

SURF WITCHES



BOARDRIDERS
GOLD COAST AUSTRALIA

2025

Sponsorship Opportunities

surfwitchesboardridersclub.com | [@surfwitchesboardriders](https://www.instagram.com/surfwitchesboardriders)
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An aerial photograph of four women on surfboards floating in clear, turquoise water. The woman in the top left is on a yellow and blue striped board, wearing a bright green shirt. The woman in the bottom left is on a white board, wearing a red shirt. The woman in the center is on a white board with a pink border, wearing a white shirt. The woman in the bottom right is on a purple board with a colorful pattern, wearing a yellow shirt. The text 'ABOUT US' is overlaid in the upper left quadrant.

ABOUT US

Social Women's Boardriders Club - We're a non-competitive female boardriders club established in 2022 based on the southern end of the Gold Coast.

Our events focus on creating connections and having fun. We run quarterly club rounds, social nights, fundraisers, beach clean-ups and surf education events.

100% of sponsorship funds goes directly back into to running our club, our events and enhancing our member's experience.

We are a **not-for-profit** incorporation run fully by volunteers.



WE VALUE

- Creating **connections** and having **fun**
- **Respecting** and **encouraging** all people and abilities
- **Surf etiquette** and **water safety**
- **Protecting the environment** and **benefiting the communities** where we play

WHY SPONSOR US?

Women's participation in surfing is reaching unprecedented levels, with women now making up 35% of surfers as of 2024 and still on the increase.

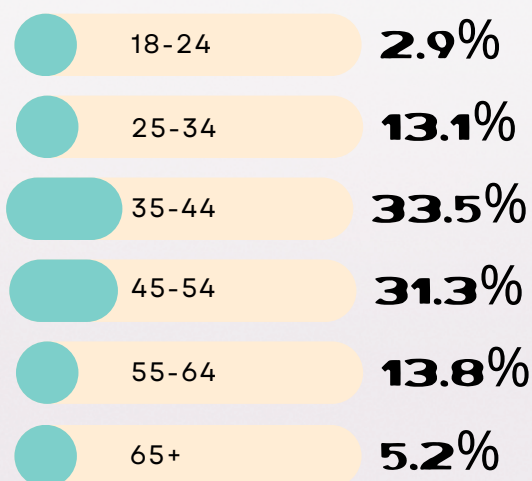
This growth reflects a broader cultural shift toward greater inclusivity in our sport and, as more women break barriers, this is an exciting time and opportunity to align your brand with our club and encourage the growth of women's surfing more locally on the Gold Coast.

Partner with Surf Witches Boardriders Club and connect with a passionate, local community of women:

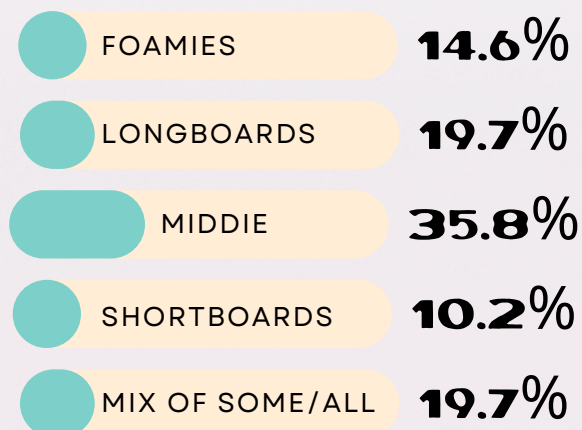
- **Increase brand visibility** and exposure to an engaged audience.
- Align with a **not-for-profit** club that focuses on healthy lifestyles, fitness, the environment and community.
- Enhance your brand's reputation through a meaningful connection to Surf Witches and its values.

