

# Sponsorship Prospectus

The benefits of becoming an advertising sponsor.







# Welcome

It is my pleasure to invite you to be part of a new chapter for the Wangaratta Sports & Aquatic Centre (WSAC), as we launch our new sponsorship program in 2026. This initiative presents a unique opportunity for your business to align with one of the region's most vibrant community facilities, connecting with thousands of locals and visitors each year.

WSAC plays a central role in promoting health, wellbeing, and community connection across the Rural City of Wangaratta. From swimming lessons and gym memberships to school carnivals and state sporting competitions, the centre is a daily destination for people of all ages and backgrounds.

Through this sponsorship program, we are offering a limited number of carefully curated opportunities for businesses to gain valuable brand exposure across high-traffic areas of the facility. This includes prominent physical signage, digital displays, and the option to engage with audiences at key events held throughout the year.

We know that local businesses are at the heart of our community and by partnering with WSAC, you'll be supporting an inclusive, health-focused environment while reaching a highly engaged audience. This is more than just advertising: it's an opportunity to make a visible commitment to your community.

This prospectus outlines a range of sponsorship packages, each designed to suit different budgets and marketing objectives. We're also happy to work with you to create a tailored option that best meets your needs.

We hope you'll consider joining us on this journey, as we grow WSAC's impact and build lasting connections between business and community.

**Leon Newton**

Manager, Sports, Aquatics & Events Precinct

# Your Brand + Our Brand

## Leverage the power of Partnership

Partnering with the Wangaratta Sports & Aquatic Centre (WSAC) is more than brand placement - it's a strategic opportunity to align your business with a trusted, high-impact community hub that champions health, inclusion, and connection.

WSAC is a dynamic, high-traffic venue that attracts **thousands of visitors weekly**, including enrolment:

- Families attending swimming lessons and school carnivals
- Athletes training for regional and national competitions
- Locals committed to year-round fitness and wellbeing

***Your brand will be seen,  
remembered, and respected,  
positioned in a space that people  
associate with positive experiences  
and community values.***

## Why Partner with WSAC?

- **Consistent Visibility:** Prominent signage, digital displays, and targeted messaging across our online platforms
- **Engaged Audience:** Over 3,500 active members, strong social media performance, and regular foot traffic
- **Cross-Promotion Potential:** Tap into our loyal audience through collaborative campaigns, event activations, and giveaways
- **Saves you Time & Money:** Our team handles the logistics—saving you time and helping you maximise your marketing spend with high-impact and exposure

## Flexible Sponsorship Packages

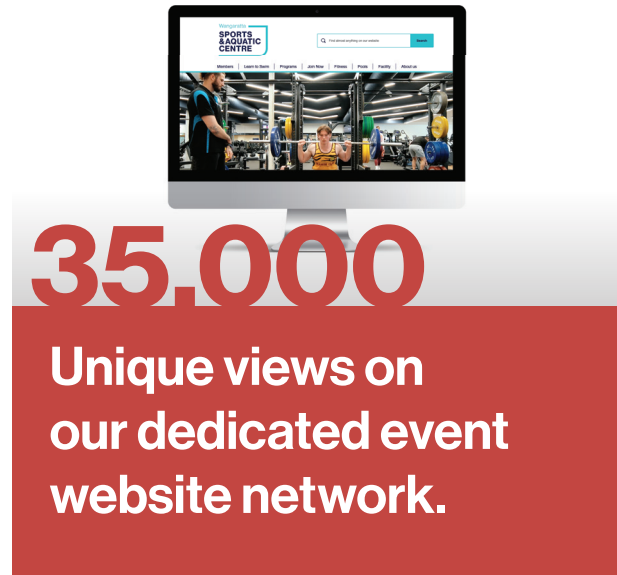
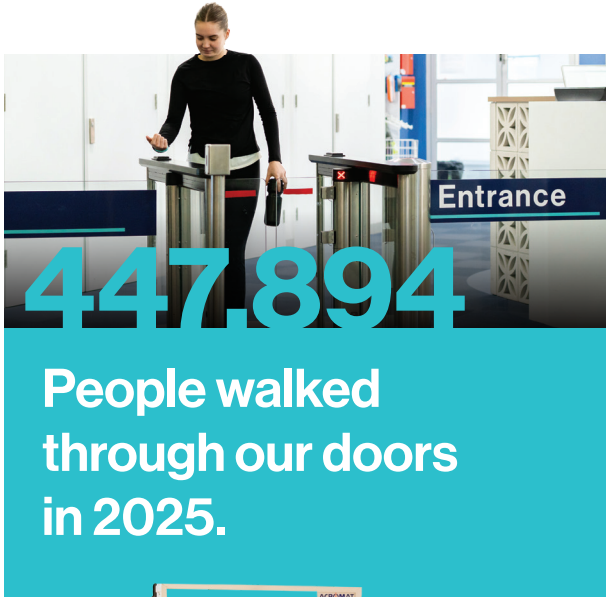
We offer tailored packages designed to meet your business goals—whether you're looking to:

