



# GAMEX

## FISHING TOURNAMENT

### PARTNERSHIP PACKAGE

17th - 25th MARCH 2017  
EXMOUTH, WESTERN AUSTRALIA



@GAMEXEXMOUTH  
#GAMEXEXMOUTH  
#GAMEX2017



SUPPORTER

# AN INVITATION



The Exmouth Game Fishing Club Inc. (EGFC) invites you to become a Partner of Western Australia's premier Game Fishing Tournament GAMEX 2017

The 39th GAMEX Fishing Tournament will be hosted at the Exmouth Game Fishing Club (EGFC) from the 17th - 25th March 2017.

GAMEX attracts 250-300 anglers who compete for major prizes in 25 sections. With over 40 game fish species in waters close to launching facilities, GAMEX entices state, national and international participants. Based on a survey done by Tourism WA in 2016, we know the event directly generates over \$1million in revenue for the Exmouth Community.

One of our best results in the history of GAMEX was in 2014. Over the six days of fishing, there were 1619 billfish raised, 1133 hooked and 601 billfish tagged. This was a truly remarkable result and testament to the pristine waters off Exmouth being home to world class Game Fishing action.

Every year GAMEX includes new initiatives to attract a higher number of local, state, national and international spectators and visitors. With Tourism WA supporting this event for the last 7 years and with the next 3 years contract in the final stages, GAMEX has become one of the largest and best Game Fishing Tournaments in the southern hemisphere.

The focus of this years event is on the anglers and the fishing, with the introduction of a new angler initiative. We look forward to introducing and explaining the competition to more participants.

GAMEX is more than just six days of fishing. It offers social evenings, educational activities, scientific studies, product information and displays. There are kids fishing clinics and filleting demonstrations, along with opportunities to meet renowned captains and anglers.

The EGFC values all of our partners and aims to ensure that businesses will benefit by participating in GAMEX as an Official Partner. GAMEX is an ideal opportunity to showcase and promote your organisation, with media and promotional opportunities including magazines, radio, television and social media.

Partners are represented and included in all aspects of the event and we look forward to working with you on this iconic event in the coming years. We invite all GAMEX Partners to the Sponsor Appreciation Function on Thursday March 23rd from 5-6pm.

Your participation will assist the tournament to achieve its goals and showcase the Exmouth region as the game fishing capital of Australia and a desirable location to both visit and live.

EGFC are also pleased to advise everyone that we will be hosting the Australian International Billfish Tournament prior to GAMEX 2017.

# SWORDFISH PARTNER

\$20,000 + GST

**THE " SWORDFISH PARTNERSHIP" IS THE PREMIER SPONSORSHIP PACKAGE FOR GAMEX 2017. THE PACKAGE INCLUDES:**

- Company logo and link to Partner's website and social media as a "Swordfish Partner" on the EGFC and GAMEX website.
- Prime exposure of your company logo on all Television advertising for the event.
- A prime position on the front of the GAMEX Team Shirts.
- A prime position on the GAMEX Grid.
- Company logo as a "Swordfish Partner" on all print media advertising.
- 4 x prominent branded advertising banners displayed at the venue (supplied by Partner).
- Company logo and advertising opportunities on Social Media.
- Company logo as a "Swordfish Partner" on all posters, flyers and programs distributed for the event.
- One double page advertisement( to be provided by Partner) in the Team Information Booklet (to be provided by Partner) at the front section.
- Company logo displayed as "Swordfish Partner" on the Sponsors Wall for the duration of GAMEX & throughout the year.
- Unlimited placement of branded materials within the GAMEX Boat Bags.
- Opportunity to have product displayed during the event.
- 8 x Official GAMEX Tournament shirts.
- 4x complimentary invitations to the mid-week social dress-up function
- 4 x complimentary invitations to the Sponsor Appreciation Function.
- 4 x complimentary invitations to the Presentation Dinner.
- Verbal acknowledgement as a "Swordfish Partner" by the MC throughout the event.