OUR MEMBERS

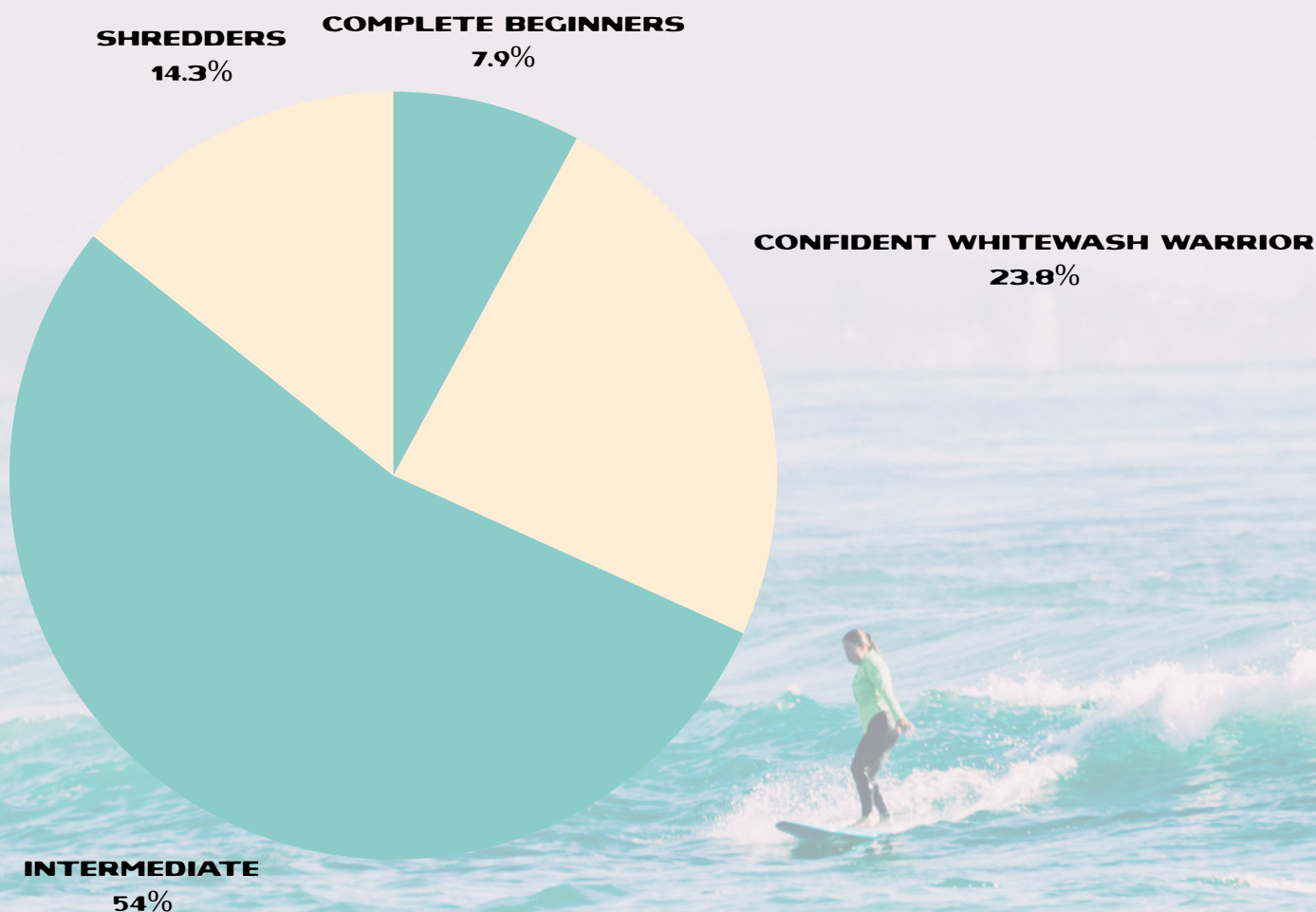
We are an over 18 Club with a wide range of ages ranging from 18-74 years of age, who all share a passion for surfing, the ocean and their community. **We are a pretty awesome bunch, here is a little more about us...**



WHAT BOARDS ARE WE RIDING?






WHAT LEVEL OF SURFERS ARE WE?



REACH INSIGHTS

In our founding year, 2022 our membership capacity was 100 people. **We sold out in 4 HOURS!** Since then, we have steadily increased our membership and due to logistical reasons we cap it at 200.

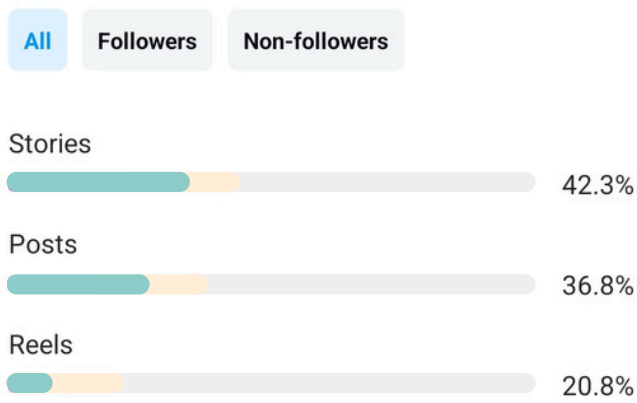
On the social media side, Surf Witches has experienced impressive growth on our channels and have built up an engaged audience:

-  **Surf Witches Community Facebook Group:** 3.5K members
-  **Surf Witches Boardriders Club Facebook Page:** 691 followers
-  **Surf Witches Boardriders Club Instagram:** 2.1K followers

