



*Sport* is better played  
on the *Beach*



# Australian

BEACH GAMES

VICTORIA • NEW SOUTH WALES • QUEENSLAND • SOUTH AUSTRALIA • WESTERN AUSTRALIA

# WELCOME TO AUSTRALIA'S BIGGEST INTERSTATE BEACH GAMES EVENT

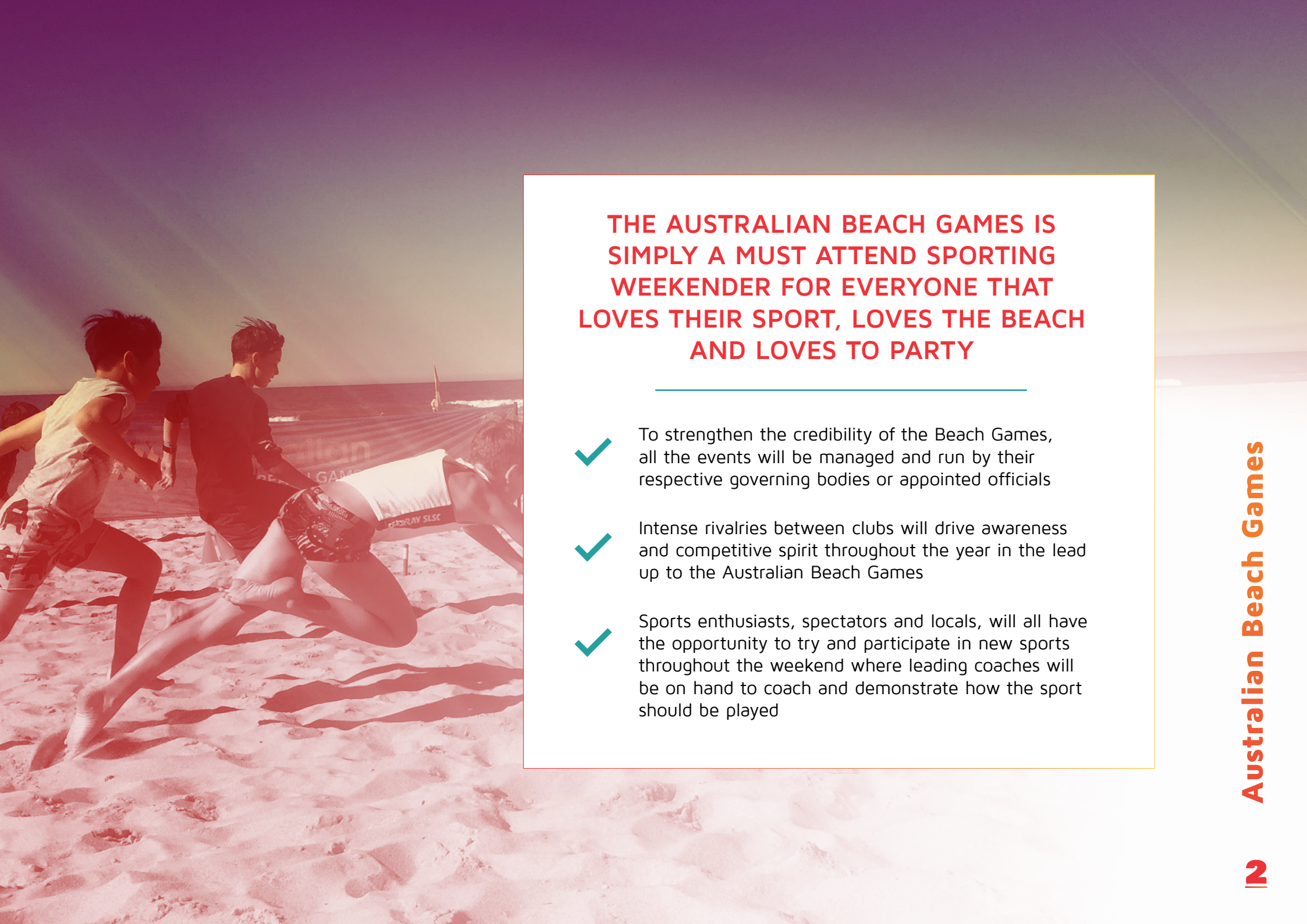
The Australian Beach Games Festival is an exciting new event property that will bring together sports, entertainment and lifestyle over one mammoth weekend in five states across Australia.

