



2025

Sponsorship Proposal



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ABOUT BODYBOARDING VICTORIA

Our Mission

Our mission at Bodyboarding Victoria is to grow an inclusive community where everyone, from beginners to elite athletes, can come together to enjoy the sport, whether through social sessions or competitive events. We're committed to fostering a welcoming environment that balances both social interaction and competition, building a vibrant bodyboarding community.

Membership and Community Engagement

The 2025 Bodyboarding Victoria Membership offers access to both competition and social events for everyone, with a pay-to-play structure that ensures a flexible and inclusive experience. Membership starts from just \$50 and includes a Bodyboarding Victoria T-shirt, exclusive member discounts from our sponsors, access to BV's social and presentation events, and spectator passes for BV State Titles, Championship events, and URBNSURF events.

Our Supporters

Bodyboarding Victoria is proudly supported by a range of industry-leading brands and local businesses. Current supporters include Gage Roads, Limited Edition Fins, Funkshen & Nomad Bodyboards, Attica Wetsuits, Voyage Surf Ski and Skate, Shed Nine, Palmer Towel Co., Done Coffee, Salvaged by Stix, Swabbo, Live Heats, and Surfing Victoria. Together, we work towards building a more dynamic and inclusive bodyboarding scene in Victoria.



SPONSORSHIP BENEFITS

ENGAGE WITH AN INCLUSIVE AND GROWING COMMUNITY



Sponsorship with Bodyboarding Victoria offers your brand access to a unique community that values active living, the outdoors, and ocean conservation. Our reach extends across Victoria and includes athletes, families, and young enthusiasts committed to both social and competitive aspects of bodyboarding.

ENHANCED BRAND VISIBILITY AND DIRECT COMMUNITY ENGAGEMENT



As a Bodyboarding Victoria sponsor, your brand will enjoy heightened visibility at key events and in our digital promotions. From event branding to merchandise and digital media, sponsors receive consistent and meaningful exposure. Engaging with our community will allow you to connect authentically, fostering brand loyalty among our supporters.

Social Responsibility and Youth Development



Bodyboarding Victoria is committed to fostering youth development and community engagement through sport. Partnering with us provides brand exposure while supporting inclusivity, empowering young athletes, and building a vibrant sporting community.

SOCIAL MEDIA VALUE

Active Engagement:

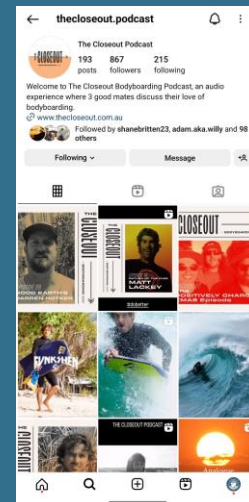
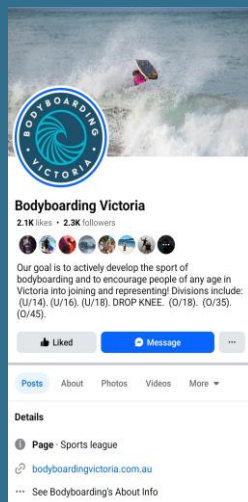
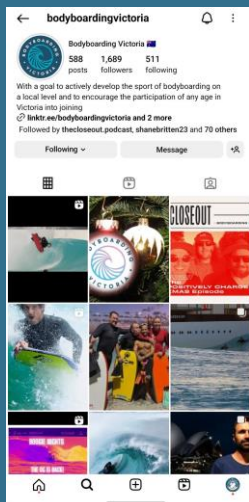
Bodyboarding Victoria maintains a strong and active presence on social media, ensuring consistent engagement even during the slower seasons. This commitment helps keep our community connected and informed year-round.

Promotion of Sponsors:

Our social media channels are dedicated to promoting our sponsors, providing them with visibility to our engaged audience. This includes posts that highlight sponsor products, events, and special promotions, enhancing their brand exposure.

Value Proposition:

By partnering with Bodyboarding Victoria, sponsors can leverage our active social media channels to reach a dedicated audience of bodyboarding enthusiasts, gain exposure to potential customers, and enhance their brand image within the community.



EVENT SPONSORSHIP OPPORTUNITIES

Victorian Bodyboarding Circuit

Bodyboarding Victoria will host a number of competitive and social bodyboarding events across the 2025 calendar year as we celebrate 40 Years.

TRIPLE CROWN - STATE TITLE SERIES: Bodyboarding Victoria members and accepted invitees will battle it out for the prestigious title of Victorian Champion across a variety of divisions. Competing in all three events enhances competitors' rankings, with their best two results contributing toward qualification for the Victoria State Bodyboarding Team. Top performers are then selected to represent Victoria at the Australian National Bodyboarding Championships. This circuit structure presents sponsors with a valuable opportunity to gain significant brand exposure at both local and national levels.