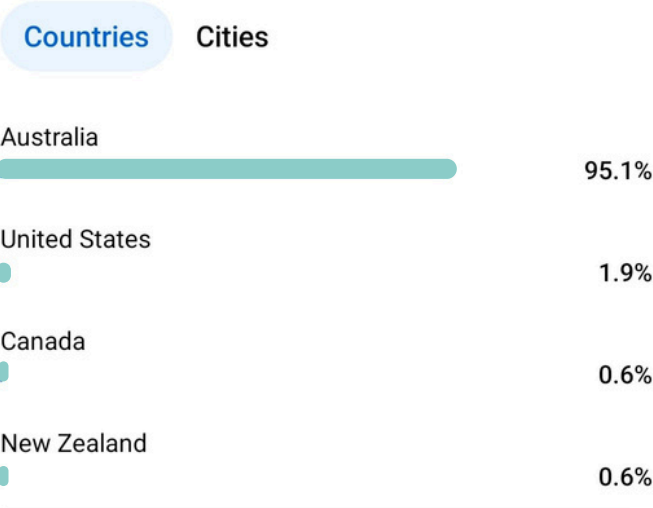
OUR ENGAGEMENT



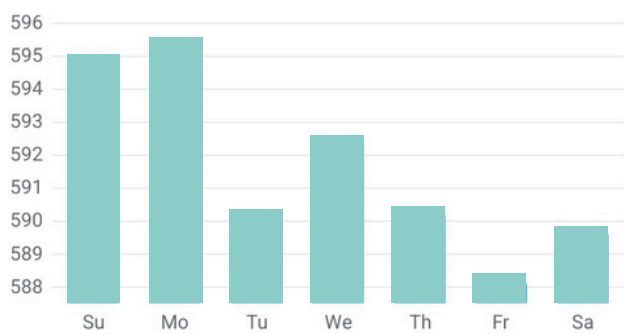
By content type



Top locations ⓘ



Most active time ⓘ



SPONSORSHIP PACKAGES

OPTION 1 - BEACH VIBES

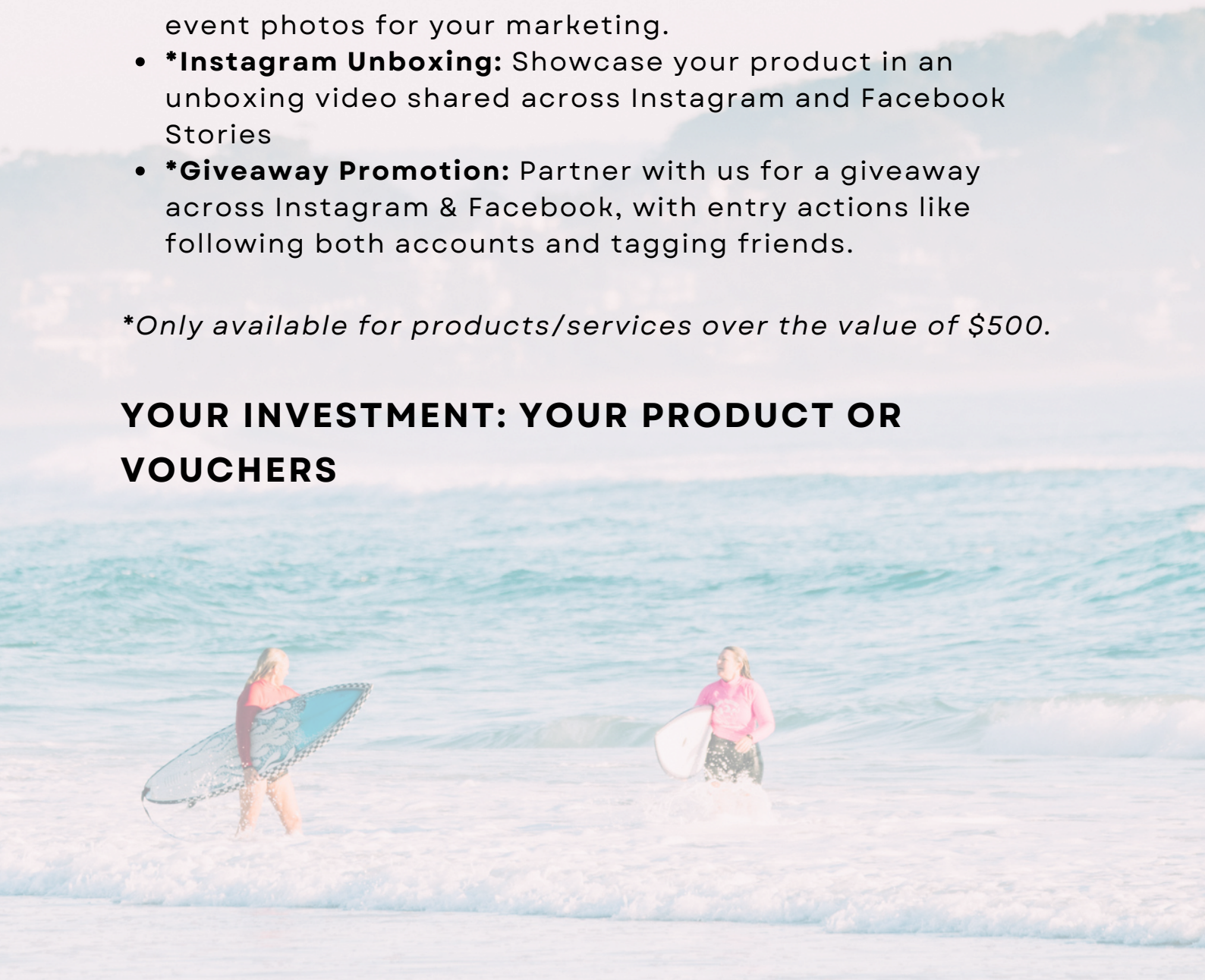
Engage with our community by providing products or service vouchers that we can use as prizes or giveaways.