- ⚙️ 6 stunning beach locations across Australia
- ⚙️ 15+ sporting events to choose from across an action-packed weekend.
- ⚙️ 12 event parties over the festival weekends with headline artists.
- ⚙️ Health and Lifestyle village, food truck carnivals combined with a unique beach festival of sport, music and wellbeing.
- ⚙️ Over 8,000 participants and 60,000 spectators.
- ⚙️ Open to teams, individuals, clubs and families across Australia.
- ⚙️ National and international players compete at the games.

**THE SPORTS**  
Touch Rugby • Soccer • AFL 9's •  
Swimming • Triathlon • Dodgeball •  
Volleyball • Life Saving • Skateboard  
• BMX • Running • Stand Up Paddle  
boarding • Sailing • Netball •  
Handball • 3x3 Basketball

"Holding the title of Australian Beach Games Champion will soon become something that all Australian sportsmen and women will aspire to achieve"  
Lee Dixon – Arsenal and England, Soccer Champion and sporting personality





## THE AUSTRALIAN BEACH GAMES IS SIMPLY A MUST ATTEND SPORTING WEEKENDER FOR EVERYONE THAT LOVES THEIR SPORT, LOVES THE BEACH AND LOVES TO PARTY

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- ✓ To strengthen the credibility of the Beach Games, all the events will be managed and run by their respective governing bodies or appointed officials
- ✓ Intense rivalries between clubs will drive awareness and competitive spirit throughout the year in the lead up to the Australian Beach Games
- ✓ Sports enthusiasts, spectators and locals, will all have the opportunity to try and participate in new sports throughout the weekend where leading coaches will be on hand to coach and demonstrate how the sport should be played

# THE TARGET MARKET & AUDIENCE PROFILE

## 5.2 million people

aged 15 years and over reported that they were involved in organised sport and physical activity and play one or more sports at the Australian Beach Games

**60%**

of the Australian population (11.1 million people) have engaged in sport and physical recreation in the last 12 months

The ABG's appeals to **50% of the Australian population and 60% of localised tourism**



Our audience is made up of **60% males & 40% females** aged **25 to 45**



60,000 local residents and visitors to the area surrounding the Australian Beach Games, will visit and spectate at one or more of the sports over the course of the weekend.



35,000 attendees will visit the Health and Wellbeing Expo and the food truck Carnival over the course of the weekend.



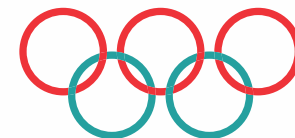
11,000 people will attend the Australian Beach Games entertainment area and themed parties.



Over 5,000 sporting clubs across Australia will support, promote and engage with the Australian beach games in 2017/18



**20%** of our target market have significant disposable income



Most of the sports that are played at the Australian Beach Games are featured in the Olympic Games, the Commonwealth Games and All World Games.

## WHO WE ARE?



## EVENT PEOPLE

[www.eventpeople.com.au](http://www.eventpeople.com.au)

We have been passionately involved in all sides of multisport events and festivals for over 15 years, including event management, brand management, retail, distribution, coaching, competing and sponsorship.

We are committed to the delivery of high quality events and the formation of mutually beneficial and valued corporate partnerships that reward everyone – Our participants and spectators, our sponsors and our brand. We firmly believe that if our athletes and spectators have an enjoyable event experience, we will all benefit from our involvement in the event.