# BLUE MARLIN PARTNER

\$10,000 + GST

## THE "BLUE MARLIN PACKAGE" INCLUDES:

- Company logo and link to Partner's website and social media as a "Blue Marlin" Partner on the EGFC and GAMEX website.
- Prominent exposure of the company logo on all Television advertising for the event.
- A prime position on the back of the GAMEX Team Shirts.
- A prominent position on the GAMEX Grid.
- Company logo as "Blue Marlin Partner" on all print media advertising.
- 3 x prominent branded advertising banners displayed at the venue (supplied by Partner).
- Company logo and advertising opportunities on Social Media.
- Company logo as "Blue Marlin Partner" on all posters, flyers and programs distributed for the event.
- One single page advertisement in the Team Information Booklet (to be provided by Partner) at the front section.
- Company logo displayed as a "Blue Marlin Partner" on the Sponsors Wall for the duration of GAMEX & throughout the year.
- Placement of up to 6 pieces of branded material within the GAMEX Boat Bags.
- Opportunity to have product displayed during the event.
- 6 x Official GAMEX Tournament shirts.
- 4x complimentary invitations to the mid-week social dress-up function.
- 4 x complimentary invitations to the Sponsor Appreciation Function.
- 4 x complimentary invitations to the Presentation Dinner.
- Verbal acknowledgement as a "Blue Marlin Partner" by the MC throughout the event.

# BLACK MARLIN PARTNER

\$5,000 + GST

## THE "BLACK MARLIN" PACKAGE INCLUDES:

- Company logo and website link as a "Black Marlin" Partner on the EGFC and GAMEX website.
- Medium exposure of company logo on all Television advertising for the event.
- Company logo on the sleeves of GAMEX Team Shirts.
- Guaranteed logo position on the GAMEX Grid.
- Company logo as "Black Marlin Partner" on all print media advertising.
- 2 x prominent branded advertising banners displayed at the venue (supplied by Partner).
- Company logo and advertising opportunities on Social Media.
- Company logo as a "Black Marlin Partner" on all posters, flyers and programs distributed for the event.
- One page advertisement in Team Information Booklet (to be provided by Partner) in order of level of support and supply.
- Company logo displayed as "Black Marlin Partner" on the Sponsors Wall for the duration of GAMEX & throughout the year.
- Placement of up to 4 pieces of branded material within the GAMEX Boat Bags.
- Opportunity to have product displayed during the event.
- 4 x Official GAMEX Tournament shirts.
- 2x complimentary invitations to the mid-week social dress-up function.
- 4 x complimentary invitations to the Sponsor Appreciation Function.
- 2 x complimentary invitations to the Presentation Dinner.
- Verbal acknowledgement as a "Black Marlin Partner" by the MC throughout the event

# STRIPED MARLIN PARTNER

\$2,500+GST

## THE "STRIPED MARLIN" PACKAGE INCLUDES:

- Company logo and link as a "Striped Marlin" Partner on the EGFC and GAMEX website.
- Exposure of company logo on all Television advertising for the event.
- Guaranteed position on the GAMEX Grid.
- Company logo as "Striped Marlin Partner" on all print media advertising.
- 1 x prominent branded advertising banner displayed at the venue (supplied by Partner).
- Company logo and advertising opportunities on Social Media.
- Company logo as "Striped Marlin Partner" on all posters, flyers and programs distributed for the event.
- One page advertisement in the Team Information Booklet (to be provided by Partner) in order of level of support and supply.
- Company logo displayed as "Striped Marlin Partner" on the Sponsors Wall for the duration of GAMEX and throughout the year.
- Placement of 2 pieces of branded material within the GAMEX Boat Bags.
- 2 x Official GAMEX Tournament shirts.
- 4 x complimentary invitations to the Sponsor Appreciation Function.
- 2 x complimentary invitations to the Presentation Dinner.
- 2x complimentary invitations to the mid-week social dress-up function.
- Verbal acknowledgement as a "Striped Marlin Partner" by the MC throughout the event.

# SAILFISH PARTNER PACKAGES

## PACKAGE ONE: \$1500+GST

Placement of your logo on EGFC and GAMEX Social Media.

Company logo listed on GAMEX program.

Company logo listed on EGFC & GAMEX website.

Company logo listed on Sponsors board at Weigh Station throughout GAMEX and the year.

Provision for company product in Team Boat Bags.

Verbal acknowledgement by the MC during the Event.

One page advertisement in the Team Information Booklet (to be provided by Partner) in order of level of support and supply.