- Launch a new product
- Build brand awareness
- Deepen community engagement
- Drive traffic to your business

From event activations and social media features to co-branded content, we'll work with you to create meaningful touchpoints that resonate with the right people without the overhead of managing it all yourself.



# The Reach of WSAC



Home of...





# What we need from you

**We will need use of your branding to show you're supporting WSAC and allow people to connect your brand with ours.**

## Logo Supply

Supply your logo in one of the following formats: EPS, PDF, Ai or SVG. You may need to ask your designer for the original file if you do not have a copy.

Please supply a mono (that is white or black without colour) logo that can work on both a dark background and light background. File types that we can not use, but are accidentally supplied: .jpg .png .webp .doc

## Brand & Style Guide

If your business has had a brand style guide developed, providing it to us will help ensure that your brand assets are deployed in a way that honours your brand style.

## Relevant Social Media Tags and Accounts

Supply us with hyperlinks to your Facebook, Instagram, YouTube, X (Twitter) and TikTok accounts so that we can tag you in relevant social posts.

## Website URL

We will use this link to lead people to your website from our website, social posts (when applicable).

## Professional Marketing Blurbs

Having professional copy that does a great job of selling your business in a way that aligns with your goals is key.

## 100 Word Blurb

This is your chance to outline what your business does best. List out your top products and services, how your business supports our community, and potential offers for the event attendees.

## Hero Images and Video (Optional)

Providing us with professional video and image assets allows us to craft captivating social media posts that align both with our brand and yours.

## Images Should

Be at least 2400px on their long edge. Supplied as a jpeg in RGB colour mode. Minimum file-size of

500kb, maximum 30mb. Images should be free of logo, graphical and text overlays.

## Videos Should

Be at least 1080px landscape or portrait (1920x1080),

up to 4k. Supplied in h.264 .mov or .mp4 video format.

Videos should be 15-30 seconds (both lengths supplied is ideal). In some instances where the video will be used, sound will not be available.

## Media Contact

Let us know of your marketing, media or communications specialist at your business that we can talk to (if available).



# Packages

	POOLSIDE PARTNER	SLAM DUNK PARTNER	DIGI PARTNER	NEGOTIATE#
	\$10,000	\$5,000	\$2,500	\$NEG
<b>SIGNAGE</b>				CONTACT US
<b>LOCATION</b>				
Main Pool Room	X			
Stadium/s		X		
Exclusive Naming rights*				Exclusive
TV screens	X	X	X	
<b>MEMBERSHIP INCLUSIONS</b>				
Staff Access to Corporate Membership Rates	X	X	X	
X2 Free Corporate Memberships	X			
<b>BASIC INCLUSIONS</b>				
Media release mention	X			
Social media mentions	X	X	X	
<b>LOGO PLACEMENTS</b>				
WSAC official Website	X	X	X	
Member Newsletters	X	X	X	

Packages are priced per year, based on a three-year contract. Cost of sign and installation at Sponsor's expense.