Over the past few years our team have successfully set up and delivered:



**Sufferfest  
Triathlon Series  
(nationwide  
triathlon series)**  
[sufferfesttri.com](http://sufferfesttri.com)



**Food Truck Carnivale**  
[foodtruckcarnivale.com.au](http://foodtruckcarnivale.com.au)



**Bay Challenge**  
[baychallenge.com.au](http://baychallenge.com.au)



**mornington  
RUNNING festival**  
**Mornington Running  
Festival**  
[morningtonrunningfestival.com](http://morningtonrunningfestival.com)



**Busking Festival**  
[buskingfestival.com.au](http://buskingfestival.com.au)

**6 BEACH GAMES,  
ACROSS 6 LOCATIONS**

**2**

**WA**  
Bunbury  
9 - 11 FEB  
2018

**6**

**SA**  
Port Adelaide  
17 - 19 NOV  
2018

**1**

**VIC**  
Melbourne  
26 - 28 JAN  
2018

**3**

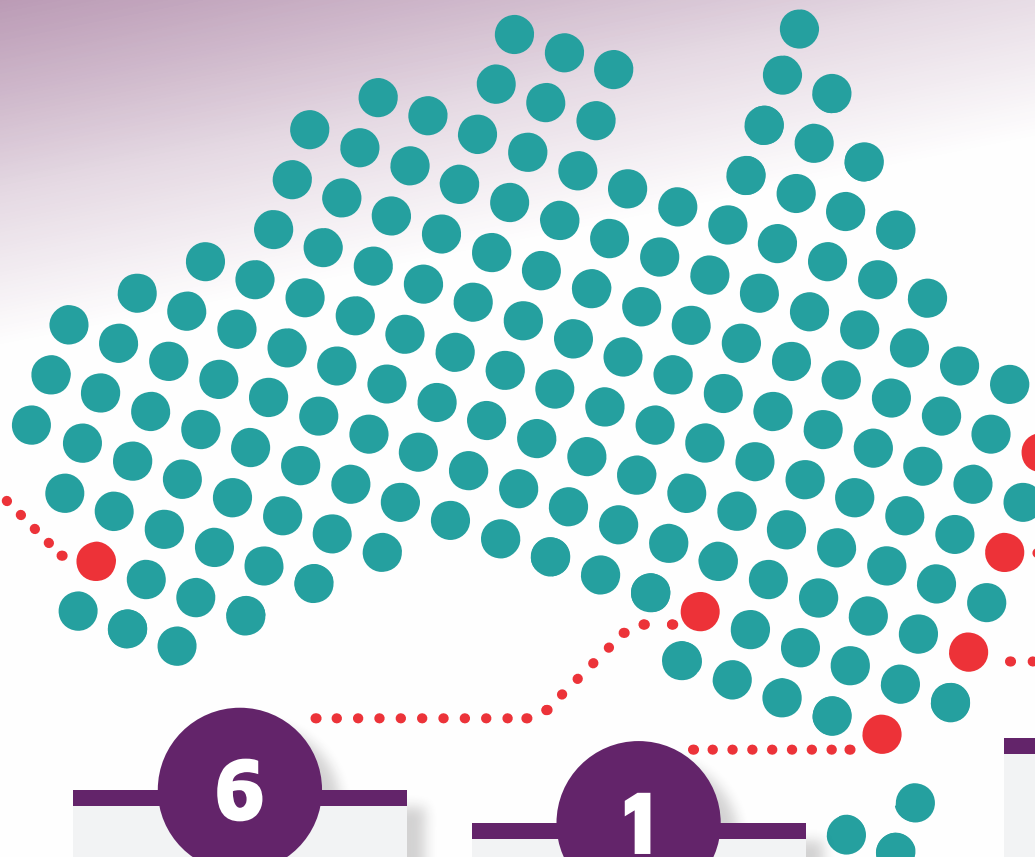
**VIC**  
Lakes Entrance  
23 -25 FEB  
2018

**4**

**NSW**  
Newcastle  
27 - 28 APR  
2018

**5**

**QLD**  
Gold Coast  
9 - 11 JUN  
2018



## WHAT LEADA SAID ABOUT THE AUSTRALIAN BEACH GAMES 2017

LEADA is the representative body of the business community in Lakes Entrance. We advocate for and on behalf of all businesses to continue to enhance and develop Lakes Entrance as a vibrant tourist destination in East Gippsland.

