

## NEWS RELEASE from CleverLink and Wollongong Golf Club

Friday 10<sup>th</sup> Oct 2008

### Get on board to swing a 'hole' lot of success your way

The Wollongong Golf Club (WGC) is pleased to announce the signing of a three-year Sponsorship Master Deal with local and award winning Web Development & Marketing company, CleverLink. This means, the historic and well-loved club can now offer leading businesses a chance at a very interesting and progressive sponsorship package.

Following the much publicised \$11m upgrade, which saw the inclusion of state-of-the-art facilities, the Club will now give their sponsors the opportunity for premium exposure and increased business. With access to more than 3,000 members, sponsors will enjoy generous benefits such as coverage on a 'yet to be developed' Wollongong Golf Club website with advanced functionalities, opportunities for high level networking at the beach front Club, corporate rates and inclusion in promotional material.

While the concept of a sponsorship package is not new, the collaboration between WGC and CleverLink means the club now has access to the latest communication technology for their members and brings top-level service in digital marketing. Some key benefits that CleverLink will bring to the WGC include:

- Revitalised WGC brand
- Web site that allows members & guests to stay up-to-date & in contact
- A range of marketing solutions that will introduce WGC to more people
- 24/7 online information for members & key stakeholders
- Development & management of on-going sponsorship model
- Online payment & registrations for faster service in less time

The driving force behind WGC's promotional development, CleverLink, is regarded as one of best Web Development and Online Marketing companies in Australia. Based in the Illawarra, the top ICT Company (2003) is renowned for delivering effective online solutions and customer satisfaction. They also have a track record of community involvement and support using their unique sponsorship model. Some past successes include sponsorship-based projects for Illawarra Business Chamber, University of Wollongong, Greenacres and Woonona High School, etc.

***"I am a strong believer that advanced technology can be a driving force in today's business but again, it's just a tool. It's people that make things happen and teaming up means we can leverage from each other's strengths and resources. The WGC has great infrastructure and reputation. We are proud to associate with them and help them to harvest results from our marketing skills and computer systems,"*** said the MD of CleverLink, Camtu Pham. ***"We are now calling local business to come forward and share the vision and gain the rewards of working together. In this economic climate – sponsorship marketing makes things easier for all parties and is a great opportunity for Illawarra business to team up and work together"*** added Camtu

It is because of this collaboration that one of Australia's first Golf Clubs can now offer its members up-to-the minute communication on activities not only within the club but also in the wider golfing world. For example, timely information on upcoming in-house competitions, club functions, and one-stop access through the site to world golf news and results. This increase in benefits to members includes prompt notification of competition scores, special member only discounts from sponsors, the ability to book online, send playing invitations to prospective partners and more.

***"I'm excited about the possibilities and definitely about bringing in new technology to golf operations to better service our members,"*** said the general manager of WGC, Nerine Ockwell. ***"Teaming up with a company like CleverLink can benefit all parties. I get a real sense of the trust and integrity especially after speaking with some of their clients. They are very happy with the service and seem to have a great experience working with Camtu and her team"***. Nerine added.

Established in 1897, WGC has been host to world-famous stars and home to numerous State and National champions. The historic Club has long offered members a beach front, 18 hole Links style course, fully-equipped pro-shop, tuition and on-course refreshment cart. After the Club's upgrade, the facilities now include facilities such as function centre, accommodation, etc.

With the Sponsorship Master deal both the WGC and CleverLink hope to achieve the kind of success that allows the Illawarra to shine even more brightly as the city of innovation – the place to be!

For sponsorship opportunities or further information please contact

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Websites

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