A Beach Vibes Package will give you the following benefits:

- **Exclusive Digital Discount Code:** Offer a special discount for Surf Witches members.
- **Story Image & Highlights:** Feature a branded image on our social channels and in Instagram Highlights for all of 2025.
- **Proud Sponsor Badge:** Display a “Proud Sponsor” badge on your website and social media.
- **Full Commercial Use of Event Photos:** Access to all our event photos for your marketing.
- ***Instagram Unboxing:** Showcase your product in an unboxing video shared across Instagram and Facebook Stories
- ***Giveaway Promotion:** Partner with us for a giveaway across Instagram & Facebook, with entry actions like following both accounts and tagging friends.

**Only available for products/services over the value of \$500.*

YOUR INVESTMENT: YOUR PRODUCT OR VOUCHERS



SPONSORSHIP PACKAGES

OPTION 2 - LOCAL SALTWATER HERO

Exclusive to Gold Coast & Northern Rivers businesses, A Local Saltwater Hero Package will give you the following benefits:

- **Your Logo on our Members' T-Shirts:** Medium logo displayed on our 2025 members' t-shirts.
- **Social Media Mentions:** Regular mentions across our Instagram & Facebook.
- **Guest Judge Invitation:** Be a guest judge at one of our events (no experience needed!)
- **VIP Invitations:** VIP access to Surf Witches social events for exclusive networking opportunities.
- **1 x Passion Post Video:** Share a video about your brand, posted on our social media.
- **1 x Instagram Unboxing & Giveaway:** Feature your products in an unboxing video shared on Instagram & Facebook.
- **Exclusive Digital Discount Code:** Offer a discount code to Surf Witches members.
- **Story Image & Highlights:** A branded story image posted on our social media and saved in Instagram Highlights for 2025.
- **Proud Sponsor Badge:** Use the “Proud Sponsor” badge on your website and social media.
- **Full Commercial Use of Event Photos:** Access to event photos for your marketing.
- **Cross-Promotion with Other Sponsors:** Collaborate with other event sponsors.

YOUR INVESTMENT: \$1000



SPONSORSHIP PACKAGES

OPTION 3 - BIG BARRELS BENEFACTOR

Major sponsor status with prominent brand placement and all the VIP perks. A Big Barrels Benefactor Package will give you the following benefits:

- **Naming Rights to x 1 Event:** Gain naming rights to one of our events.
- **Your Logo on Members' T-Shirts:** Large logo displayed on Surf Witches 2025 members' t-shirts.
- **Social Media Mentions:** Extensive mentions across Instagram & Facebook.
- **Guest Judge Invitation:** Invitation to be a guest judge at two of our events (no experience needed!)
- **2 x Passion Post Video:** Share a video about why you sponsor Surf Witches, posted on our social media.
- **2 x Instagram Unboxing & Giveaway:** Co-host a major giveaway, featuring your product as the prize.
- **VIP Invitations:** VIP access to Surf Witches social events for exclusive networking opportunities.
- **Exclusive Digital Discount Code:** Share a discount code for our members.
- **Story Image & Highlights:** A branded story image posted on our social channels and saved in Instagram Highlights for 2025.
- **Proud Sponsor Badge:** Use the “Proud Sponsor” badge on your website and social media.
- **Full Commercial Use of Event Photos:** Access to all event photos for your marketing.
- **Press Release Feature:** Be mentioned in relevant press releases or media coverage.
- **Cross-Promotion with Other Sponsors:** Collaborate with other event sponsors.

YOUR INVESTMENT: \$3000

SPONSORSHIP PACKAGES

OPTION 4 - BIG GUNS CUSTOM

Nothing in our packages taking your fancy? **Let's talk** and **create something** that meets all your business needs!

INVESTMENT: LET'S CHAT



JOIN US IN 2025!

WE WOULD LOVE TO HEAR FROM YOU

hello@surfwitchesboardridersclub.com

Expression of interest for 2025 sponsorship closes 15 Jan 2025.

