



Finn Sailing Australian Champion

As I set sail on 2015 I am committed to offering BMW Melbourne unique opportunities for brand enhancement across a global market.

Through strategically developed and effective media and social media platforms, I can provide BMW Melbourne with benefits that offer true commercial value.

I invite BMW Melbourne to come aboard!



// A TRUE PARTNERSHIP

With my commitment to creating true partnerships, combined with the prestige and massive global audience of competitive sailing, this sponsorship offers incredible return on investment for BMW Melbourne.

A member of the Australian Sailing Team, and a young man with my sights set on Rio 2016, when I commit to something, I mean business.

With BMW Melbourne as part of my team, I believe that hard work, focus, talent and corporate support are a winning combination.

As a sport, sailing offers so much to sponsors, particularly when they support athletes of my calibre and participation level.

Competing at an elite, international level, I believe I can offer a strong link between BMW Melbourne and a younger customer market.

Integrity, hard work and commitment are the cornerstones of my achievements, and in choosing sponsors I am targeting a select few who I truly believe in their products, services and the brand as a whole.

I will proudly represent and endorse BMW Melbourne in many ways, including via media, social media, public and private audiences.

In addition to promotion and brand enhancement opportunities, BMW Melbourne will have access to tailored, exclusive benefits of a corporate and social nature including:

- Team Building & Sailing Days
- Corporate Entertainment & Networking
- Health & Wellbeing Keynotes
- and much more (see page 6 & 7)



// ACHIEVEMENTS & FUTURE PLANS

At 24, I am one of the youngest and most accomplished sailors this country has ever seen. My grit and commitment have earned me podium finishes here and abroad. I compete in the 'Finn' category, the most physically and mentally demanding of all Olympic boats, and epitomises the spirit of the Olympics. Imagine going toe-to-toe with Rocky Balboa and at the same time playing a Chess Master and you come close to the level of physical and mental attention sailing the Finn requires.

// ACHIEVEMENTS

RANKED #1 IN AUSTRALIA



Through multiple achievements since winning 3rd U21 at Open Finn Worlds (2010/11) in my first year of international competition, I am now the top ranked Finn sailor in Australia!

PODIUM FINISHES



I have won 5 x Silver Medals at ISAF International grade 1 events, and am a consistent podium finisher at most events I compete in.

AUSTRALIAN CHAMPION



Even in my first days of racing I took out the prestigious title of 2010 Under 21 Australian Finn National Champion.

// PLANS 2015-16

EVENTS



- 12 World Cup & International Regattas
- 6 Australian Regattas
- 1-2 Training Camps, Marina Da Gloria (Rio 2016 Olympic Sailing Venue)

TECHNICAL



I am supported by technology and gear development programs with top level designers and technical sailing experts.

2016 OLYMPICS - RIO



A member of the Australian Sailing Team and the VIS, I am trained by the best coaches, physiological and nutritional experts. I have all the support I need to get to Rio.



// SOCIAL MEDIA

With an extended network of over 150,000 people in Australia, and over 20 million worldwide, the potential exposure and interaction with BMW Melbourne target market is phenomenal. My content is 70% Melbourne based and 30% global (and the kind of places that BMW customers love to travel to...Miami, Abu Dhabi, Europe etc).



1200 Likes

30-133 'likes' per post

With a growing following, and a strategic approach to social media in 2015/16, I can offer BMW Melbourne exclusive content and featured posts on Facebook and all other platforms.



900 FOLLOWERS

With photos taken all around the world and Australia-wide, BMW Melbourne will be featured in some of the most exciting and glamorous locations in the most interesting settings!

click image to watch
Oli's promo video



75,460 VIEWS

548 Likes

84 Positive comments
all since October 2014

BMW Melbourne branding and products can be featured in future videos.

// MEDIA AND PUBLIC RELATIONS

Through participation in high-profile, televised national and international events, as well as my commitment and involvement in grass-roots, community based activities, BMW Melbourne will receive promotion to your desired target market, in a way that enhances current marketing and BMW Melbourne objectives and activities:



TELEVISION

World Champs and Grand Final events are televised on the following networks: Fox sport (Daily 30min Timeslots), Chanel 7, ABC, Fox Sport, Sky, and other global networks. The total viewing audience is well into the millions, with the Australian audience alone topping 5 million.



PRINT MEDIA

My races are all featured in national and international sailing magazines, and in 2015-16 I am activating my own media plan, which will include feature articles in:
Sailing
Health and Fitness, and
Business publications
with a combined anticipated reach of 6 million+ readers.