- 01 13th Beach
- 02 Mornington Peninsula
- 03 Phillip Island

URBNSURF BOOGIE NIGHTS: Now in its third consecutive year, this social bodyboarding event provides an opportunity for Bodyboarding Victoria members and their friends to connect at Australia's premier training facility, URBNSURF. The non-competitive event invites bodyboarders of all skill levels to enjoy the experience of riding barrels in a controlled environment, with coaching support provided by leading professionals. As one of our most successful social events, *Urbnsurf Boogie Nights* offers sponsors the chance to showcase their brand at these iconic beach locations through banners, product displays, and interactive booths. Sponsors will also benefit from logo placements on event signage and merchandise, along with recognition across our social media platforms and website.



STATE OF ORIGIN: The State of Origin event is a premier competition that fosters a true battle for supremacy, while also strengthening Bodyboarding Victoria's relationship with the broader Australian bodyboarding community. This event provides a unique competitive opportunity for clubs to go "head-to-head" in a controlled environment, allowing competitors to showcase their skills in consistent conditions. In addition to the competition, the event offers exclusive access to AI filming through our partnership with *Flowstate*, providing high-quality footage and additional visibility for all participants. In 2025, we will be hosting two State of Origin events: one in Tullamarine, Melbourne, and another at the newly opened location in Homebush, Sydney.



SPONSORSHIP TIERS

Flexible Sponsorship Options

CASH EVENT PRESENTING SPONSOR

\$1500 - \$2000 Per Event

CASH + PRODUCT SPONSOR

\$1000 - \$2000 Per Season

PRODUCT ONLY SPONSOR

\$1000 - \$2000 Per Season



SPONSORSHIP TIERS

CASH EVENT PRESENTING SPONSOR (\$1500 - \$2000 Per Event)

- **Exclusive Benefits:**
 - **Top-tier logo placement on event specific materials, including banners, signage, and digital assets.**
 - **Exclusive speaking opportunities, such as opening ceremonies and award presentations.**
 - **Prime stall space at all events for direct engagement with attendees.**
 - **Featured brand mention in press releases, event-related media, and custom social media spotlight on all BV platforms.**
 - **First position logo placement on BV's website hyperlink.**
 - **Access to BV's mailing list for newsletters and promotions.**
 - **Recognition in event announcements and as a sponsor in digital and physical programs, including "The Closeout Podcast"**



SPONSORSHIP TIERS

CASH + PRODUCT SPONSOR(\$1000 - \$2000 Per Year)

- **Enhanced Benefits for Cash Sponsors:**
 - Logo placement on event banners, website, and official merchandise.
 - Booth space at one major event for attendee interaction.
 - Recognition in event announcements and as a sponsor in digital and physical programs, including “The Closeout Podcast”
 - Regular social media mentions leading up to and during the event.
 - Logo in the “Supporting Sponsors” section of BV’s website.
- **Enhanced Benefits for Product Sponsors:**
 - Logo placement on select branded event materials (e.g., participant bags or T-shirts).
 - Booth space for product demos or sampling at one major event.
 - Official product sponsor acknowledgment in event announcements.
 - Social media shoutouts featuring the sponsor’s product leading up to the event.
 - Placement in the “Product Partners” section on BV’s website, with mentions in digital event programs.



SPONSORSHIP TIERS

PRODUCT ONLY SPONSOR(\$1,500 - \$3,000)

- **General Exposure for Cash Sponsors:**
 - **Basic logo placement on printed event materials, banners, and BV's website.**
 - **Recognition in event programs and website as a supporting sponsor.**
 - **Social media acknowledgments before and after events.**
 - **Small booth space at one event if space permits.**
 - **Logo in event follow-up communications to participants.**
- **General Exposure for Product Sponsors:**
 - **Basic logo placement on product-specific areas like prize tables and participant bags.**
 - **Product provider acknowledgment in event programs.**
 - **Social media mentions highlighting product usage.**
 - **Small table or sampling space at one event for product distribution.**
 - **Product sponsor acknowledgment in event follow-up communications.**



