



THE GOLF CLUB TO BE SEEN AT ON THE SHORE

**A Partnership**

**With**

***North Shore Golf Club  
Inc.***

**&**

***Joe Bloggs Company***

**20011 – 2012**

**Private Box 302051  
North Harbour  
North Shore City 0751**

**Phone 415 9924 Office**



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# Introduction

**Background:** Club Profile.

## **Club History in Brief.**

Perhaps it was the devastating earthquake in Hawke's Bay that jolted the small population of Auckland's North Shore in 1931. For hardly had the dust settled in Napier when the North Shore Golf Club was founded, followed almost immediately by the North Shore Ladies' Golf Club.

They were small beginnings. Membership was built on much hope, a lot of luck and a great spirit. Land was needed, money was found and a course developed on what was then the semi-rural outskirts of Takapuna.

For thirty years the men and women played their golf on the soggy turf of the "old course" before threats of a motorway slicing through their fairways forced them to look elsewhere.

In 1964 the club moved to the farming backblocks of Albany, a magnificent new course of 27 holes was built and despite being "a long way from anywhere", membership increased.

Nowadays, the North Shore Golf Club is the biggest in New Zealand with 1600 members.

The demographics of the club highlight the diversity of our members who come together to enjoy the sport and recreation provided. Our fortunate environment is nurtured and preserved; facilities are enhanced and developed.

Since the club's beginnings in 1931, and for the last forty years at Albany, members have been involved in ensuring the continuous improvement in the course and facilities.



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## Reasons for the Partnership

The North Shore Golf Club is very mindful of the demands placed on businesses and individuals for financial support.

We have found by streamlining our sponsorship operations it has proved very successful for the Club and well received by the business sector. We wish to continue with the annual commitment of support from businesses so that there are definite start and finish dates helping you and the Club to budget, plan activities and loyalties.

The North Shore Golf Club is restricting the amount of signage on the course. By restricting signage this will add further added value to your sponsorship.

The financial year of the club is from 1<sup>st</sup> October through until 30<sup>th</sup> September although this agreement will commence and finish on stipulated dates as different tee sponsors come on board.



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## Mission Statement

The North Shore Golf Club (Inc) shall strive to provide a first class facility for its Members and Visitors.

- In working to achieve this, the Club will:
- Focus on delivering value for money to Members and Visitors.
- Offer the Members a regular programme of golf competitions.
- Welcome Visitors to the course, while ensuring that those visitors do not unduly intrude on the enjoyment of the Members.
- Provide learning and practice facilities to enable Members and visitors to improve their standards.
- Provide a social facility for use either after golf or as a social venue.
- Be socially and environmentally responsible.
- Be a good employer of the staff required.
- Promote and retain good relationships with organizations we interact with.
- Promote the game of golf.



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## Key Goals

**Goal 1**      ***To increase the opportunity for more people to experience the game and participate in the sport of golf.***

To that end we encourage unrestricted membership, access by schools and other community groups.

**Goal 2**      ***To provide excellent amenities, fellowship, sound management and financial planning.***

To that end we support professional management, strong financial control and planning.

**Goal 3**      ***To continue to improve the standard of playing surface at the North Shore Golf Club.***

To that end we are in the middle stages of development of a course development plan. We currently have 8 qualified green keepers and 4 trainees.

**Goal 4**      ***To continue to develop the year round use of the course and facilities for summer use and membership increases.***

To that end we have given high priority to have interaction with members by way of a successful twilight season with a grand prize on offer.

**Goal 5**      ***Our goal is to become the centre of excellence in the development of amateur golf in particular junior golf.***

To the end we have an extensive junior programme supported by professional coaching. We also have numerous representative teams participating in all district competition supported by the club.



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# ***Tee Sign Sponsor***

An invitation to become a ***Tee Sign*** Sponsor of the  
North Shore Golf Club Inc

for the sum of **\$1500 plus GST** per annum.  
3 year term, to be paid annually.

**The North Shore Golf Club Inc is a highly regarded golfing facility due to its beautiful tree setting, the new clubhouse environment and the challenging character of the course layout.**

- Sponsors Board replicated on website with link to your website if applicable.
- A sign to be erected on a hole 1200mm x 800mm. The sign to be erected by the club that includes a full graphic display and outline of the hole.
- The sign to be maintained and cleaned by North Shore Golf Club staff.
- Acknowledgment on the Club's sponsor board located in the Clubhouse.
- Reference to sponsorship to be reported in the Annual Report.
- Acknowledgment in club's annual programme booklet.
- 12 x complimentary 18 green fee vouchers to be used each year.
- A members driving range key with a \$60 credit.
- An invitation for four persons to attend the annual sponsor's golf day event.



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## Benefits to Joe Bloggs Company.

- Extensive number of business and community leaders play golf at North Shore Golf Club providing Joe Bloggs Company with a great opportunity to influence the 'movers and shakers'.
- This will give your business a unique opportunity to align your brand with our values and connect with key decision makers and influential business advisers within the club.
- The opportunity to entertain your “special” customers.
- Association with the major golf club in the North Harbour area.
- Joe Bloggs Company will have the first right of refusal after a review process to renew the sponsorship for a subsequent 36 months.
- North Shore Golf Club specialises in providing a unique experience for everyone visiting the Club. The combination of a beautiful natural location with superb facilities establishes North Shore Golf Club as an excellent venue for all occasions.
- A unique opportunity to be out there among the 90,000 rounds of golf played a year at North Shore Golf Club.
- Local promotional opportunities.



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## Financial Summary

### **Pricing**

| Value                                 | Comment   | Start Date             |
|---------------------------------------|---|------------------------|
|                                       |   |                        |
| \$1500 + GST on signing of agreement. | The NSGC to pay for the sign writing to be sent through in a top quality PDF file format. | On receipt of payment. |

### **Conditions of Pricing**

1. The fee is exclusive of GST.
2. 36 month arrangement after signing.