



LIFESTYLEBEACHSPORTS



Sponsorship Prospectus

2008 / 2009

Executive Summary

Lifestyle Beach Sports (“LBS”) is a company that will provide sport and recreational minded consumers with an opportunity to participate in the new, fun and exciting outdoor experience of beach sports.

In December 2007, LBS entered into partnership with **Beach Soccer Victoria** to conduct more beach soccer tournaments and clinics, not just here in Victoria but Australia wide. LBS’s main aim is to make people aware of beach soccer across the nation, as the sport is moving at a fast pace.

In today’s society there is a constant emphasis for people to be active and to enjoy the outdoors. Sport, fun, fitness on world class beaches – an ideal Australian combination.

The tournament intends to attract & support both professional and amateur participants to beach areas, which will help in building a positive image, create family events & encourage a healthy lifestyle.

Beach sports are steadily evolving around the world. Perfectly suited to the Australian market, LBS and Beach soccer Victoria would like to offer sponsors the opportunity to become involved with this exciting concept at its inception.

The Summer of Beach Soccer will provide Australian’s the opportunity to enjoy the summer by promoting a healthy and funky lifestyle.

With the initial focus on *Beach Soccer*, there will be regular tournaments, junior clinics and school visits.

The main tournaments in Victoria are held annually in St Kilda on the foreshore, along with bands and Dj’s and will be run in cooperation with the Port Phillip Council. The model will then be taken around the country in the summer of 2008/2009, with Mildura and Port Macquarrie in LBS’s sight for next summer.

We thank you for taking the time to read our Sponsorship Prospectus, and look forward to speaking with you shortly.

Yours sincerely,

Anthony Boschini
Managing Director
LBS

1. Lifestyle Beach Sports – Making inroads ...

The Summer of Beach Soccer is set to commence again for the next summer of 08 - 09 with a range of programs and tournaments aimed to provide a range of activities for participants of all ages and ability.

The program of events for this summer includes:

Fri Nov 21, 22 & 23 St Kilda Beach
2008 Men's Major Beach Soccer Tournament & junior clinics
Socceroo Legends, Melbourne Victory stars, Media personalities

Dec 11& 12 Port Macquarrie
2008 Community Competition

Jan 24, 25 & 26 Mildura
2009 Australia day Beach Soccer tournament

March 7 & 8 St Kilda Beach
2009 Women's Tournament and Junior Clinics and Games



2. Guest Stars, Supporters

To officially kick off the Summer of Beach Soccer, LBS & Beach Soccer Victoria will organise a press launch in Mid September 08 featuring players from all sports:

With the support of a sponsor, a celebrity press launch could include a demonstration game mixed with some A-League and premier league players. This press event is certain to attract a significant amount of exposure for the brand.

3. Beacon Cove & St Kilda West Beach – The Venues

You will be associated with the hottest venues in town;

- Melbourne's latest beach side township – *Beacon Cove* for clinics and training use, and
- *St Kilda West Beach* for all major tournaments.

Beacon Cove is at the end of Bay Street, Port Melbourne, and is an increasingly popular and affluent area. Every day, its boardwalks and beaches are well visited, and its long, flat stretch of sandy beach is the envy of people from all over the world ... and the perfect place to kick off with Lifestyle Beach Sport's soccer program.

St Kilda West Beach is the perfect advertisement for the game and for any prospective sponsor. The site is in the heart of St Kilda, close to Fitzroy St, St Kilda Baths and the St Kilda Pier. This spot will almost sell itself and beach soccer will surely grab everyone's' attention.

3. Penetrating the Football market

By becoming a partner of LBS and Beach soccer Victoria, you will have exclusive partner access to a myriad of communication channels penetrating not only the Victorian football community but those on a much greater scale.

LBS communicates on a number of levels due to the frequency and content of information; capable of providing access to all football clubs in Victoria segmented by league or region right through to specific 'registered interest' groups.

