



SPONSORSHIP PROPOSAL



MUNRO'S MACK10K 2025



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ABOUT US

We are a family friendly club and uniquely cover both recreational fishing and spearfishing. The club was established in 2019 and is based Onslow, Western Australia. We are run solely by volunteers. In our 23/24 season we had 189 financial members. Our members enjoy free entry to all members only events and discounted entry to our open events. All of our event prizes are awarded across a range of age groups to encourage junior participation.

In the 23/24 season we held four members only events & three open events.

Members only events

Creek to Creek – A creek and beach fishing competition culminating in our famous mud crab race.

Ashburton Shootout – A spearfishing competition.

Release Me – A measure and release fishing competition.

Annual Club Competition – A yearlong competition for fishing and spearing, culminating in a presentation night and the crowning of our club champions in the small fry, junior and adult age groups, for anglers, spearing and measure and release categories.

Open Events

Kids Fishing Clinic – A free fishing day for all local and visiting kids.

Beadon Bay Bash – A multi species, fishing and spearing competition heavily angled towards family participation.

MACK10K – Our signature event. A single species fishing competition for Spanish Mackerel. The major draw card is a \$10K prize to the angler who catches the heaviest Mackerel.

The Ashburton Anglers are immensely proud of our town and surrounding waters. We enjoy working with other non for profits, the shire and commercial entities and contributing to local events and activities ensuring that Onslow remains a friendly, livable and sustainable community.



CLUB OBJECTIVES

To promote recreational fishing as a sport to the Onslow Community and the Wider Regional Community through the running of events.

To promote and encourage recreational fishing and sportsmanship, in all its forms by providing a conduit for those of all ages to interact in a friendly knowledge rich environment.

To encourage Junior participation in the sport of recreational fishing.

To promote adherence by members and the Onslow Community to all state and national fishing and boating regulations.

To provide a focal point for visitors and potential new members for current local fishing information and upcoming events.

MEET OUR COMMITTEE



CHAIRPERSON: Cameron McGurk

VICE CHAIRPERSON: Tim Dobe

TREASURER: Kylie Spencer

SECRETARY: Suzanne Wilson

GENERAL COMMITTEE: Josh Gusthart, Nat Hilton,
Mel Thomas, Chantelle McGurk, Dan McLean &
Nicki McLean, Mick McKoy & Gwen Hilton



WHAT WE DO?



FISHING AWARENESS

**BRING COMMUNITIES
TOGETHER**



**SPECIFIC
SPECIES
RESEARCH**

**FAMILY FRIENDLY
COMPETITIONS**



ABOUT THE MACK10K



The Mack10K is a single species recreational fishing competition for Spanish Mackerel. Traditionally the major draw card for the event is the prize of \$10,000 to the angler who catches the heaviest Mackerel, additional prizes are also on offer.

The 2025 event will offer a one off first prize of \$20,000 to commemorate the 100-year anniversary of Onslow.

2024's event saw 299 competitors across 91 boats enter, making it one of the largest fishing competitions in WA. Advertising commences 4 months prior to the event and includes a full-page ad in the Western Angler magazine and an extensive social media campaign including merchandise specifically for this event. The event is held at the Onslow Sports Club and adjoining town oval.

In the previous five years the Ashburton Anglers have partnered with Recfishwest & DPIRB to collect samples from fish weighed in, these samples are used to determine the age and sex of the fish and are combined with samples taken from the commercial catch to ascertain the health of the Spanish Mackerel population in Western Australia. This data is then presented to government so that informed decisions can be made to ensure that the Spanish Mackerel fishery is a sustainable ongoing concern for many years to come.

This event has grown to become a great financial and social success not just for the fishing club but the Onslow Community as a whole. The 2024 event saw us continue to provide live music, food vans and kids entertainment, truly making this an event not just a fishing competition.

Sponsorship of this event represents an excellent advertising opportunity for your company, if you are interested please contact us prior to the

28th February 2025.

