

Whangarei Deep Sea Anglers

SPONSORSHIP PROPOSAL

2024-2025



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About Us

The Whangarei Deep Sea Anglers Club (WDSAC) is situated with a 220 berth Marina at Tutukaka and is one of the longest established and most successful Game fishing Clubs in NZ. The Clubrooms boast a wealth of history in terms of old fishing paraphernalia, photographs, trophies, and a range of fish mounts. The Club actively encourages visitors including “holiday-makers” school field trips, tourist groups, visiting overseas boats etc. to wander through the club.



The WDSAC was founded by Captain L.W. Waldron in 1944 and was among five original Clubs that formed the New Zealand Big Game Fishing Council in 1957. Since its humble beginnings at Parua Bay, and later relocation to the renowned fishing grounds of Tutukaka, the Club has continued to grow and played a leading role in the growth of the Council and Sport in New Zealand.

The Club has an enviable fishing record with many National and World records having been captured in the waters off Tutukaka. The Club has also been the leader in rewarding anglers for their efforts in tagging Marlin off the northern coasts and is proud to have continued to achieve a minimum tagging rate of 65% every season, providing incentives to young and old to release their fish for conservation purposes.



We run five large Game fishing Tournaments every year, from Nov to June. These events are all run through sponsorship with many large and small companies supporting the Club. Whilst Fishing continues to be a major focus for the WDSAC, over more recent years it has moved towards being a “Family Club” to attract families and encourage younger people to take an interest not only in the sport of fishing but becoming actively involved in belonging to a Club - taking part in special events, working bees, and having the opportunity to provide input into what happens around their Club. Our Bistro which is open 7 days a week is popular with tourists, members, and locals alike right throughout the year due to the relaxed family environment and outdoor setting. The Club also runs a series of events throughout the year which all involve assistance and support from the wider community. The Club also provides a venue for community-based events.

Sponsoring

Sponsoring events like fishing tournaments may at first appear a very low yield investment, and often written off as sponsorship with indirect benefits, and can only be used as a goodwill capitalizing exercise. While this can be true, at WDSAC we have grown our platform to maximize our reach to your potential customers, the sponsorship packages we have created allow you to directly engage your customer base and hopefully converts to a high sales/margin per dollar spent.



1. Exposure: Sponsoring our fishing tournament will give your brand exposure to a wide audience of passionate anglers and fishing enthusiasts and a local audience.
2. Brand Awareness: Your brand will gain visibility through our tournament promotions, including social media, website, and event signage.
3. Targeted Marketing: By sponsoring a fishing tournament, you'll be reaching a specific Auckland/Northland audience who are more likely to be interested in your products or services.
4. Community Involvement: Show your support for the local fishing community and build positive brand associations with a sponsoring our tournaments.
5. Networking Opportunities: Connect with other sponsors, and participants at the tournament, opening doors for potential collaborations and partnerships.
6. Product Placement: Showcase your products as prizes, allowing participants to experience and appreciate the quality of your products.
7. Social Media Engagement: Leverage our tournament's social media presence to engage with your target audience and increase followers.
8. Positive Brand Image: Align your brand with a fun and exciting event that promotes sportsmanship, outdoor recreation, and conservation efforts.

Marketing Reach – what is in it for you!

The 2024 season we had a social media reach of over 450,000 users, not to mention big game fishing page shares, articles in the NZ Herald & Fishing New NZ. There are tournament posters that are broadcasted online and throughout the club, flyers in all starter bags, VHF radio coverage, club member newsletters sent out to over 3000 members and much more! This means your business will get the most out of their tournament sponsorship. It is our priority to maximize our media platforms to get the most coverage for our sponsors.

Ask around about us! We are proudly sponsored by –

Commercial Diesel Limited, Whangarei Paint Centre, HCB Technologies, ITM Whangarei, Warren Hay Marine, Cedex Steel Supply Solutions.

Sponsor Feedback –

“Wow- what an incredible reach from a sponsorship point of view!
Don’t hesitate to reach out again next year- you have my contact details”

“ Great season and we are proud to have been able to be a small part of it.
Also a big congrats to you and the team at WDSAC for making it all happen, awesome job well done!”

“Thanks so much that sounds so great well done! I loved watching the updates on Facebook.
Can’t wait for next year!”

