

SPONSORSHIP INFORMATION



OVERVIEW

For over 40 years now, the Surfers Paradise Meter Maids have been one of Queensland's most famous icons. Unmistakably recognisable in their gold bikinis and akubra hats, the Meter Maids are a national symbol which embodies the spirit of what the Gold Coast is all about. Sun, surf and fun. Initially introduced to remove the negative publicity surrounding the installation of parking meters, the Meter Maids purpose was to feed the meters to save motorists from receiving a parking fine. The Meter Maids are no longer just 'meter feeders', they have become a dynamic, effective and unique promotional & marketing tool which can offer a variety of services to your organisation.



MEDIA COVERAGE & EXPOSURE

The Meter Maids command attention wherever they go and continue to capture the interest of the public and the media after 40 years in operation. Recent appearances on Rove, Better Homes and Gardens and Sunrise have created a wave of publicity, not just for the Meter Maids but for their sponsors as well. This is a distinctive service which gives sponsors a wide range of exposure to the general Australian public as well as an international audience. With an array of upcoming projects and events, the promotion and coverage surrounding the Meter Maids will not fade any time soon. Meter Maids possess the ability to generate hype and attention. We provide our sponsors with an interactive form of contact with locals, visitors and international tourists on a daily basis. The Meter Maids are also subject to extensive media attention, especially during events such as the Gold Coast Indy and Schoolies. Throughout the years the Meter Maids have developed affiliations with the following media partners.



TEN NEWS – QUICKSILVER SHOW – ROVE LIVE – KERRY ANN KENNELLY
 GOOD MORNING AUSTRALIA – PRIME NEWS – RIPLEY'S BELIEVE IT OR NOT – SPORTS TONIGHT
 GOLD COAST INDY COVERAGE (NATIONAL & INTERNATIONAL) – CHANNEL V
 THE HISTORY CHANNEL - RALPH - GOLD COAST BULLETIN – COURIER MAIL - THE AUSTRALIAN –
 2D MAX – THE SUN – THE MIRROR WOMENS WEEKLY - SUNRISE - THE TODAY SHOW - MICK
 MOLLOY SHOW - BETTER HOMES AND GARDENS - WHATS GOOD FOR YOU - SUN
 HERALD NEWSPAPER - TELEGRAPH - COURIER MAIL - JUST TO NAME A FEW.....

TARGET DEMOGRAPHIC MARKET

The Gold Coast region hosted 9.8 million visitors in 2003/4. Domestic visitors numbered 3.5 million and international visitors at 752,900. There were 6.3 million daytrip visitors. Leading international markets include Japan, New Zealand, UK, China, Europe, Korea, Singapore. In 2003 domestic expenditure (excluding airfares and long distance transport) totalled \$2.6 billion. With the Meter Maids being out on the street everyday of the week, driving around in the Meter Maid Jeep and our outlets being in prime locations situated in the heart of Surfers Paradise, we have the means to promote your service to a wide audience. Our exposure encompasses an audience which spans a diverse range of age, interest, ethnic and socio-economic groups.



SERVICES

While the Meter Maids are most visible out on the streets, our services extend far beyond our meter feeding duties. The girls are walking advertisements which can display your logo on their sashes or on their bikinis. We are also the only service who can legally display advertising on car windscreens and hand out brochures and informational material to the public. In addition to this we have 3 outlets in the heart of Surfers Paradise, in prime locations, where we offer our range of merchandise. The Meter Maids have a Jeep which we utilise as a promotional medium for our sponsors. The Jeep is driven around the Gold Coast by the Meter Maids everyday of the week and is parked in prominent positions within Surfers.



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SURFERS PARADISE

LIST OF SERVICES

- Company logo on bikinis & sashes
- Handing out promotional material/samples
- Instore promotion (brochures & display of advertisement on instore plasma TV)
- Your company logo and link on the metermaids.com website
- Advertising on Meter Maid calling card (left on the windscreen of motorists vehicles)
- Placement of company logo on Meter Maid Jeep
- Naming rights to merchandise
- Promotion at various events (appearances include the Gold Coast Indy, Schoolies, various launches etc)
- Advertising space on Meter Maid calendar
- Sponsorship & Naming rights to the Meter Maid Annual tour to Sydney & Melbourne

There are many ways the Meter Maid service can tailor a promotional package for your company. We have an exciting year of events and promotions ahead which your organisation can benefit from. For more information visit the metermaids.com website.



CONTACT DETAILS

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