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The recent Australian Beach Games held in Lakes Entrance during March was very well received by both business owners and residents.

Attendance at your events by both participants and spectators was very impressive, considering the short lead-time you had for this first, inaugural event.

Feedback we have received from local retailers, cafes and accommodation providers was very positive, with comments that turnover and visitation actually exceeded the previous long-weekends figures.

Local residents enjoyed being able to participate in the many events and thoroughly enjoyed the Food Van aspect of the Event. Expressing their desire that this component grow larger next year.

Your organisation actually achieved something that has never happened before in Lakes Entrance, and that was to attract a surge of visitors on an otherwise "off-peak" weekend in March.

We thank you and your team for a very professionally organised event, and look forward to receiving you next year.



Shane Kidd  
President/Chairperson  
LEADA (Lakes Entrance Action &  
Development Assoc.)  
[www.leadacom.au](http://www.leadacom.au)

## MARKETING AND ADVERTISING



**Target audience and virtual attendees will be over 5.2 million.**

The Australian Beach Games will attract significant local and national press across all forms of media, including social media channels, TV, print and radio. Our team will be running a nine month marketing and promotional campaign that will resonate with sports enthusiasts, health conscious people, active families and individuals and music fans or all ages.

We will also work hand in hand with all the sporting codes, aligning with the Australian Beach Games and their governing bodies to maximise exposure right across Australia.

We will be designing professional and disruptive marketing and promotional content that will bring the Australia Beach Games to life across all our marketing channels. We are using the latest digital campaign methods that will deliver cut through to our target audience.

We already have a strong E-newsletters distributed through our databases of 15,000. We also have a compelling list engaging through our social media channels in excess of 20,000 followers. This will form part of our social media strategy for the Australian Beach Games





## PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

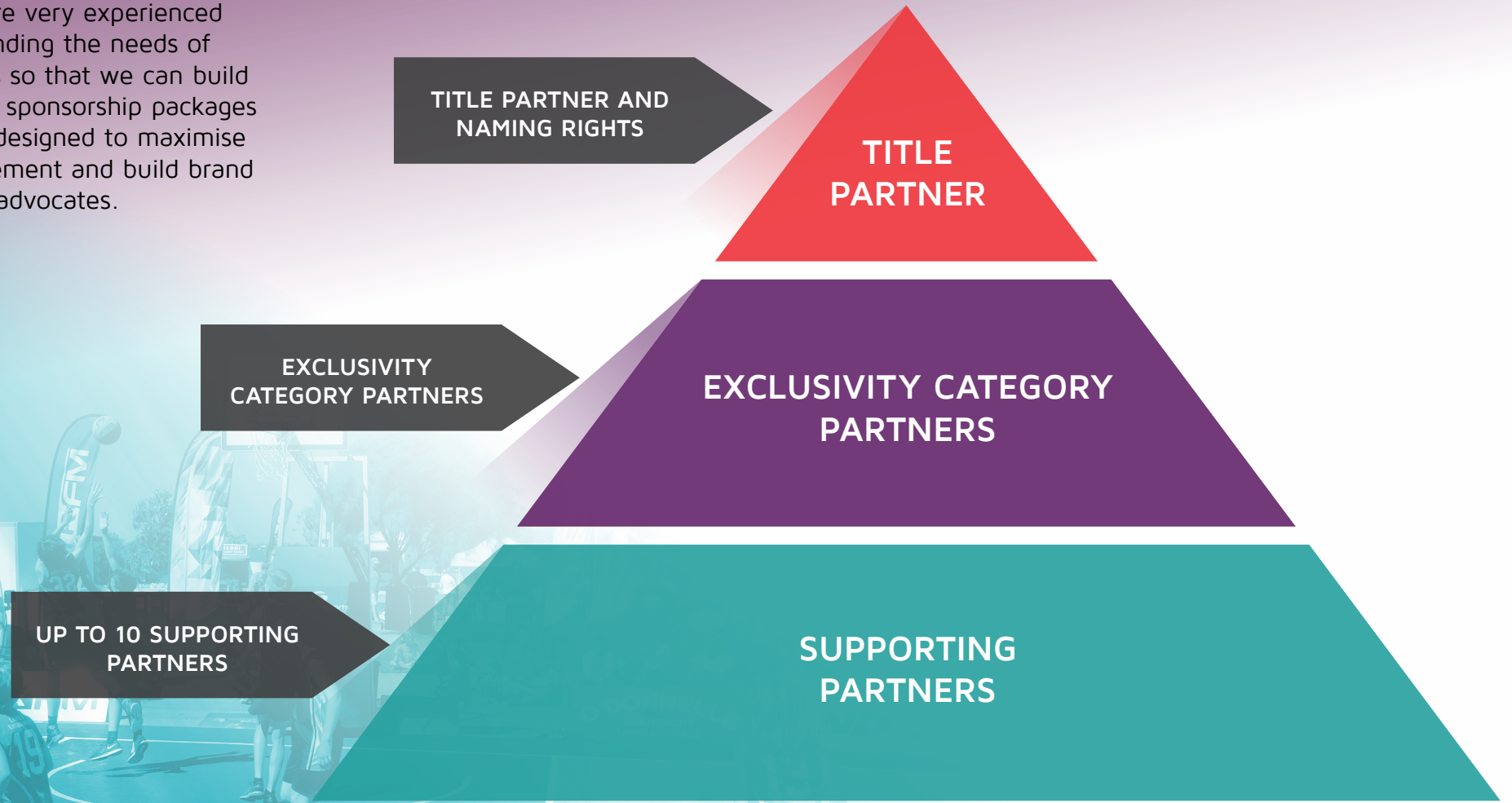
ALIGNING YOUR BRAND WITH THE AUSTRALIAN BEACH GAMES WILL GIVE YOU A VAST SPECTRUM OF BENEFITS AND ENGAGEMENT OPPORTUNITIES

1. Engagement through social media, digital and print marketing
2. 9 month marketing campaign
3. On site exposure and branding
4. Sampling and experiential
5. Hospitality and corporate opportunities
6. Key event support
7. Retail village
8. Food truck festival
9. Merchandise



# PARTNERSHIP STRUCTURE

Our team are very experienced at understanding the needs of our partners so that we can build meaningful sponsorship packages specifically designed to maximise your engagement and build brand loyalty and advocates.



### BEACH GAMES IN SCHOOLS PROGRAM

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The Australian Beach Games will be offering a full day of sporting activities and events to all schools in the area of the Australian Beach Games. As an organisation, we understand the importance of sport in school and the positive impact it has on the health, wellbeing and mental health of students.

This will be an opportunity for kids to take part in their chosen sport or learn and take part in a new sport. We will be working hand in hand with local sporting clubs and associations so that there will be a follow-on for all students that would like to understand a little more about that sport or how to get involved.

### OUR CHARITY

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Proceeds and profits from the Australian Beach Games will be going to support causes that focus on youth suicide and youth mental health. We understand how impactful sport and recreation is on the positive and mental well being of our youth and we will endeavour to work with local organisations to help make a difference



## CONTACT US

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### Sponsorship

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**Australian**  
BEACH GAMES





Thank you.



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For more information please go [www.australianbeachgames.com.au](http://www.australianbeachgames.com.au).  
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