ABOUT THE MACK10K



Schedule:

FRIDAY - 22nd August 2025

Commencing in the evening with a compulsory safety briefing on Friday night, which includes food vans.

SATURDAY - 23rd August 2025

Fishing is followed by a weigh-in, day 1 prize presentations and live music along with food vans, merchandise stalls and kids entertainment.

SUNDAY - 24th August 2025

Fishing is followed by a weigh-in, awards presentation ceremony and live music along with food vans, merchandise stalls and kids entertainment.





2019

32 Boats, 92 Competitors

2020

70 Boats, 200 Competitors

2021

70 Boats, 214 Competitors

2022

76 Boats, 233 Competitors

2023

78 Boats, 266 Competitors

2024

91 Boats, 299 Competitors

2025



Event is capped at 100 boats

- Increase in Attendance
- Increase in Status
- Increase in Reputation
- Increased knowledge of Onslow as a Tourist Destination.
- Increased awareness of Mackerel species and research outcomes of Spanish Mackerel each year.

EVENT STATISTICS

WHERE ARE OUR COMPETITORS FROM?





SPONSOR PACKAGES



\$10,000+ NAMING RIGHTS SPONSORSHIP

Your company's name will precede 'MACK10K' on all advertising and merchandise (e.g., The Onslow Tackle MACK10K). Large company logo on all banners supplied by AA & displayed at briefing, weigh ins and presentations. Large logo displayed on all event Merchandise & Advertising. Including sponsors logos on advertisement in the Western Angler magazine.

**Note the naming rights sponsorship has been retained by Munro's Contracting for 2025*

GOLD SPONSOR

**\$5000 -
\$9999**

Large company logo on all banners supplied by AA & displayed at briefing, weigh ins and presentations. Large logo displayed on all event Merchandise & Advertising. Including sponsors logos on advertisement in the Western Angler magazine.

SILVER SPONSOR

**\$2500 -
\$4999**

Medium company logo on all banners supplied by AA & displayed at briefing, weigh ins and presentations. Medium logo displayed on all event Merchandise & Advertising. Including sponsors logos on advertisement in the Western Angler magazine.

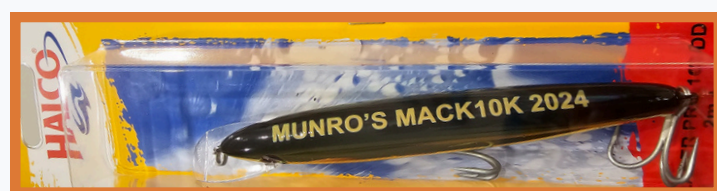
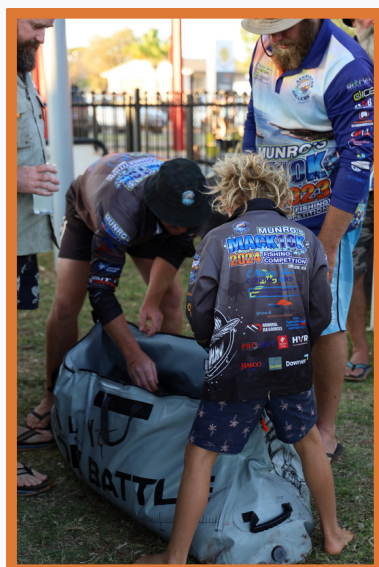
BRONZE SPONSOR

**\$1000 -
\$2499**

Small company logo on all banners supplied by AA & displayed at briefing, weigh ins and presentations. Small logo displayed on all event Merchandise & Advertising. Including sponsors logos on advertisement in the Western Angler magazine.

PHOTOS





THANK YOU!

Contacts

Phone: Cam McGurk 0427 901 715
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 Website: ashburtonanglers.com

Sponsorship of this event represents an excellent advertising opportunity for your company, if you are interested, please contact us prior to the 28th of February 2025.