



Mentone Life Saving Club

Life Saving Victoria – Club of the Year 2024



Partnership Opportunity

2024/25



About Mentone Life Saving Club

Mentone Life Saving Club (MLSC) is a volunteer run organisation that has been serving the community since 1920. Our club is made up of incredibly dedicated and proud members – they are the backbone of our club, and without the generous time and expertise they volunteer, the club would not be able to provide the services we do to the community.

We hold a significant position within the wider lifesaving community movement due to our size, breadth of activity and very active engagement with our peers across the state. MLSC has over 1,200 members – offering significant reach for our partners. We aspire to be a leading organisation within the lifesaving movement and are continually innovating in the way we run our club and undertake lifesaving activities.

MLSC has recently been awarded the prestigious *2024 Life Saving Victoria Club of the Year*. This award recognised the outstanding achievements in club development which resulted in our club providing safer beach and aquatic environments for the community.

Beyond patrolling the beach for the protection of the local community, MLSC also:

- Educates the community about the dangers that exist in the aquatic environment
- Provide community participation in aquatic activities in a safe environment
- Encourage members of all ages to live fit and healthy lives outdoors through active involvement in the club and through our surf sports programs
- Provide members and their families with a life on the beach in a social environment
- Develop role models, leaders and fosters an inclusive community culture where everyone is welcome.

MLSC has recently undergone a significant redevelopment and we moved into our new home in mid-2023. Our new clubhouse was specifically designed to be 'multi-use', so that our members can operate lifesaving activities alongside external events and vice versa. The redevelopment of the club has allowed us to further open our doors to the community, bringing thousands of locals and visitors through the facility, giving more exposure to partners on our numerous digital screens.

How your partnership will help

Sponsorship and partnerships allow us to raise money for specific club needs that support our community. Funds raised through our partnerships go directly to the club. Some examples of ongoing club needs are:

- New lifesaving aids and equipment
- New training equipment
- New water safety equipment
- Maintenance of facilities and equipment
- Club promotional materials
- Training and development programs

We can also work with you if there's specific projects or items you'd like your partnership donations to support.

What Mentone Life Saving Club can offer partners

MLSC offers 4 levels of sponsorship that are designed to cater for varying budgets of businesses. As a club with a strong community and partnership focus, we aim to build a solid two-way relationship to create mutually beneficial outcomes for our partners.

If alternative options are preferred to the below, we are open to adjusting our offerings to suit different businesses.



Partnership Inclusions:				
	Platinum	Gold	Silver	Bronze
Digital screen signage – premium size logo	•			
Digital screen signage- tier 2 size logo		•		
Digital screen signage- tier 3 size logo			•	
Digital screen signage- tier 4 size logo				•
Member Benefits Scheme (opportunity to offer discounts/partner offers to MLSC members)	•	•	•	•
Website home page logo	•			
Website home page scrolling banner	•	•	•	
Website Partner Page logo	•	•	•	•
Facebook Post p.a. (content to be provided by partner)	3	2	1	
Instagram Post p.a. (content to be provided by partner)	3	2	1	
Annual report sponsors thank you	•	•	•	•
Opportunity to promote at club open day/annual Mentone Marathon swim	•	•	•	
Function venue hire – excluding catering costs	•			
Invitation to end of year thank you function	•	•	•	•
Invitation to selected club functions (to be decided mutually at negotiation of contract)	•	•	•	•
	By Negotiation	\$15,000	\$5,000	\$1,000
Term		3yrs (\$5,000 per annum)	2yrs (\$2,500 per annum)	1yr (\$1,000 once off)

We very much look forward to discussing the opportunity to partner with your business. We thank you for taking the time to consider partnering with MLSC.



To discuss establishing a partnership with MLSC further, please contact:

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