As a valued partner, the opportunity to deliver your message exists through the following channels:

Mode	Avenue	Defined audience	Reach	Frequency
Mail	LBS & FFV database	All Registered Players	50,000	Periodically
Email	LBS & FFV database	Metro clubs, regional affiliates, football community	12,000	Unlimited
Website	Advertising	Unlimited	39, 594 (Nov, 07)	Unlimited
Email	'Extra Time'	Registered interest	7500	Monthly

- **Email**

LBS's own email group network can target a specific group (i.e. Coaching equipment for coaches) or distribute to our entire football database.

- **Mail**

Our monthly club mail out is directed to the club secretary of all Victorian clubs playing in FFV leagues, responsible for filtering information to teams within the club. Primarily used as a tool to communicate regulation changes, it has access to developed into an effective platform to reach clubs without the internet.

- **Website**

Since re-launching the LBS website late 2007, our website has become renowned as the number one source of local beach soccer information. The site's primary purpose is to deliver fresh news daily on a range of beach soccer related topics. The site offers unique advertising opportunities including front page banners and within story placement to ensure your target is effectively reached.



The Future

LBS has been working on this concept for five years. We have a considered approach to making Beach Sports a mainstay of Australian sporting and social culture, and we are very excited that everything is about to kick off.

We are planning to take the concept around the country and set up bases around iconic beaches near each of the major cities. Each time, Beach Soccer will be the main focus, however social Beach

Volleyball and Beach Tennis will always be present.

Ultimately, LBS would like to be a part of developing Australia's Beach Soccer capabilities to an international level so that we can compete seriously in future Beach Soccer World Cups.

We see a future in bringing international teams to some of Australia's world renown beaches, erecting small stadiums, pumping high energy music and thrilling crowds both on the beach and on worldwide television screens with the acrobatic, high tempo skill of world class beach soccer. Who knows ... as it grows maybe a major indoor venue may be needed to appeal to the widest audience possible.

It works in Europe and South America where there have been full professional competitions for years and beaches full of social participants for decades, so why couldn't it work with Australia's outdoor, active and athletic interests? It's a question that has driven our work over the years to this point.

Sponsorship Benefits and Matrix

LBS will work with each sponsor to gauge their desires, concerns and budgets. We want to form relationships, not just take your money and run.

We understand that you are a business and not a charity, so we will always look for and be open to suggest to ways to use our vehicle to improve your business. And in the end, we provide a much cheaper communication vehicle for you than other opportunities because we are just starting out.

That said, to help with your conversations internally and to give our discussions a starting point, we have included the matrix below.

Besides branding, we have scope to provide:

- Product promotion
- Product sampling
- Product sales
- Exposure / branding to LBS participants via our email to registered players and FFV and LBS websites.
- Staff use of facilities / staff parties
- Exposure on advertising, storage bins and umbrellas

What They Get	Platinum	Premium	Associate	Support
Free entry of 1 team into Major Tournament (Value \$300)	x	x	x	x
Free entry into all LBS functions	x	x	x	x
Ground Signage (Prime Seaside) - 4 x 5m signs (Value \$800)	x	x	x	
Ground Signage - 2 x 5m signs (Value \$500)				x
Official Merchandise T-shirt Co-branding (Side on Arm)		x		
Official Merchandise T-shirt Co-branding (Front)	x			
Event Staff Co-branding	x	x		
Media Exposure through Radio, Print & Online Advertising Campaign	x	x		
Co-branding for Website & Mail-outs	x	x	x	x
One half day Usage of LBS facilities for Private Corporate Function*	x	x		
Press Launch Key Speaker Opportunity	x			
Celebrity game vs All Stars	x			
Naming rights for marquee	x			
Naming rights for major tournaments - Junior & Senior	x			
Total Investment	\$15,000	\$7,500	\$3,000	\$1,500

* 30 days notice is required, weekdays only between the hours of 9am - 5pm

Contact Us

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