Upload any documents/materials that will support the above e.g. references, previous examples of work, staff profiles**

*No files have been uploaded*

## Certification and Feedback

**\* indicates a required field**

### Certification

This section must be completed by an appropriately authorised person on behalf of the applicant organisation (may be different to the contact person listed earlier in this application form).

- Submission of this application constitutes acceptance of these Terms and Conditions.
- The information provided on the application form is correct at the date of submission.
- Corporate sponsorship applications are typically assessed at the end of each month.
- Written notification of the outcome of the assessment will be issued within three months of the application being received.
- If the application is successful, following completion of any details, a sponsorship agreement will be drafted by the City outlining the terms of the sponsorship and the duties of each party, which must be signed and kept on file by both parties.

## 2022-2023 Corporate Sponsorship

### Corporate Sponsorship Application (Version 2 of 2)

Application No. CS1622-23 From Dean Gardiner Communications P/L trading as Oceanpaddler

Form Submitted 5 May 2023, 1:03PM AWST

- By submitting this application, there is no guarantee that the City will sponsor the event, program or activity.
- Applications are not transferable between organisations, events, programs or activities.
- The application must outline the full details of the event, program or activity and the agreement will apply strictly for the event, program or activity listed in this application.
- Corporate Sponsorship commitments are subject to available funds within the City's budget.
- The City's assessment decision for this application is final.
- The applicant will notify the City of any changes to the details in this application as soon as they become known to the applicant.

**I agree \***

Yes  No

**Name of authorised person \***

Mr Dean Gardiner

Must be a senior staff member, board member or appropriately authorised volunteer

**Position \***

Director

Position held in applicant organisation (e.g. CEO, Treasurer)

**Contact phone number \***

0427 171 403

Must be an Australian phone number.

We may contact you to verify that this application is authorised by the applicant organisation

**Contact Email \***

[dean@oceanpaddler.com](mailto:dean@oceanpaddler.com)

Must be an email address.

**Date \***

18/03/2023

Must be a date

## Applicant Feedback

You are nearing the end of the application process. Before you review your application and click the **SUBMIT** button please take a few moments to provide some feedback.

**Please indicate how you found the online application process:**

Very easy  Easy  Neutral  Difficult  Very difficult

**How many minutes in total did it take you to complete this application? \***

50

Estimate in minutes i.e. 1 hour = 60

**Please provide us with your suggestions about any improvements and/or additions to the application process/form that you think we need to consider.**

The questions around cost of attending and participating have no flexibility or option to comment. Please refer to our response on this in the prior question.

## Master Sponsorship Assessment Matrix

Benefit	Up to \$1,000	\$1,001 - \$5,000	\$5,001 - \$10,000	\$10,001 - \$15,000	\$15,001 - \$25,000	\$25,001 - \$50,000
Logo on promotional material	•	•	•	•	•	•
Merchandise distribution e.g. City merchandise in participant packs	•	•	•	•	•	•
Opportunity to set up a promotional display	•	•	•	•	•	•
Verbal acknowledgement throughout the event, program or activity	•	•	•	•	•	•
Signage displayed at the event, program or activity	2	4	6	8	•	•
Logo on website	•	•	•			
Logo and hyperlink on website				•	•	•
Logo on local advertising		•	•	•	•	•
Opportunity for the City representative to present/speak		•	•	•	•	•
Logo on event, program or activity signage			•	•	•	•
Recognition on media releases			•	•	•	•
Recognition and link on social media forums			•	•	•	•
Logo on regional advertising				•	•	•
Digital marketing e.g. Inclusion in club newsletters, emails, on hold messages					•	•
Exclusive rights					•	•

<b>Benefit</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
Economic development e.g. will the program or event provide an opportunity for local organisations to be involved or will it bring visitors to the region who will utilise current businesses such as hospitality (dining and accommodation)					.	.
Tourism e.g. increase visitors to the region, people will travel to attend the event program					.	.
Corporate hospitality e.g. complimentary VIP tickets, invitation to event launch/finale					.	.
Opportunity to include advertisement in publication or program						.
Recognition on radio advertising						.
Naming rights to the event, program or activity						.
Logo on state advertising						.

<b>Attendance</b>	<b>Up to \$1,000</b>	<b>\$1,001 - \$5,000</b>	<b>\$5,001 - \$10,000</b>	<b>\$10,001 - \$15,000</b>	<b>\$15,001 - \$25,000</b>	<b>\$25,001 - \$50,000</b>
Under 500	.	.				
500 – 2,000		.	.			
2,001 – 5,000			.	.		
5,001 – 10,000				.	.	
Over 10,000					.	.