2 x complimentary invitations to the Sponsor Appreciation Function

2x complimentary invitations to the mid-week social dress-up function.

## PACKAGE TWO: \$750+GST

Company logo listed on GAMEX program.

Company logo listed on EGFC and GAMEX website.

Company logo listed on Sponsors board at Weigh Station throughout GAMEX and the year.

Provision for company product in Team Boat Bags.

Verbal acknowledgement by the MC during the Event.

One page advertisement in the Team Information Booklet (to be provided by Partner) in order of level of support and supply.

2 x complimentary invitations to the Sponsor Appreciation Function



## PACKAGE THREE: \$500+GST

Company name listed on GAMEX program.

Company name listed on EGFC and GAMEX website.

Company logo listed on Sponsors board at Weigh Station throughout GAMEX and the year.

Provision for company product in Team Boat Bags.

Verbal acknowledgement by the MC during the Event.

One page advertisement in the Team Information Booklet (to be provided by Partner) in order of level of support and supply.

2 x complimentary invitations to the Sponsor Appreciation Function

## THE TEAM BOAT BAG PACKAGE: \$200+GST

Company name listed on GAMEX program.

Provision for company product in Team Boat Bags.

Company name listed on the EGFC and GAMEX website.

One page advertisement in the Team Information Booklet (to be provided by Partner) in order of level of support and supply.

2 x complimentary invitations to the Sponsor Appreciation Function



# NAMING RIGHTS

In addition to the Partnership opportunities GAMEX 2017 are excited to announce we have five complimentary Naming Rights opportunities available to our top partners.

Please note that Naming Rights are offered on "first in - first choice" basis.

The following naming rights are available,

## **RADIO BASE**

The radio base is utilised by every vessel in the fleet, with with boat log information and tagged fish called in to the base throughout the 6 full days of fishing.

The sponsor's name for this section can be repeated over 11,500 times during the event (based on the 2014 statistics of 601 billfish tagged).

The radio base is the main station used on a repeater and can be heard by all vessels and base stations in a very large radius, thus reaching far more than the event competitors.

## **GANTRY AND WEIGH STATION**

The focal point of the Clubhouse and the hive of activity throughout the tournament is the Weigh Station and Gantry at the EGFC.

Your company logo and banners can be erected here. All fish to be weighed and all reported tags are presented here each day by anglers.

All weigh station staff including the radio operator can be outfitted with sponsor clothing (to be provided by Partner).

## **GAMEX BAR**

The busiest hub during social events is of course the bar. By purchasing naming rights to the GAMEX bar your company signage will be prominently displayed, with regular promotion by the MC during all social evenings held throughout the Tournament. Bar staff will wear attire featuring your company logo (to be provided by Partner).

## **SOCIAL NIGHT**

Mid tournament there is an early finish and late start the next day to give anglers a chance to socialise and see how everyone is placed.

This evening has lots of fun and good food in a relaxed atmosphere with a dress-up theme.

## **PRESENTATION NIGHT**

The closing night of the GAMEX 2017 competition. Presentation of GAMEX section prizes during a sumptuous dinner at the EGFC Clubhouse

Competitors, their guests and sponsors enjoy a night of live music and congratulating the GAMEX winners of 2017.



# GAMEX EVENTS CALENDAR

## MEET AND GREET NIGHT

Friday 17th March

The first night of the GAMEX calendar. Open to competitors, EGFC members and the local Exmouth community. Hosted by the EGFC the Meet and Greet Night kicks off GAMEX 2017 with a casual relaxed atmosphere for anglers to catch up on fishing talk and chat with old and new friends

## BRIEFING NIGHT

Saturday 18 th March

Official opening with all the participants receiving updates and allocation of team bags and shirts. The boat auction is a great opportunity to be entertained as the auctioneer gives an insight to each team, where they are from and who they are.

## SOCIAL NIGHT

Wednesday 22nd March

With a bit of a breather from the competition, dress up in your team colours, kick up your heels with your team and other competitors, visitors, sponsors and volunteers at the Social Night hosted by EGFC.

## SPONSORS APPRECIATION FUNCTION

Thursday 23 rd March

Come and see what has been caught so far. Catch up with tournament officials and other partners. Watch a filleting demonstration and stay on to see any fish weighed in for the day. Get an insight on how GAMEX works.

