



# MIDWAY

## SPONSORSHIP PROPOSAL

OUR FOCUS IS SAFETY AND  
FUN IN THE SURF AND  
WE'RE IN IT FOR LIFE!





## WELCOME TO MIDWAY SURF LIFESAVING CLUB

**Established in 1952 we're proud to be developing tomorrow's young lifesavers through our lifeguard programmes. We have a broad range of members who make our club a great asset, so whether you're interested in surf sports, lifeguarding, meeting new people, or you've moved to Gisborne and just want a place to train – Midway Surf Life Saving Club welcomes you!**

Midway Surf Life Saving Club on Gisborne's Centennial Marine Drive is a family-focused club with a long history as one of NZ's most successful surf sports clubs along with being an extremely important part of the Tairāwhiti community, providing a safe environment to swim, and opportunities for anyone to learn water skills.

Midway Beach is beautiful, and expansive and being just three minutes drive from the centre of Gisborne, it's a favourite spot for swimmers, surfers, families and beach-goers year round.

Our club patrols 10km of Midway Beach on Saturdays and Sundays, November through to mid-March, helping ensure everyone's safety and our lifeguards and athletes can be seen training here all year round. Each summer we patrol around 1900 hours, our lifeguards make around 450 preventative lifeguard actions to help keep everyone safe, and rescue around 10 people from the water.

At Midway we specialise in training new lifeguards and creating opportunities for the Tairāwhiti community through the sport of Surf Life Saving. Lifeguards start their journey as Little Rippers on Sundays and become senior lifeguards after several years of training. Our Sunday programmes help youngsters develop an awareness of the beach and give them the ability to keep themselves safe in an aquatic environment, before developing the first aid and rescue skills needed to help others.

## Our Membership

While most sports clubs in our region struggle for members, our club continues to grow. From the Little Rippers who are being introduced to the ocean for the first time, through to some of the most successful athletes and lifeguards NZ has seen, Midway really does cater for everyone. With our membership growing rapidly there is a need for increased admin, coaching and equipment support to ensure that we are able to offer all our members opportunities to excel within our movement. A visit to Midway on a Sunday morning or any night of the week from October to March will showcase our ever growing membership base of kids between the ages of 4 and 18 and the need for us to meet these demands.

## Midway Surf Rescue Community Hub

The Midway Surf Rescue Community Hub will celebrate its first anniversary this November, and in just 12 months, it has become a vibrant hub for the local community and beachgoers at Midway Beach. This dynamic space is a valuable asset that the Tairāwhiti community can be proud of, positioning itself as a leader in the future development of the waterfront precinct.

The building boasts state-of-the-art lifeguarding facilities, a comfortable lounge for club members, top-tier changing and showering facilities, expansive equipment storage, a dedicated wet room, and offices for coaching and administrative staff.

In addition, the Mana Moana Function Lounge and Board Room, equipped with cutting-edge technology, have hosted over 100 business and community events. These spaces have become highly sought after by not-for-profit organizations and local businesses alike.

The Hub also proudly houses the Gisborne Boardriders and Waka Ama management, while the popular beachside kiosk continues to be a hit with both tourists and the local Tairāwhiti community.

## Our Commitment to the community

At Midway, our commitment to the local community is at the heart of everything we do. Our mission is to protect the people of Tairāwhiti and the wider region as they enjoy our beaches, and we take this responsibility with utmost seriousness. To ensure we provide the highest standard of lifeguards, we create pathways and offer diverse opportunities for our members. This includes a broad range of experiences in both surf sports and lifeguarding. The wellbeing of the Gisborne community is always our priority, and we take great pride in the positive impact and essential service we provide.



# MIDWAY CLUB TIER SPONSORSHIP PROPOSAL

Midway is more than just a life saving and sports club—it's an integral part of the Gisborne/Tairāwhiti community. By choosing to partner with Midway Surf Life Saving Club, you're aligning with an organisation that not only develops some of the region's top athletes but also plays a vital role in safeguarding our community. With our state-of-the-art facility now open, there's never been a better time to become a sponsor of Midway. As we look ahead to the next decade, we'd love to have your business join us on this exciting journey. With a large and rapidly growing membership base, the opportunities for collaboration are endless. Partnering with Midway puts your name alongside a club that does so much for people of all ages in Gisborne/Tairāwhiti. As a registered charity, we rely on the generous support of local businesses to continue our vital work.

**Please contact either of the people below to discuss this proposal:**

**GINA CARROLL 867 5500 [admin@midwayslsc.co.nz](mailto:admin@midwayslsc.co.nz) or JARED PHELPS 021 190 7134**

## BOOK YOUR SPOT (2024/2025 SEASON)



### GOLD PACKAGE

**\$3000**  
+ GST  
PER YEAR

#### 8 SPONSORS

- 2 Year Term Commitment
- Branding and tier contribution displayed on Sponsorship Signage Boards Gear Shed, Mobile Gear Pods and Board Cradle
- Exclusive access/use of the Mana Moana Community Lounge which holds 120 people or Members Lounge for a 6 hour function once a year. Subject to seasonal availability. Valued at \$600+gst <https://www.spacetoco.com/host/midway-surf-rescue-community-hub>
- Invitation to Sponsorship events and club celebrations
- Name and logo on Members Lounge Sponsorship Signage Board showing tier sponsorship
- Brand logo in Club email newsletters, Membership Portal, Club Website and Social Media (where possible)



### SILVER PACKAGE

**\$1500**  
+ GST  
PER YEAR

#### 10 SPONSORS

- 2 Year Term Commitment
- Branding and tier contribution displayed on Sponsorship Signage Boards in Gear Shed and Mobile Gear Pods and Board Cradle
- Exclusive use of the Midway SLSC Members Lounge for a 6 hour function which holds up to 50 people once a year. Valued at \$600 + GST. Subject to seasonal availability.
- Invitation to Sponsorship events and club celebrations
- Name and logo on Members Lounge Sponsorship Signage Board showing tier sponsorship
- Brand logo in Club email newsletters, Membership Portal, Club Website and Social Media (where possible)



### BRONZE PACKAGE

**\$750**  
+ GST  
PER YEAR

#### UNLIMITED SPONSORS

- 1 Year Term
- Invitation to Sponsorship events and club celebrations
- Brand logo in Club email newsletters, Membership Portal, Club Website and Social Media (where possible)