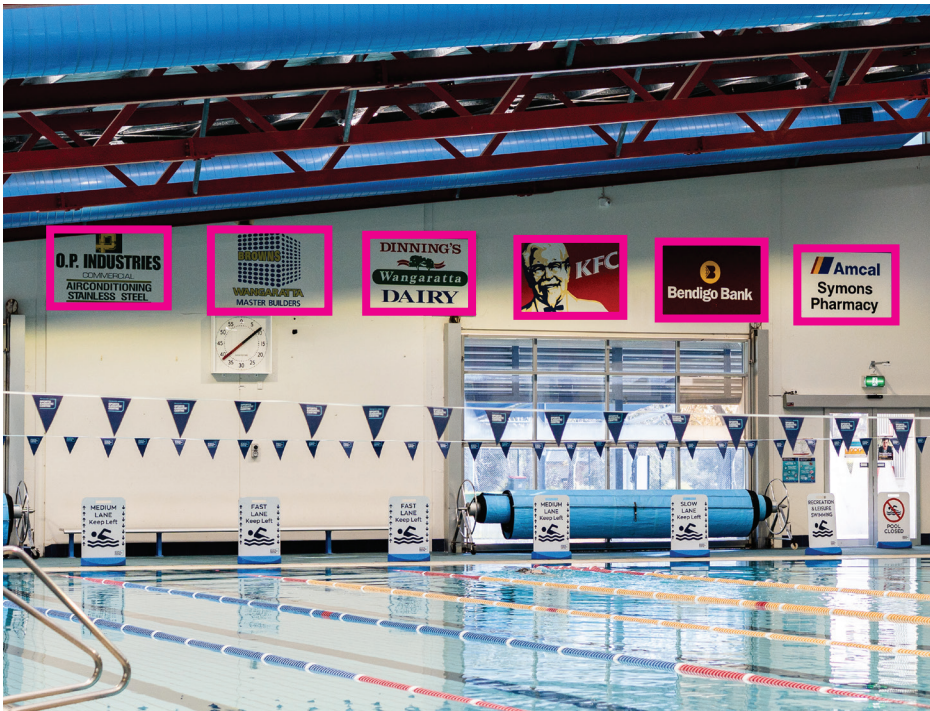
**\*Exclusive Naming Rights:** A premium opportunity is available for exclusive naming rights to key areas of the Wangaratta Sports & Aquatic Centre, including the stadium. This high-profile partnership includes facility signage, corporate membership benefits, a dedicated media release, and a launch event to celebrate the announcement. Naming rights are strictly limited and offered by direct negotiation. If your business is ready to make a bold and lasting statement in the community, we invite you to contact us to discuss this opportunity further.

#Note that some packages may already be under negotiation. Some of the inclusions in this table may not be relevant at the time of signing due to print and artwork deadlines. For a more personalised partnership, bespoke packages are available upon request.