“All the girls in the office did an amazing job managing the radio and keeping things moving along. The prize stage looked incredible!”

“As we discussed that night, I was really impressed with how WDSAC ran the tournament. I know events are not easy and they involve a lot of organization, and I think you did a stellar job. The event was well integrated across all media and there were lots of happy anglers.

We were really proud to be part of the event so thank you so much for the opportunity, thanks!”

Tailored Sponsor Packages

- Choice of tournaments wishing to sponsor – mix and match according to how you want to contribute
- Sponsors packages as part of prize giving
- Cash prizes option
- Website advertising

Tournament Sponsorship - \$500

- Contribution in cash to be used for prizes
- Identified tournaments
- Product and company promotion throughout tournament
- Company logo on prizegiving photo board
- Advertising on social Media Throughout the tournament

Tournament Sponsorship - \$1000

- Contribution in cash to be used for prizes
- Identified tournaments
- Product and company promotion throughout tournament
- Company logo on prizegiving photo board
- Advertising In starter Pack
- Advertising on Social Media Throughout the tournament

Specific Prize Sponsorship

- Fuel Voucher \$400
- Webber BBQ Baby Q \$500
- Icey Tek 90L Preloaded with alcohol of choice \$600
- Bradleys Smoker \$899
- 65" 4k HD Smart TV \$2498
- Cash Prize \$\$\$

Heaviest Marlin 1st Place \$2000

Heaviest Marlin 2nd Place \$1000

Heaviest Marlin 3rd Place \$500

Tag & Release Marlin 1st \$2000

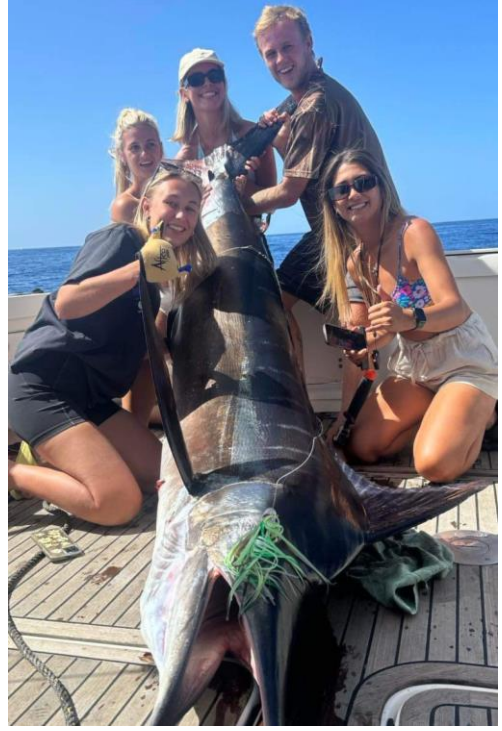
Tag & Release Marlin 2nd \$1000

Tag & Release Marlin 3rd \$500

First & Last Tagged Marlin for each day \$200 Each or \$800 Per Tournament

Heaviest Broadbill 1st Place \$2000, 2nd Place \$1000, 3rd Place \$500

Please do not hesitate to request any other specific fish prizes



TOURNAMENTS

January 2025

11th – 12th

Tutukaka Juniors

25th – 26th

Combined Trades

February 2025

7th – 8th

Naughtigals

14th – 15th

Small Boats

15th – 22nd

NZSFC Nationals

March 2025

20th – 22nd

One Base

April 2025

12th – 27th

NZSFC Youth Nationals

June 2025

31st May – 2nd June

Tutukaka Light Tackle Yellowtail Kingfish

Sponsorship Acceptance

Business name: _____

Contact person: _____

Address: _____

Phone: _____

Email: _____

Signature: _____

Date: _____

Cash Sponsorship \$_____

Other sponsorship details:

I, _____ for and on behalf of _____ (Company)

apply for sponsorship for the Whangarei Deep Sea Anglers Club. I acknowledge that I have read and fully understood the contents of the sponsorship.

Full Name

Signature

Date

- All prices are in NZ Dollars and are GST exclusive
- Prices do not include any applicable origination or graphic design costs

For more information, or return you completed and signed booking form:

Whangarei Deep Sea Anglers Club

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