

# INFORMATION FOR BUSINESS



## 2018 MASTERS GAMES 19-22 APRIL 2018

### INTRODUCING THE MASTERS GAMES

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- > 4-day competition with competitors aged 25+ designed to allow adults the opportunity to participate in sports of their choice and to compete with their peers
- > 1000 registered competitors (plus their supporters) from around Australia
- > Over 20 sports will be featured utilising the Murray River for some events
- > Based on Tourism Research Australia's calculations on average a sports tourist will spend \$234.00 per person per day, this will translate into an economic benefit of over \$800,000 for the region
- > Opening ceremony event to be held Friday 20<sup>th</sup> April 2018 through Bridge/Sixth Street

### GET INVOLVED

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The Rural City of Murray Bridge is partnering with the Murray Bridge Business Alliance to ensure all businesses have the opportunity to be involved in the 2018 Masters Games. There are a number of ways you can be involved at a level that suits your business, see the opportunities below:

#### SPONSORSHIP

Consider becoming a sponsorship partner of the event. The Rural City of Murray Bridge offers entry level bronze sponsorship at \$1000 cash or \$1500 in kind. See the Masters Games website for more information or contact Mildy Raveane on 8539 1104 or [m.raveane@murraybridge.sa.gov.au](mailto:m.raveane@murraybridge.sa.gov.au)

#### ADOPT A SPORT

An initiative of major sponsor 5MU choose one of the Masters Games Sports and adopt it for a small donation! We will send you a pack to theme your business with the sport and Masters Games branding. See what sports are still available and register to adopt a sport at \_\_\_\_\_

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## BUSINESS DIRECTORY

The Rural City of Murray Bridge produce a free Business Directory for competitors and spectators as part of the registration pack provided. You can register to have your business included in this directory for free. Register now at \_\_\_\_\_

## BUSINESS HOURS

Be flexible with your business hours so you are open in peak times over the 4 days. Open later for the opening ceremony, open on the Sunday and ensure your opening hours are included in the Masters Games Business Directory.

## WELCOME OUR GUESTS

If your business doesn't have the capacity to engage in any of the above activities we ask that you welcome the guests to our region with great customer service, a smile and knowledge of the region and Masters Games activities if guests require assistance.

## SUPPLIER OPPORTUNITIES

The Masters Games is looking for local suppliers to fill a variety of needs such as \_\_\_\_\_. If you are interested in becoming a supplier please register your interest at the Murray Bridge Business Alliance website on our Masters Games page.

## OUR PARTNERS

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