

ALIGN WITH AN ICON



SURF LIFE SAVING
NEW SOUTH WALES



ABOUT US

Surf Life Saving NSW (SLSNSW) is the peak coastal water safety, drowning protection and rescue organisation in NSW and one of the largest volunteer-based community service organisation's in Australia.

OUR MISSION

To save lives, create great Australians and build better communities.



85,512
Members



129
Clubs



8M
Beach Visits

PUBLIC PROFILE & REACH



735K

Website page
views



38K

Monthly
newsletters



\$6.2M

Social
Reach



\$78M

Media
Value



WHAT WE DO



RESCUE SERVICES



SAVE LIVES



NIPPERS



YOUTH DEVELOPMENT



EDUCATION & TRAINING



SURF SPORTS



COMMUNITY EDUCATION



INNOVATE

WHY PARTNER WITH US?



Align with one of Australia's most trusted and iconic community organisations

- Engage (on scale) with a cross section of the community - everyday Australians right through to elite athletes of all ages
- The use of our IP; This includes the red and yellow flags, imagery and logos for your own promotional activity which can only be accessed by our major partners
- To connect with key members of state government including ministers and government agencies through our close relationships
- We are the 2nd most trusted charity organisation in Australia (behind Royal Flying Doctor Service - Reptrak)
- You will be supporting NSW lifesavers to keep our beaches safe



HOW WE WORK WITH BRANDS



NEW SOUTH
WALES

We work with brands to develop partnership opportunities across 4 key pillars:



1. SURF SPORTS



2. COMMUNITY EDUCATION



3. LIFESAVING



4. INNOVATION

A group of elite athletes, mostly men, are captured in a dynamic running pose on a sandy beach. They are wearing bright pink singlets, some with "goldub" and "ENGINE" logos, and various colored swim caps (yellow, blue, green, white). They are running barefoot towards the left side of the frame. The background shows a beach with waves, a line of tall pine trees, and a building in the distance under a clear blue sky.

SURF SPORTS

Surf Sports events provide our elite athletes the opportunity to compete at their physical peak, develop teamwork skills and leadership across a variety of disciplines.

BEACH STORMER SERIES

The Beach Stormers Series is a customised surf sports event with the goal to encourage and stimulate participation within beach events.

The Series includes Distance Runs, Beach Sprints and Beach Flags.

With a 99% increase in participation numbers, it runs age groups from the U13's right through to Masters





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3 events will be held in each state, with the final national event held at Manly Beach to complete the series.

Round One - 31st October, South Maroubra

Round Two - 14th November, North Steyne

Round Three - 12th December, Avoca Beach

Round Four - 15th-16th January, Manly Beach



PARTNERSHIP OPPORTUNITIES



NEW SOUTH
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- **Naming Rights Partner** - 'Beach Stormers Series, proudly presented by (partner X)'
- **Signage at events** (signage supplied by partner)
- **Activation footprint** - 6x3m space in the beach village area for the purpose of engaging competitors, the community or pop up retail
- **Digital communications** - Communicate with the SLS community across NSW through access to the following communication channels:
 - Beyond the Flags
 - SLSNSW social media channels
 - Beach Stormers social media channels
- **Access to 5x approved SLSNSW images** or photos from the event for promotional purposes of the agreement



A photograph of three young women, likely surfers, wearing blue swim caps and bright pink swimsuits. They are hugging each other on a sandy beach. The woman on the right is smiling broadly at the camera. The background is slightly blurred, showing other people and beach structures.

THANK YOU

For partnership opportunities,
please contact Nikki Ronald

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