# Signage

## Poolside Partner



**Lanes:**  
1800mm x 1200mm



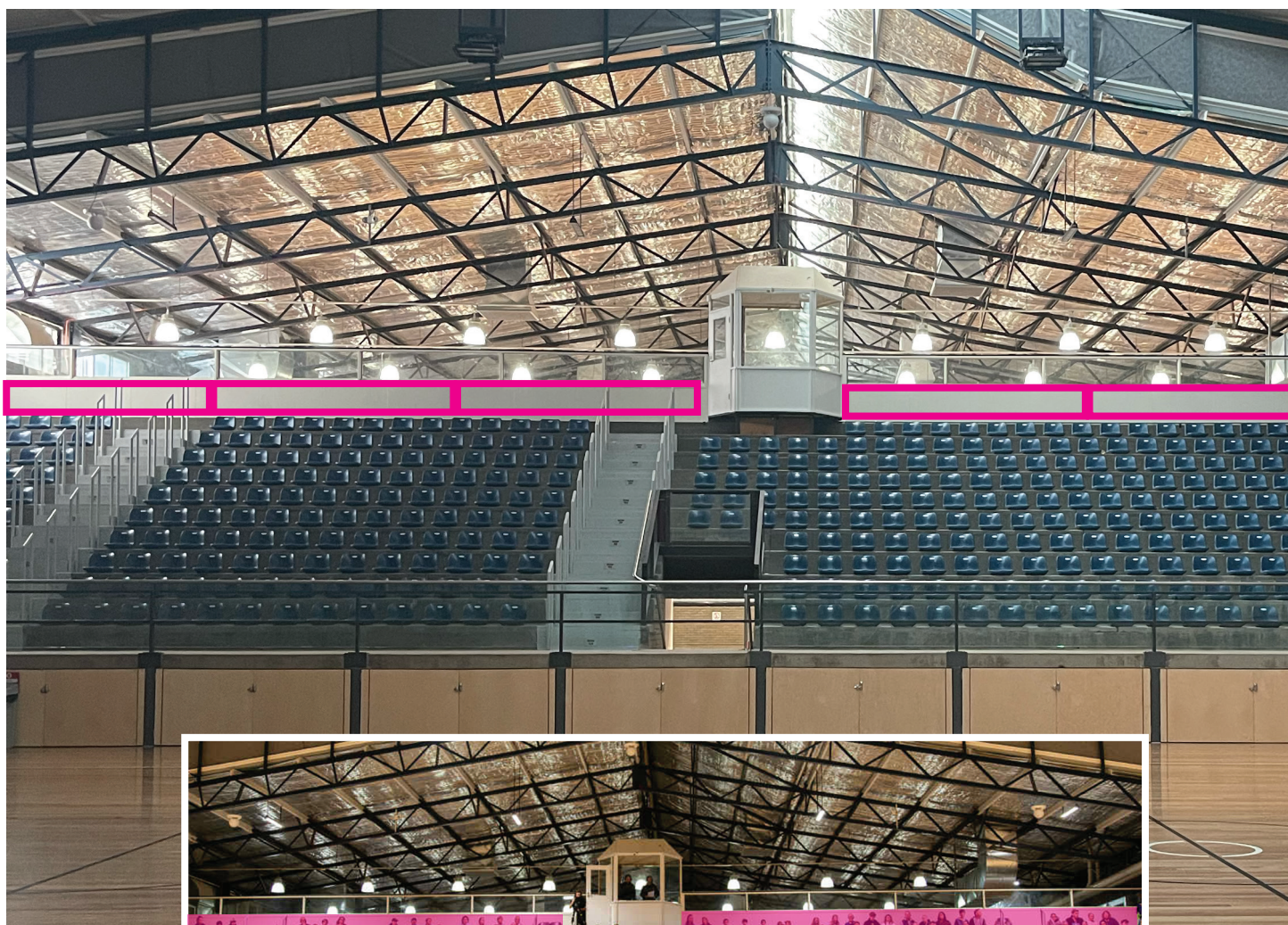
**Side of lanes:**  
6000mm x 610mm



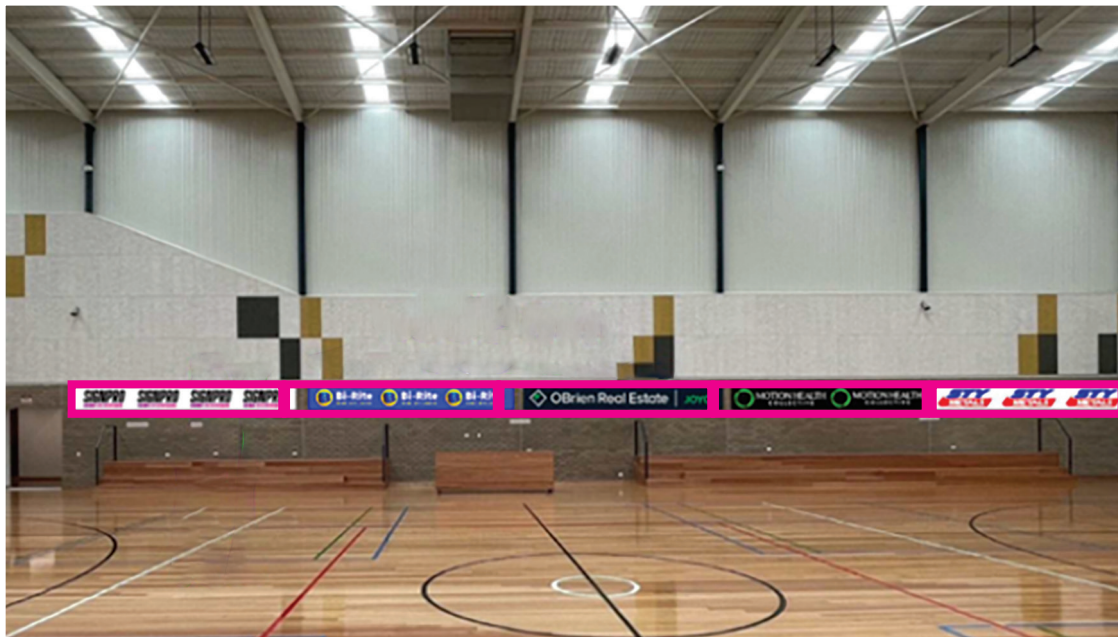
# Signage

## Slam Dunk Partner

**Top of Show Court grandstand (Court 1):**  
6000mm x 610mm







**New Court Area (Court 4):**  
6000mm x 610mm



**Original stadium (Court 2/3):**  
(both signs) 5600mm x 1220mm





# Naming Rights





