



Rotary Clubs of Attadale and Fremantle

PRM Property Charity Golf Day

At the Royal Fremantle Golf Club

Raising funds for

**The Fremantle Hospital Medical Research Foundation
and**

The Motor Neurone Disease Association of WA

Friday 1st April 2016



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Rotary Clubs of Attadale and Fremantle

The Concept

The first charity golf day was hosted by the Rotary Clubs of Attadale and Fremantle in 2011 *at the Royal Fremantle Golf Club* and each year since then. The event has proved very popular and has been generously supported by participants and sponsors. The proceeds support the incredible work being planned and undertaken by the **Motor Neurone Disease Association of WA** and the **Fremantle Hospital Medical Research Foundation**. The event has raised approximately \$15,000 to \$20,000 each year towards the work being undertaken by **each** organisation.

The Beneficiary Organisations

The Motor Neurone Disease Association of WA (previously called Motor Neurone Society of WA Inc) came into existence in June 1983 at a meeting attended by a small group of patients and their families, representatives of health and welfare groups and other concerned people. The Association (MNDA WA) has grown to provide a comprehensive Care Advisory Service partly funded by the Health Department. It is however, very reliant on donations and grants from service organisations, Lotteries Commission, charitable foundations, corporate sponsors, individual donors, and their own fundraising efforts to maintain and develop services particularly as demand is constantly growing.

The event is supported by its major Patron, the well-known sporting and media identity Ken Judge.

The Fremantle Hospital Medical Research Foundation began life in 1996 to support and encourage medical research at Fremantle Hospital.

It is an independent charitable trust, with the six trustees being prominent Fremantle business people. Supporting the Trustees are groups of professionals who also give their time at no charge, including a scientific advisory committee comprised of elite medical professionals, a marketing committee, a dedicated team of volunteers, plus a small office staff located at Fremantle Hospital.

Since 1999 the Foundation has awarded over \$1.5M towards 100 research projects in areas as diverse as cancer, Alzheimers Disease, heart disease, wound management, anaphylaxis, Crohn's Disease and hepatitis etc.

A major Patron of the Foundation is the Nobel Laureate Professor Barry Marshall.

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Royal Fremantle Golf Course

Royal Fremantle is one of the few golf clubs that still occupies its original site. The course can be tamed on a still day, but when the prevailing "Fremantle Doctor" sea breeze arrives, usually after midday, you are sure to be challenged.

Royal Fremantle at 6168m is not long by modern standards. However, it is not solely about providing a championship venue for professional tournament play to be utilized once a year. It is both a challenging course and an enjoyable course. It is well

maintained with clearly defined Kikuyu fairways that are amongst the best all year round in the country, tidy tee boxes and Bent grass greens, while not large, are deceptively quick. However, when a shot goes astray the penalty is fair and there is always a chance to manufacture a shot from under the trees to get the ball back into play. We know you will enjoy the ambience of the course.



The Event



The main objective of the event is to maximize the money raised for the two charities described above..

There will be a maximum of 36 teams of 4 players and the format will be 4 person Ambrose. Each team will pay an **entry** fee of \$560.

The money raised by the **entry fees**, net of expenditure, will be donated equally to the Motor Neurone Disease Association of WA and the Fremantle Hospital Research Foundation.

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Sponsorship

To sponsor the event.

We anticipate attracting sponsors for the event and would like to raise sufficient funds to make useful contributions to the beneficiaries. It is anticipated that our major Naming Right sponsor would donate \$5,000 and Co-sponsors \$2,500.

In total, it is hoped that \$30,000 to \$40,000 combined will be raised for the two charities. Sponsors are also able to sponsor a single hole for \$250. For this they are able to erect promotional signage on the tee.

Prizes are also being sought for raffles, winning teams and novelty events.

All sponsors will be acknowledged in our running sheet and on a continual powerpoint presentation in the clubhouse.

Event promotion

The Rotary Clubs of Attadale and Fremantle Charity Match will be promoted throughout Fremantle and the surrounding suburbs using all available media types, including radio and press.

The event will also be promoted and flyers will be sent to all:

- Rotary Clubs in Western Australia
- The Rotary Out West publication
- Golf Clubs in Western Australia;
- Corporate supporters of the Motor Neurone Disease Association of WA and the Fremantle Hospital Medical Research Foundation
- All major charities
- All media outlets.



Benefits of being a sponsor

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Naming Rights Sponsor (\$5,000)

The sponsor will;

- be acknowledged on all printed material and media releases produced for the event.
- be acknowledged on a sign placed at the entrance to the Club for one week prior to the event.
- have name and logo included on all printed material and media releases produced for the event.
- have the opportunity, in consultation with the Golf Club and the organisers, to place promotional signs and materials at the most prominent sites (including the first tee) on the course and in the Clubhouse.
- receive a direct logo link to their website from both the Rotary Clubs of Attadale and Fremantle websites and the Motor Neurone Disease Association of WA and Fremantle Hospital Research Foundation websites.
- receive a logo credit and be mentioned on the event program and be credited in all announcements and official speeches.
- receive a free entry for 4 players (\$560) in the Ambrose event.
- be a major contributor in the presentation of trophies with the opportunity to address the 150 participants.

Co-Sponsors (\$2,500)

Sponsors will;

- have names and logos included on all printed material and media releases produced for the event.
- have the opportunity to place promotional signs and materials at one hole around the course, in consultation with the Golf Club and the organisers.
- have the opportunity to place promotional materials in the clubhouse
- receive a free entry for 4 players (\$520) in the Ambrose event.
- be mentioned on the event program and be credited in all announcements and official speeches.

Sponsorship of the Attadale and Fremantle Rotary Clubs' Charity golf event will also enhance contributing organizations' relationships with Rotary WA, the Fremantle community and other organizations competing in this prestigious event.

Sponsorship enquiries should be directed to either of the persons listed at the foot of this document.

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