PUBLIC AUDIENCE

My reach extends locally, nationally and globally, and includes:

Within Australia:

- Victorian Schools
- Sailing clubs
- National Sailing Events

Globally:

- 10 x Major International Events
- Typical crowd size: 10 - 60k





// EXCLUSIVE BENEFITS TO BMW MELBOURNE

These benefits are suggestions only, and are based on my research and knowledge of BMW Melbourne. I am committed to providing the right outcome for BMW Melbourne and I welcome any suggestions of how I can better fulfill a sponsorship commitment.



BOAT NAMING RIGHTS

My new boat needs a name, and BMW Melbourne could really make an impact with this opportunity! I am happy for you to get as creative as you like!



SAIL & HULL BRANDING

With over 20,000,000 sets of eyes on my boat every year, I would like to offer BMW Melbourne pride of place featured on the sail and hull of the boat.



ATTEND EVENTS

Within Australia and globally, I would be proud to represent BMW Melbourne at public and industry events, such as the Charity Golf Day, Customer Events, Product Launches and Melbourne Marathon.



CORPORATE ENGAGEMENT

Interactive on & off water teambuilding workshops, with content tailored exclusively for BMW Melbourne.



DISPLAY BOAT & GIVEAWAY

While I am racing internationally (3 months per year), my BMW branded boat can be displayed at BMW Melbourne's showroom, and used to promote a competition for customers or staff reward i.e. Win a Sailing Experience Day.

Health & Wellbeing Keynotes & Workshops presented in house or externally.

1:1 Coaching workshops for Corporate team and as gifts or as reward for staff achievements.

Sailing Experiences for customers, staff and family days

Boat signage can be enhanced and 'wrapped' with BMW branding. Integration of BMW artistic vehicle paint i.e Robert Varga



SOCIAL MEDIA

BMW will receive professional images and videos from spectacular locations around the world, and here in Melbourne for use in social media and marketing.

// KEY BENEFITS FOR BMW MELBOURNE

In addition to the tailored, exclusive benefits, BMW Melbourne will receive the following offerings throughout 2015-16:

BRAND ENHANCEMENT OPPORTUNITIES

DESCRIPTION	WHAT THIS LOOKS LIKE FOR BMW MELBOURNE
Audience - National & Global	Photos and branding in print and television coverage
Extended Social Media Reach	Via Athlete, Event and Sponsor Network: Targeted Posts
Branding	On athlete clothing, sailing equipment - In competitions
Media - National & Global	Event media & interviews - wearing Branded Clothes/Gear
Aligned Media Activities	Articles arranged to coincide with advertising
Social Media Content	Exclusive content provided & All media content captured for
Product Showcasing	Product photos/videos via/social media: competition/training
Product Testing	Great opportunity for direct athlete/consumer feedback/reviews

INTERACTIVE OPPORTUNITIES

DESCRIPTION	WHAT THIS LOOKS LIKE FOR BMW MELBOURNE
Networking Opportunities	Additional exposure and promotion through Global sailing network, National business network, sporting network and Victorian schools.
Club 261 Opportunity	On-sell of sponsor products/services within club and further network opportunities. *Club 261 is a group of influential business people who support Oli.
Photo Shoots	Yacht Club, Marina and Boats, available for sponsors photo/video shoots, product launches, training days, etc
Athlete Modelling	Athlete participation in photo/video shoots, catalogue/marketing campaigns



// THE REQUEST

By engaging only a handful of sponsors to cover my athletic costs, I am able to ensure BMW Melbourne receives incredible value in return for their investment.



At the heart of this opportunity are my sporting ambitions, and as such I absolutely rely on the very best products and services.

I love the BMW brand, quality and prestige are such a big part of my sport and I see a strong alignment with the brand as well as local activation.



I will be seeking a financial sponsorship from BMW Melbourne in return for valuable and tangible benefits. My open minded approach to providing additional or alternative benefits makes this a truly effective investment for BMW Melbourne.



As a true believer in the BMW brand I would be proud to be an official representative and be involved in BMW Melbourne marketing and branding activities.



WHY I CHOOSE BMW MELBOURNE

I think there's a great fit with the BMW Melbourne brand and the path I am on.

Representing BMW Melbourne would be a true privilege, and I feel I can offer true value and absolute commitment.



BMW Melbourne's target market and my high-level national and international competitions are a perfect match!


Malcolm Page OAM - Dual Olympic Gold Medalist
Passionately supports my "Road To Rio" Campaign



LET'S TALK

email@email.com.au

 [facebook/athlete](https://www.facebook.com/athlete)

 [twitter/athlete](https://twitter.com/athlete)

 [@instagramathlete](https://www.instagram.com/athlete)

www.athletewebsite.com

I AM A MEMBER OF:
Australian Sailing Team
Victorian Institute of Sport
Sandringham Yacht Club
Sorrento Sailing Couta Boat Club