



Background

A wholly owned subsidiary of Events Queensland. Events Queensland Gold Coast is a not for profit company which owns and has the responsibility for the planning and delivery of two of the Gold Coast's signature events, the annual Gold Coast Airport Marathon and biennial Pan Pacific Masters Games.

The Events

Gold Coast Airport Marathon – Regarded as Australia's premier marathon race, this event attracts 25,000 runners to the Gold Coast each July to participate in one of the six different events on offer. Supported by a world class sports expo, the event produces a live webcast and one hour post production television package. Visit – www.goldcoastmarathon.com.au

Pan Pacific Masters Games – Held every two years on the Gold Coast, this event attracts over 10,000 mature aged sportsmen and sportswomen to Queensland's Gold Coast to participate in one or more of the 35+ sports on offer. Conducted over nine days, the 'Pan Pacs' offer a renowned nightly entertainment program at the Games Village within the Gold Coast Convention and Exhibition Centre. Visit – www.mastersgames.com.au

Other events may be available in the near future.

Call for Expressions of Interest

Events Queensland Gold Coast is seeking expressions of interest for suitably experienced agencies and/or professionals to assist in maximizing its revenue streams through sponsorship and other commercial activities.

Interested parties should demonstrate solid experience in attracting and managing sponsorships for major sports, events or brands and have experience in merchandising, licensing and other commercial activities.

Key Responsibility:

Reporting to the General Manager, proactively identify and secure new sponsorships and commercial opportunities for the company's Events, primarily the 2012 Pan Pacific Masters Games, with limited opportunities available for 2012 Gold Coast Airport Marathon.

Sponsorship

- Identify, attract and embrace sponsorship opportunities for EQGC and its Events which meet or exceed predetermined budget targets
- Create and maintain realistic and attractive sponsorship proposals at a range of levels for EQGC and its Events
- Create and develop opportunities for sponsors to maximize commercial outcomes for both the sponsor and the Events
- Proactively encourage sponsors to develop and implement leveraging concepts to assist in the achievement of joint/partnership objectives
- Identify and implement opportunities for sponsors to leverage their relationship with EQGC's Events together and with one another

- Lead negotiations for renewal of existing sponsorships to maximise the return to EQGC
- Prepare, lead and attend meetings internally and with sponsors/partners and record agreements made
- Identify and inform the General Manager of any sponsor outcomes that impact positively or negatively on the continuation of sponsorship or the goodwill and reputation of EQGC and its Events

Commercial

- Identify, attract and manage commercial opportunities for EQGC and its Events which meet or exceed predetermined budget targets
- Evaluate and develop a commercial plan to maximise the commercial return to EQGC on its merchandise and licencing ventures
- Review and evaluate EQGC and its events activities to identify potential commercial assets and develop a plans to commercialise those assets for a financial return to EQGC

Available Sponsorships Categories in 2012

Pan Pacific Masters Games – this event is ‘clean’ with no existing sponsorships in place. All opportunities from Naming Rights down to suppliers are currently available

Gold Coast Airport Marathon – Motor Vehicle, Telco, IT, Camera, Watch, GPS training device, Training Diaries, Webcast, Airline, Accommodation, and other smaller categories.

Responses and timelines

Responses are required by Monday 16 January 2012. Interested parties are requested to detail the following:

1. Company information and background
2. Experience in working with participatory sporting events or other relevant events
3. Current clients within Australia (including any other Marathon / distance running and / or participatory events)
4. Proposed commercial model including remuneration, term of engagement and other relevant points

Events Queensland Gold Coast intends to make a final decision on the appointment by no later than 20 January 2012.

Responses and further enquiries should be addressed to:

Cameron Hart

General Manager – Events Queensland Gold Coast

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