



GET MORE BITES IN 2012





Perth Game Fishing Club (PGFC) was founded in 1949, and is one of the oldest game fishing clubs in Australia. In recent years, as a result of the boom in boat ownership, the level of interest and participation in the Club has soared.

- **PGFC represents an ever-growing number of passionate boat owners and anglers who fish primarily for pelagic (blue water) species**
- **PGFC promotes sustainable tag and release fishing**
- **Membership is currently in excess of 220 including men, women and juniors**
- **Our members are primarily professionals, management people and business proprietors**
- **35% of our members are boat owners (average boat size is over 10m, varying from trailer boats to large sports fishers)**
- **Most are from the metropolitan area, but many fish much further afield and often all around the world**

“In 1956 the West Australian Game Fishing Association changed its name to Perth Game Fishing Club, to allow WAGFA to function as the peak state body representing game fishing.”



Perth Game Fishing Club organises tournaments and club days on the water as well as number of highly attended social events.

• **There are three major events this year:**

- 1) **The Opening Weekend in November**
- 2) **The WA Open in March, and**
- 3) **The Marlin Cup in early May**

• **And 3 more club competitions that target specific species.**

PGFC also holds regular monthly social events at our clubroom facilities at the Royal Perth Yacht Club (RPYC) annex in Mews Road, Fremantle.

These social nights include exciting presentations and encourage anglers to discuss coming events, share information and generally build camaraderie.

“Guest speakers and sponsors regularly make presentations, providing information on related topics and sharing experiences from both locally and worldwide fishing and boating perspectives.”



PGFC is responsible for running Perth's FAD (Fish Aggregating Device) program.

Six FADs are deployed and positioned offshore from Rottnest Island to attract game fish species including tuna, mahi mahi and marlin, focusing on a major game fishing experience within our local waters that otherwise would be absent.

The program is supported by the Department of Sport & Recreation, The Western Australian Game Fishing Association, Recfishwest, Lotterywest and key industry partners including All Marine Services, Club Marine, Fremantle Sailing Club, Furuno, Hillarys Yacht Club and Taylor Marine.

The FADs are well patronised by thousands of the ever increasing recreational fishing community.

“In line with national and international trends, the club has a philosophy of fishing for the future and encourages the practice of sustainability through tag and release.”



Sponsorship is vital to the PGFC

In order to keep WA's oldest game fishing club active and dynamic, and able to structure a strong future, the club has created a number of exciting sponsorship packages that allow you and your business to become involved with PGFC in a mutually rewarding business partnership.

Your name, your brand and your company would benefit from the wide exposure offered as well as from guest invitations to club tournaments and activities. We have an extensive data base, a website attracting thousands of hits per month, and regular fishing competitions that draw boats and anglers from all over the state.

It's a great way to catch a new audience!

Extensive data base!

Website and network links attracting 1000's of hits per month!

Fishing competitions that draw boats and anglers from across WA!



Naming Rights Sponsor - WA Open

The 2012 WA Open – the premier PGFC fishing tournament and a qualifying tournament for the IGFA World Championships in Mexico in 2013 - will be in its 29th year. A shotgun gun start in Jurien Bay, begins two days of ocean fishing, with social highlights being the briefing and presentaiton nights.

Previous sponsors have included Shimano, ANZ Bank, Vodafone, Cruisers Yachts, Port Bouvard Ltd, Bertram Yachts, WA Stone and Malaysian Airlines.

WA Open naming rights sponsor benefits

- Name recognition and logo appearance on all advertising and signage in media including newspapers, magazines and yacht club newsletters.
- Company name/ logo on tournament shirt
- Company name/logo as banner and link on home page of PGFC website
- Social Night opportunity to address, present and display products to members and public.
- 2 x Adult memberships to PGFC for 12 months and 2 invitational entries to fish WA Open - own boat or crew others
- 12 months free full page advertising in PGFC "Strike" Magazine.
- 12 months free advertising in PGFC "Hook-Up" Monthly Newsletter.
- Company brochures and promotional giveaways in all tournament bags.
- Up to 20 Copies of "Strike" magazine.
- One day fishing trip for 4 guests on a PGFC member's boat.

Cost: \$5,000



Gold Sponsors (FADs) Benefits...

- Exclusive naming rights on one of 6 Fish Aggregating Devices (FADs)
- Company / Club name / logo on all tournament brochures and in any additional advertising regarding all tournaments.
- Company / Club name / logo along sides of PGFC website
- Company / Club name signage at all tournaments – sponsor to supply.
- Company / Club name / logo on sponsors page in PGFC "Strike" magazine.
- 2 x Half page advertorials in "Hook-Up" newsletter
- 4 x Tournament shirts
- Invitation for 2 to attend Annual Presentation function.
- Opportunity to address members at a club social night to showcase latest products and services.
- Company brochures and promotional giveaways put in all tournament bags.
- Up to 10 copies of "Strike" magazine.
- One day fishing trip for 2 guests on a PGFC member's boat.

Cost: \$3,500



Silver sponsors benefits

- Company name/logo on back page of tournament brochure and in any other additional advertising for the tournament.
- Link on PGFC website.
- Opportunity to address members at club social night to showcase products and services.
- Invitation for 2 to attend annual presentation function.
- 1 Adult PGFC membership for 12 months.
- 2 x Tournament shirts.
- Company signage around at tournament– sponsor to supply.
- Company brochures and promotional giveaways in tournament bags.
- Company name/logo on sponsor's page in PGFC "Strike" magazine.
- ¼ page free advertisement and editorial in "Strike" magazine for one year.
- Acknowledgement in "Hook-Up" newsletter
- 5 copies of "Strike" magazine.

Cost: Cash and/or kind \$1,500 - \$2,500



Supporters Benefits

- Custom packages to suit your businesses needs
- Company name/logo on back page of tournament brochures.
- Link on PGFC website.
- Company signage around tournament area for the duration of all tournaments - sponsor to supply.
- Company brochures and promotional giveaways in tournament bags.
- Company name/logo on sponsor's page in PGFC "Strike" magazine.
- 1 x Tournament shirt.
- 5 copies of "Strike" magazine.

Cost: Cash and/or kind up to the value of \$1,500



Hooked?

If you're ready to become involved in the exciting world of game fishing right off Perth, and boost the profile of your company in tandem with a sustainable sport that is growing every year - call us today!

The benefits are huge – the costs small.

And you'll be supporting a proud West Australian club with over 60 years tradition, a passionate statewide membership, and an exciting, sustainable future.



Still Hooked?

- Consider a package for 2 or more years tailored to your requirements
- To see what PGFC does for sponsors, have a look at the most recent Strike Magazine or the website at www.pgfc.com.au
- Contact any member of the committee for an introduction to the club.
- The club year starts on 1st October 2011 and runs to 30th September 2012 so you'll get a full active season's worth of coverage
- Strike magazine advertising rates for 2012 - Full page \$750, ½ page \$400, ¼ page \$250. Subject to change for 2013

We'd love you to come on board!

Contact: Johnno Wroth on 0417960088

Website: www.pgfc.com.au
