

SOUTH of PERTH YACHT CLUB (inc)

WELCOMING | PEOPLE | SAILING | INSPIRATION



Dear Grand Sponsor

CLUB BROCHURE 2025



Canning Bridge is booming with more apartment towers near completion: the yacht club is their front yard. The first tower unit development opened two decades ago; now The Raffles proudly boasts many of our members as residents.

Memberships enquiries are booming again with the next influx of apartment owners and residents.

The opportunity to advertise in our New Members Club brochure is not to be missed. The brochure is included in every new member pack, distributed to local business and accessible on our Club website, giving your brand exceptional coverage and exposure.

Furthermore, by advertising in the brochure, you are helping to also support the Club financially. An agreement has been made to share the advertising revenue profits with the Club.

Please see your invitation to participate directly from the Publisher, Wayne Smith.

Thank you for your continuing support of our club.

Yours sincerely

Amanda Watson
Vice Commodore
South of Perth Yacht Club



Proud winner
Best Community Engagement by a Marina 2021



Coffee Point, Applecross WA 6153 • Ph 08 9364 5844 • Fax 08 9364 6185

www.sopyc.com.au

A.B.N. 36 417 855 329

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A MESSAGE FROM THE PUBLISHER

The Club is experiencing increased number of membership enquiries and Premier Publications are putting together the yacht club's official membership and corporate advertising brochure. We want to offer existing members and sponsors a chance to profile in the publication for a 16-month period.

The PDF attached is a **sample** of the Official Annual Corporate Brochure for the Cruising Yacht Club of Australia which the publishers did recently. You can expect the South of Perth Yacht Club brochure to be very similar in style, design and format. The brochure dimensions are A4 Landscape.

The brochure for the South of Perth Yacht Club will be designed as high-end marketing collateral and will be used extensively by the club and ourselves on behalf of the club to raise their profile within their local area in order and to increase revenue streams from new members / hire of facilities / events / corporate sponsorship / training & conferencing facilities etc. As such, distribution and circulation is on 5 levels and is maintained for 16 months.

Invitations are currently being provided to certain local businesses or organisations to profile themselves in the brochure for the period. Positions are strictly invitation only – you must be local, well established, have products or services of distinct benefit or interest to the readership (particularly the members and the yacht club) as well as the external readership. You may also be known by the club. It is completed this way to ensure that only the highest quality of service is provided by the advertisers.

We will;

- Offer all members a reduced rate card.
- Offer the design studio free of charge to create an advert for you (Optional) with copyright relinquished to you.

Distribution and circulation is on 5 levels: (On site – External business distribution points – Third party residential mailing system – Members- Website)

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CLUB SITE

The brochures will be situated in easy eye-sight in high visibility areas around the club site (clubhouse, restaurant, bars, reception, conference facilities) etc. The brochure is free of charge and all guests and visitors throughout the 16-month period will be offered and encouraged to take copies. Incoming telephone enquiries to the club will have a brochure sent out on request. As you would expect all members to the club are given a copy direct from the committee. All sponsors and club suppliers are provided copies. Essentially from the club site the brochure will be on display 24/7 for the whole 16 months and every single day editions will be distributed.

EXTERNAL DISTRIBUTION

This is highly targeted. The club will be using a distribution company for this part.

We will focus on the exclusive, affluent residential areas in and around the club site and immediate surrounding areas.

Also well-established larger businesses and corporate companies will be targeted to attract and push charity days, corporate events, race days, regattas, weddings and functions etc.

The external distribution will be staggered on a quarterly basis to ensure the brochure is in full circulation for the whole 16 months. Each quarter we will target different residential areas in the club's territory and each quarter will have its own print-run. We will focus on the affluent residential areas only on the residential distribution.

MEMBERS

All members will receive a brochure directly and anyone associated with the Yacht Club.

WEBSITE

We will also put a link of the brochure on the website to increase media exposure, further maximizing your audience.

Please consider this invitation carefully. It is a unique opportunity to profile your business to all the members, guests and visitors at the club, as well as a high-end local audience, for an extended period of time.



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Please reply to wayne.smith@clubbrochure.com.au for anyone wanted to get involved, to find out prices or if you have any more questions. Or alternatively you can call Wayne on his office number below.

Kindest regards

Wayne Smith

Wayne Smith

Business Development Manager

Mob: 0422 058 799



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