## PRESENTATION NIGHT

Saturday 25th March

The closing night of the GAMEX 2017 calendar. Dinner and the awards ceremony is hosted at the EGFC clubhouse. Competitors, their guests and sponsors enjoy a night of live music and congratulating the GAMEX winners of 2017.



GAMEX 2017 FISHING TOURNAMENT

# GAMEX INTO THE FUTURE

Below is a brief outline of where the GAMEX committee and the EGFC would like to take the GAMEX tournament into the future. The GAMEX committee's aim is to take the tournament to the next level and to ensure its viability with continuing support from the local, state-wide, national and international community.

EGFC plan to be recognised as one of the leading game fishing clubs in the country and the world for scientific research through tagging programs, satellite tagging and sample testing of species by Marine Biologists at events. EGFC aim to be a leading club in the education of anglers and visitors to improve the understanding of the benefits of recreational fishing. EGFC strive to show the importance of sustainable recreational fishing for our future generations.

The GAMEX committee will continue to work closely with with Tourism WA to further enhance tourism numbers and spending in the region in general, in the lead up to GAMEX, throughout, and at the completion of the tournament. Tourism WA have supported this event for the last 7 years and the next 3 years contract is in the final stages.

We have already created a greater presence on social media for GAMEX to increase competitor numbers, to promote sponsors and the EGFC throughout the tournament, and the year. This will continue into the future.

Working with local, state, national and international tourism bodies and businesses the .GAMEX committee is aiming to promote GAMEX and the great game fishing that GAMEX showcases is available in Exmouth and its surrounding waters year round.

Reaching out to the local community and businesses to work alongside them to further promote tourism and spending in the region is another of our key aims going forward.

To further discuss this information or to express your interest in supporting any of these marketing campaigns please do not hesitate to contact our Events Coordinator via [gamex@egfc.com.au](mailto:gamex@egfc.com.au).

# PARTNERSHIP AGREEMENT

All Partnership Agreements must be confirmed by close of business on November 15th to maximise exposure of your business to its fullest potential.

ORGANISATION NAME:

CONTACT NAME:

ROLE:

ADDRESS:

PHONE NO:

MOBILE NO:

EMAIL:

WEBSITE:

FACEBOOK:

INSTAGRAM:

SPONSORSHIP LEVEL:

- SWORDFISH \$20,000 +GST
- BLUE MARLIN \$10,000+GST
- BLACK MARLIN \$5,000+GST
- STRIPED MARLIN \$2,500+GST
- SAILFISH PACKAGE ONE \$1,500+GST
- SAILFISH PACKAGE TWO \$750+GST
- SAILFISH PACKAGE THREE \$500+GST
- TEAM BOAT BAG PACKAGE \$200+GST

COMMITMENT:

- 2016
- 2017
- 2018
- 2019
  
- CASH
- VOUCHERS
- IN-KIND

NAMING RIGHTS PREFERENCE:

- RADIO BASE
- GANTRY & WEIGH STATION
- GAMEX BAR
- SOCIAL NIGHT
- PRESENTATION NIGHT

# PARTNERSHIP AGREEMENT CONTINUED

1. All information/products to be supplied by Partners will need to adhere to deadlines to ensure that their business is promoted to its fullest potential in accordance with the Partnership Packages attached.
2. Cancellation policy. Please see the GAMEX & EGFC cancellation policy details in the case of a cyclone on the following link.  
[www.gamex.net.au](http://www.gamex.net.au)

I, \_\_\_\_\_ of \_\_\_\_\_ have read, understand and agree to commit to the above details in the Partnership Agreement for GAMEX 2017.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

#### **Electronic Funds Transfer Details**

**Account Name:** Exmouth Game Fishing Club

**BSB:** 036 180

**Account:** 360 218

#### **Cheques made payable to**

Exmouth Game Fishing Club

PO Box 121

Exmouth WA 6707

Please return this form with your payment or direct deposit receipt to:

GAMEX Sponsorship

The Treasurer – EGFC

PO Box 121

Exmouth WA 6707

[gamex@egfc.com.au](mailto:gamex@egfc.com.au)

Please note that EGFC inc is a non-profit organisation. All profits from events are returned to the EGFC and no supporting partner will have any claim to any profits of EGFC.