SPONSORSHIP TIERS

Flexible Sponsorship Options

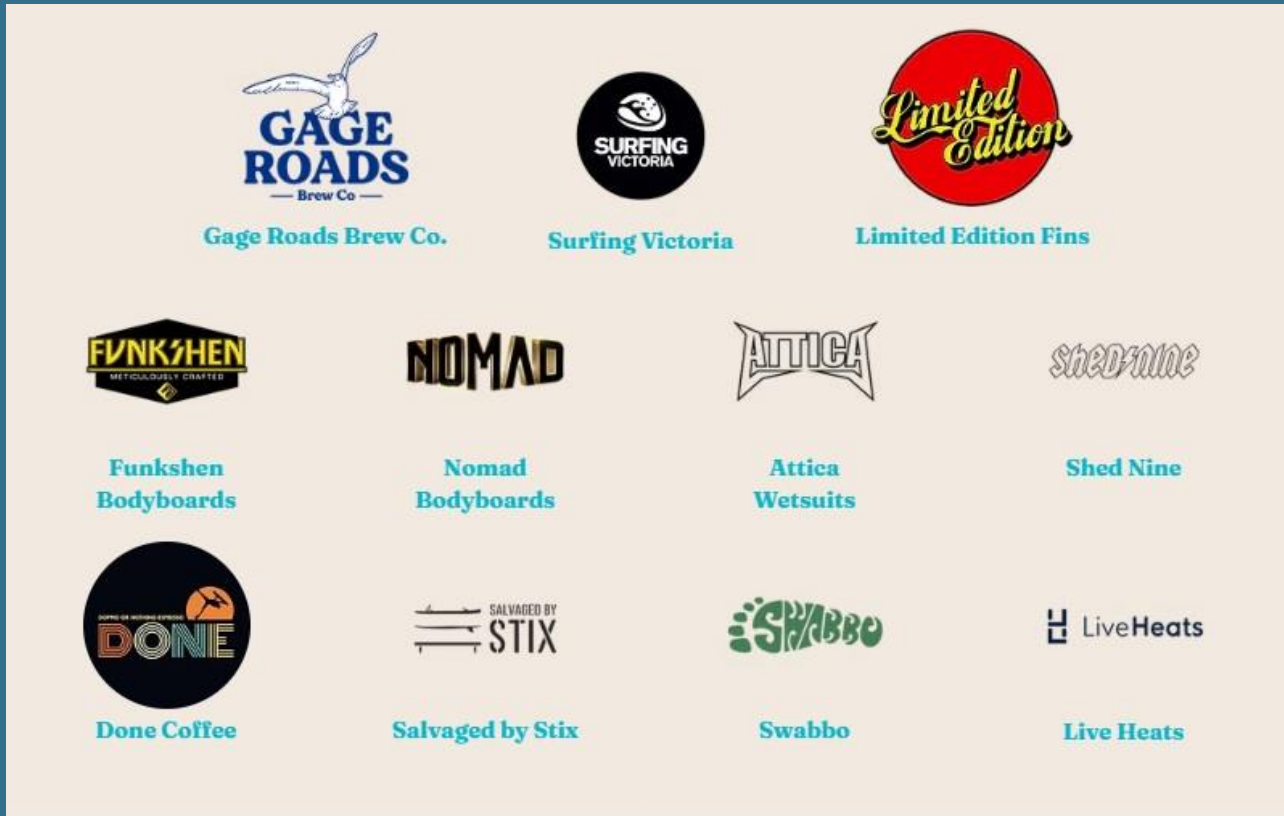
Custom/Minor Sponsorships (\$500 - \$1,500)

- **Community Exposure for Cash Sponsors:**
 - Logo in event thank-you posts and smaller promotional materials.
 - Acknowledgment in BV newsletters as a community sponsor.
 - Social media “Thank You” mention post-event.
 - Listing in the “Community Partners” section on BV’s website.
- **Product Donations & Prize Partners:**
 - Thank-you acknowledgment on social media for product donations.
 - Logo placement on prize tables and specific event giveaways.
 - Social media mention in a “Thank You” group post, with product usage mentions in event activities.
 - Listed as a “Product Partner” on BV’s website.

Customised Sponsorship Packages We offer tailored sponsorship packages to meet specific brand objectives, allowing sponsors to work closely with BV to create a plan that aligns with their goals and budget.



TESTIMONIALS



Testimonials and Case Studies

Our sponsors have seen increased brand engagement, visibility, and meaningful connections with the local community. Here's what our partners have to say:

"Bodyboarding Victoria has given us a unique and exciting platform to engage with a passionate community, and the impact on our brand visibility has been incredible for more than a decade."
– Mark Britten, Director / Limited Edition Surf Hardware

"The partnership with BV aligns perfectly with our values of supporting active, environmentally conscious communities. We're thrilled to be a part of their journey."
– Gage Roads Brew Co.

JOIN US IN SUPPORTING A THRIVING COMMUNITY!

Bodyboarding Victoria offers a unique opportunity for your brand to connect with a dedicated community and contribute to a thriving, environmentally-conscious sport. Contact us today to discuss the perfect sponsorship package for your brand!



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