

Naming Rights Partner Package - BMX Dirt Jumping



NAMING RIGHTS PARTNER - BMX Dirt Jumping exhibition & competition: \$ P.O.A.
The Australian Invitational, Albert Park - December 18th -19th 2008

1. **Extensive representation of company participation on "Above the Line" activity** (See 'mainstream media package' brochure)
2. **Representation of company participation on all "Below the Line" activity:** Company logo will appear on promotional printed material - example: in magazine ads, on flyers & posters, on website, correspondence with players, signage around the local area & at The Albert Park Golf Club
 - Logo will appear in advertisement in the two month print media campaign leading up to the event
 - Logo will appear in an information pack given to players in PGA tournaments over the summer
 - Logo will appear on posters being put up at golf pro shops throughout Victoria
 - Logo will appear on posters at participating golf retailers and surf / skate shops as well as auto and spare parts dealerships
3. **The BMX Dirt Jumping & two holes - from tee to fairway to green will be predominantly signed with your branding**
4. **Logo will appear on extensive signage at venue on day of event**
5. **Marque at event to showcase & promote your company / brand**
6. **Corporate hospitality marquee:** Catering for up to 20 guests on the day of the main event - Saturday 19th December*
7. **Pro-Am:** 6 spots to play in the Pro-Am to be held Friday 18th December
8. **Welcoming Dinner:** (6 x spots) the Friday night Welcoming Dinner with event participants and supporting partners