

Melanoma Awareness Tribute Tournament (MATT) 2007 Sponsorship

The Organisation

In Australia most families have been touched by cancer in some way. The Matt Saleeba Melanoma Awareness Foundation was founded in 2005 following the death of much loved Matt Saleeba at age 39 from Melanoma. Its aim is to raise awareness and help guard against this insidious and preventable disease. Funds raised are used for the following;

- Assisting with the provision of staff and equipment for the purpose of melanoma research
- Raising awareness via education, lobbying and other means to the plight of melanoma sufferers and their families
- Create and maintain support facilities to the sufferers of melanoma and their families

The foundation is supported by its patrons, racing identity Lee Freedman and golfer Peter Thomson who participate in the Golf Day and make themselves available to assist with raising funds for this valuable cause.

The Event

The Melanoma Awareness Tribute Tournament is now in its third year and is held at Moonah Links Golf Course on Friday November 30th.

Start time is in the morning for 18 holes of golf and handicaps will be used to determine winners on the day. The spirit of the day is predominantly fun so golfers of all ability are welcome.

Following golf, players will return to a marquee for a casual but hearty lunch and a lively charity auction. For those not wishing to play they are very welcome to come and join the event for lunch only.

All players and their guests are then welcome to stay on at the club house at Moonah Links and enjoy the facilities following the event.



MELANOMA AWARENESS FOUNDATION

Demographics

Approximately 120 people attended the event in 2006 and this number is expected to rise this year. The majority of participants are from the Mornington Peninsula with a representation from Melbourne.

The group comprises of a cross section of professionals and self employed and approximately 20% of participants on the day are women. The majority are aged between 30 – 50 years and as a result have children.

Sponsorship Opportunities

The Melanoma Awareness Tribute Tournament is fun day out but also an emotional experience for all those involved; particularly those closest to Matt Saleeba. As a result there is enormous potential for sponsors wishing to secure brand commitment and develop relationships and loyalty through their involvement in this unique experience as participants carry that emotion back to their respective families and communities.

The event has now been running for only two years and as a result is still in its infancy in terms of sponsorship enabling sponsors to gain real value in an uncluttered forum. The Foundation is looking to develop relationships with interested organisations wishing to either be involved as a sponsor or those wishing to donate prizes to be utilised as part of the charity auction.

As many attendees knew Matt Saleeba, sponsors will find they are very welcome and receptive audience throughout the day.

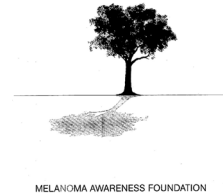
Minor Sponsor

Auction item or

Sponsor a Hole – \$500 + gst

Product placement on a designated hole/s

- Design a reward around a golf shot
- Provide tired golfers with a treat
- Signage at your company hole
- Company rep to welcome golfers to your company hole



Major Sponsor

Signage and Address in Marquee \$2000 + gst

Signage in the marquee

Trophy Presentation

- Opportunity to present a trophy and briefly address the crowd about your product/service

All Sponsors will be eligible for the following at no additional charge

Participant Showbags

- Showcase your organisations products/services
- Include details of any special offers to drive participants to your business
- Include a player T'shirt with your company logo

Database

- Create a dynamic database and engage this market on an individual basis post the event

Networking

- A receptive and captive audience on the day
- Opportunity to reward staff and develop their business development skills
- Take clients for an enjoyable day out

Next Steps

The Matt Saleeba Melanoma Awareness Foundation would like to hear of any companies or organisations interested in being part of this memorable day. We are also looking to develop relationships that benefit both sponsors and the Foundation.

With this view our aim in terms of sponsorship management is to;

- Understand the key business drivers of sponsors
- Understand who the sponsors audience is and tailor benefits accordingly
- Work with sponsors to provide a return on their investment

For initial enquiries please contact Gaby Purchase on (03) 9428 1315.