LOCATION: BRISBANE, THE GAP

MULTI-SPORT FACILITY

SPONSORSHIP PROPOSAL

THE GAP HEALTH & RACQUET CLUB

WWW.GHRC.COM.AU

THE GAP health & racquet CLUB

9 EXPERIENCES 1 CLUB

OUR CLUB



The Gap Health & Racquet Club endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity and innovation.

2027 marks the Miller Family's 35th year in ownership and with over 2400 gym members, a busy cafe, physio, an outdoor gym, recovery studio, tennis, padel, pickleball and a pilates studio - our club is growing every day.

Our club is made up of multiple seperate businesses, making it the one-stop-shop for all things health & fitness. All businesses are managed seperately by dedicated staff, all of whom tirelessly provide their skills, time, and assistance to ensure the club can offer a variety of structured programs and services.

The Gap Fitness opened in 2001 and remains owned and operated by the Miller Family. The gym is the heart of the club. Many aspects of the sponsorship will be delivered by The Gap Fitness.

Your brand will be effectively marketed throughout the club's internal and external marketing streams using different platforms to ensure maximum exposure for your brand and a strong return on investment.

We only have one sponsor from each industry and select sponsors who have compatible values. As a sponsor of the Club, our staff guarantee to promote your brand throughout the club and wider community.



The Gap Fitness

24 hr gym & group fitness



Brisbane Pilates

Reformer pilates



USC

Outoor strength & conditioning

TRAIN



PARK - Tennis



PARK - Pickleball



PARK - Padel

---------- *Court hire, socials, events & lessons* ----------

PLAY



Vecino Cafe

Breakfast & lunch



Physiologix

Physio, massage & pilates



The Good Place

Saunas & ice baths

RECOVER

SILVER

$1999

Sponsor Signage Displayed in car park
One (1) printed metal fence sign (2.4m x 1.2m)
The first sign is included in the price, however, new signage is at the sponsor's expense

LED Sign
Up to two (2) opportunities for an advertisement to run on our large outdoor LED sign for 2 weeks at a time
Sign positioned on Settlement Road

Logo on Club Website
Logo positioned on the club landing page with a link to your website
Logo positioned on on the 'Sponsors' page with a brief description of your business on the GHRC website

20% off The Gap Fitness
Enjoy one (1) discounted membership with a $0 joining fee at The Gap Fitness.

20% off Room hires
Sponsor has the opportunity to hire the Group Fitness room at The Gap Fitness

Additional Opportunities
The Gap Health & Racquet Club and The Gap Fitness, will work with the sponsor to identify cross promotional opportunities during the term
Sponsor logo will appear wherever the Sponsor grid is presented
The Gap Health & Racquet Club will verbally acknowledge sponsor when possible

PLATINUM

$3500

Sponsor Signage Displayed on Fence
One (1) digitally printed fence sign (2.4m x 1.2m). The first sign is included in the price, however, new signage is at the sponsor's expense

LED Sign
Up to two (2) opportunities for an advertisement to run on our large outdoor LED sign for up to a week at a time
Sign positioned on Settlement Road

Multi-screens
Up to two (2) advertisements to be displayed on the screens at The Gap Fitness' weights and cardio rooms continuously throughout the term.
One (1) advertisement displayed for up to 1 week on the screen facing Vecino Cafe.

Posters & Flyers
Display up to two (2) posters on the notice board within The Gap Fitness.
Up to size A5 flyers at The Gap Fitness reception

Logo on both Club & Gap Fitness Website
Logo positioned on both website landing pages with a link to your website
Logo positioned on on the 'Sponsors' page with a brief description of your business on the GHRC website

Newsletter
8000+ subscribers
Sponsor's logo to appear in each bimonthly newsletter
One (1) advertisement or article per sponsorship term

Social media
One (1) post per term on The Gap Fitness Facebook. 2800+ followers
Minimum two (2) Instagram stories per term on The Gap Fitness Instagram. 1000+ followers

20% off Venue/ Room Hires
Sponsor has the opportunity to hire the Group Fitness room at The Gap Fitness
Sponsor has the opportunity to hire our outdoor area for parties and events at a discounted rate

Gym Membership
1 x 12 month Platinum membership at The Gap Fitness. This membership includes:
- 24 hour access to our strength and cardio rooms
- Unlimited access to Group Fitness classes
- This can be redeemed by anyone within the sponsor's team/ company

ADDITIONAL OPPORTUNITIES
The Gap Health & Racquet Club and The Gap Fitness will work with the sponsor to identify mutually beneficial cross-promotional opportunities throughout the partnership term.

We are also happy to discuss discounted membership rates for your staff and clients, tailored to suit the partnership.
Sponsor logo will appear wherever the Sponsor grid is presented
The Gap Health & Racquet Club will verbally acknowledge sponsor when possible



LET'S BREAK THAT DOWN



Platinum

24/7 GYM TV ADVERTISING

Four flat screen TV's located throughout the gym floor. On a loop of sponsor advertising and music videos.

Advertisements play year round, and throughout the gym that's open 24 hours - great exposure for your brand

You can change advertising as often as you like.

With 12.7K average monthly gym visits every month. That's a lot of eyes on screens.



Platinum

NEWSLETTER

Have your ad feature in our Newsletter. Link straight to your website.

Perfect for brand exposure or a specific promotion.

Our bi-monthly newsletter is delivered to our database of over 8000 people.



Platinum

SOCIALS

Posts & stories utilising The Gap Fitness' online reach
Facebook - 3.1k followers
Instagram - 1.4k followers



Platinum

NOTICEBOARD

Never underestimate the effect of a club noticeboard.

Advertising on these boards are exclusive to sponsors and tenants of the club.

Main traffic area within The Gap Fitness.

You can update your posters and/or flyers as often as you like.



Platinum

GYM MEMBERSHIP

Enjoy 1 x Platinum gym membership at The Gap Fitness as part of your sponsorship. 24 hour gym access and unlimited group fitness classes.

This membership can be allocated to anyone in your business.

We can also arrange a discounted membership rate for your staff.

All spaces recently renovated, this is the place to get fit!



Platinum

EXTRA DISCOUNTS

50% off Pickleball court hire

50% off Tennis court hire

20% off Brisbane Pilates packs

20% off USC packs

50% off Gap Fitness memberships

20% off The Good Place

Please refer to each business directly, terms & conditions apply



Platinum

CAFE TV

We also have a TV located in the main foyer inside the club. This TV grabs the attention of everyone arriving to the popular, Vecino cafe.

Your ad here will run exclusively during your scheduled period.



Platinum & Silver

LED SIGN

Capturing the attention of everyone that drives past.

Located on Settlement Road, our LED screen is the best spot to showcase your logo or ad.

Short, bold text works best.



Platinum & Silver

CAR PARK FENCE SIGN

Secure yourself a spot on our fence overlooking our busy carpark. We take the hassle out of it. We order, print and install your 2.4m X 1.2m sign.

We can even help you with your design.



Platinum & Silver

YOUR LOGO FEATURED

Club Newsletter
Club Website
The Gap Fitness Newsletter (platinum only)
The Gap Fintess Website (platinum only)

All linking to your business' website





ONLY ONE SPONSOR SELECTED FROM EACH INDUSTRY

12 MONTH SPONSORSHIP

FLEXIBLE PAYMENT OPTIONS



CONTACT US

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