



# PARTNERSHIP OPPORTUNITIES AT MOORE PARK GOLF

Moore Park Golf is one of Australia's most popular golf and entertainment venues, offering a targeted demographic for consumer focused brands, and the ideal environment in which to entertain Sydney's top executives.

# JOIN AUSTRALIA'S LEADING GOLF COMPLEX AS A MAJOR CORPORATE PARTNER



# Showcase your brand at Sydney's playground for the corporate crowd, and enjoy an extensive range of benefits for your business.

A partnership with Moore Park Golf is an investment in wellbeing, entertainment and Australian heritage as well as an opportunity to be aligned with a distinguished brand, trusted and respected by its customers.

Drive your strategic brand goals by leveraging a partnership with a popular Sydney attraction, which is highly frequented by professionals and families.

Working in close consultation with all areas of your business, a customised partnership package will be tailored to satisfy your business goals.

A partnership with Moore Park Golf will drive measurable and meaningful outcomes for your business:

- Increase your brand's visibility
- Enhance relationships with your customers and clients
- Cultivate new clients and drive sales
- Engage and reward your employees
- Communicate your Corporate Social Responsibility values.

# MOORE PARK GOLF

Sydney's home of public golf

Recent \$5M  
upgrade

Australia's leading  
public golf complex,  
established in 1913

Modern function  
spaces (indoor and  
outdoor) which can  
accommodate up  
to 150 guests with  
magnificent city or  
course views



18 hole championship  
golf course

Home of the Sydney  
Golf Academy,  
providing access  
to a team of PGA  
professionals,  
to deliver expert  
instruction on the  
driving range and  
golf course



60 bay, all weather  
driving range,  
the most popular  
in the Southern  
Hemisphere



100 year heritage  
with historical  
landmark building,  
the Golf Club House



10 mins from  
Sydney's CBD in  
the heart of the  
Entertainment  
Quarter



Contemporary  
hospitality delivered  
by premium  
on-site caterers



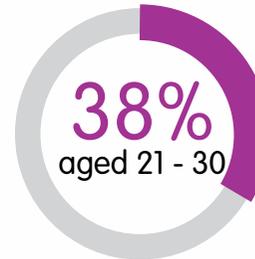
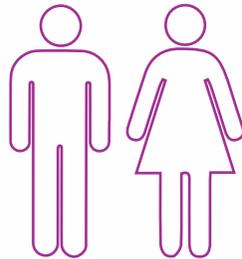
Host of the world's  
first driving range  
Big Screen

## OUR VISITORS

Over 200,000 general public customers attend the Moore Park Golf entertainment complex every year.

Our customers represent a broad section of the community.

75%  
of the driving range visitors are male



66%  
of visitors stay at the complex between 1 - 4 hours



67%  
are business professionals and managers, working in the CBD (followed by North Sydney and the Inner West)



28%  
earn above \$80,000 per year

36%  
earn above \$120,000 per year



16 million  
balls are hit on our driving range a year

# BESPOKE BENEFITS AND SOLUTIONS FOR YOUR BUSINESS

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Through close consultation with you, we will develop a package of benefits that works hard for your business.

A relationship with Moore Park Golf will enable your company to achieve its objectives.



## INCREASE YOUR BRAND'S VISIBILITY

- Brand presence across internal precinct assets including golf house, driving range, ball dispensers, collection machines, uniforms, pin flags and driving range buckets
- Brand presence across external branding assets with view points from major roads surrounding course
- Brand presence across a fleet of 40 golf carts including external and internal branding and advertising
- Branding on the 'Big Screen'
- Inclusion in boilerplate of all press releases
- Promotions and advertising to an engaged database of over 30,000 subscribers
- Promotions and advertising on website, social media platforms, and within digital app



## ENHANCE RELATIONSHIPS WITH YOUR CUSTOMERS AND CLIENTS

- Host exclusive golf days with your loyal customers/clients and their families
- Sessions for your customers/clients with a PGA qualified golf professional
- Invite clients for a round of golf, offering a VIP experience including hospitality
- Host networking events on-site for your clients and members of your team
- Discounted personal memberships for your clients
- Discounted golf tuition at Sydney Golf Academy for your clients and their employees



## CULTIVATE NEW CLIENTS AND DRIVE SALES

- Product placement and creative branding activations on-site with exposure to a targeted, diverse audience
- Cross promote to the centre's large database
- Reach a secondary audience of millions with external centre branding
- Host prospective clients at the centre
- Rub shoulders on the golf course with Sydney's top executives and professionals



## ENGAGE AND REWARD YOUR EMPLOYEES

- Sydney Golf Academy tuition for your employees looking to improve their game
- Lunch time golf throughout the year to increase fitness and wellbeing in the workplace
- Women's golf events and tuition
- Group coaching for friends and family
- Family day events and activities
- Reward your employees with end of year festivities



## COMMUNICATE YOUR CORPORATE SOCIAL RESPONSIBILITY VALUES

- Communicate your brand values to the wider community
- Host fundraising events on-site for your charitable initiatives
- Promote the benefits of outdoor 'green' spaces and the environment
- Provide educational experiences for your not-for-profit, school and charity partnerships



# MEASURING EFFECTIVENESS

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**Our partners deserve evidence that their investment is working.**

To assist our corporate partners in providing a comprehensive evaluation of their partnership, questions are asked in our research that focuses on the effectiveness of partner activities and overall partner recall.





**For further information  
please contact:**

**James Taggart**

Corporate Partnerships

Moore Park Golf - Centennial Parklands

**T** 02 9231 8005

**M** 0417 011 585

**E** james.taggart@bgcp.nsw.gov.au

