

# CAULFIELD BEARS

FOOTBALL & NETBALL CLUB Inc.

## Sponsorship Proposal



*“Go Bears”*



This proposal aims to explain:

- who we are;
- what are the benefits in partnering with us;
- what we are able to offer our partners to promote your business's products &/or services to our membership; and
- the different levels of sponsorship we offer.

## **Who we are?**

The Caulfield Bears is a local community football/netball club based at Koornang Park in Carnegie that was formed in 1993 with the merger of St Kevins Ormond FC and St Andrews Gardenvale FC. In 2017, we fielded:

- 2 'open-age' football teams (74 registered footballers);
- 6 'open-age' netball teams (64 registered netballers);
- 300+ 'junior-age' footballers aged between U8-U17 (including a girls-only team); and
- 120+ children aged b/w 5-10yo registered in our Auskick program.

And we expect our player numbers in 2018 to be stronger.

In addition to the above, we have an email database of 420 people plus 860+ followers on our Facebook page whom we regularly communicate with about our events and partners.

Our club has a very ***strong community involvement*** having participated in the 'Relay-for-Life' and 'Great Aussie Pie Night' which are fundraising events for the Cancer Council of Victoria. In recent years, we have raised almost \$40,000 on behalf of various charities.

We have also participated in council events (such as Glen Eira council's 'Party in the Parks' and the Koornang Road street festival), organize football clinics at local schools and participated in activities at school fetes.

We are accredited with the ***Good Sports Program*** which is a national sports development initiative of the Australian Drug Foundation which aims to change the culture of community sporting clubs to focus more on young people and families and less on the consumption of alcohol. For more details on the Good Sports program, please visit its website [www.goodsports.com.au](http://www.goodsports.com.au).

We are also an ***AFL Quality Club*** (Silver level). The AFL Quality Club program is an educational and competency based program aimed to improve the operations and environment of community sporting clubs. We have attained 'silver' accreditation which recognizes 'excellent' club administration.



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## **What are the benefits of being involved with the Caulfield Bears?**

The benefits of being involved with the Caulfield Bears are:

- exposure for your business to our players, members & supporters;
- exposure to a specific target market to increased involvement; and
- support of a local community sporting organisation.

This will lead to extra \$\$'s for you.

## **What we offer to you?**

We offer various methods for you to promote your business to our players, members and supporters - these are:

- ***Player Sponsorship*** - We will produce an A3-size poster showing a photo of your selected player and your business logo and display it in our clubrooms. We will also provide you with a framed A4-size copy of this poster (if required) for you to display in your place of business.
- ***Newsletter Advertisement*** - our club produces a newsletter ('The Bear Facts') which is distributed on a fortnightly basis during our season (April-Sept) to all players, members and supporters of our club. We will produce approx. 15 editions of this newsletter throughout the season and we offer you space within this newsletter for you to advertise your business in all editions of the newsletter.
- ***Website Advertisement*** - we actively encourage our players, members and supporters to visit our website [www.caulfieldbears.com.au](http://www.caulfieldbears.com.au) to access information. You can advertise your business on this website and hyperlink your advertisement with your website or email address.
- ***Fence Signage*** - we will display a vinyl banner advertising your business in a prominent position on our ground fencing or pavilion during match days. The maximum size of your banner can be 3000mm x 900mm.

You will be required to provide the banner and we will erect it at the start of our match-days for display for the entirety of the day's matches (approx. 10.00am-5.00pm). We will safely store your banner during the season and we can return it to you at the end of our season (around Aug/Sept) or store it during our off-season.

The sign must be vinyl or similar material - we are not permitted by our local council to erect 'hard' signage or any permanent signage.

- ***Clubroom Signage*** - we will produce, at our cost, an advertising sign promoting your business to erect in our clubrooms for the entirety of our season. Our clubrooms are the central hub of our club which is visited by our players, members & supporters as well as players, members & supporters of visiting clubs.
- ***Certificate of Appreciation*** - we will produce a framed Certificate of Appreciation for you to display at your place of business to promote your association with our club.



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- **Match-day Luncheons** - we conduct 3 or 4 match-day luncheons each season and our partners have the opportunity to present a 3-4 mins presentation to the attendees of a luncheon.
  - **Club Apparel** - we will display your business logo on one line of club apparel (such as polo shirts, playing shorts, training singlets, etc). Club apparel is worn by our players, officials & supporters.
  - **Feature Promotions** - we will promote your business's products/services to our members & supporters, via our email distribution, on 6 occasions per year.
  - **Business Card Holder** - you can place a supply of your business cards & other promotional material (max. size A4) in our social room for our members to access as required. Your business cards & promotional material will be strategically placed for optimal exposure for your business.



## What are our Sponsorship Packages?

We have a range of packages with different levels of benefits for you to choose to suit your needs.

<u>Package</u>	<u>Benefits</u>	<u>Cost</u>
Player Sponsorship	An A3-size poster showing a photo of your selected player and your business logo will be displayed in our clubrooms.  We will also provide you with a framed A4-size copy of this poster (if required) for you to display in your place of business.	\$150pa
Bronze Package	<ul style="list-style-type: none"><li>• Newsletter Advertisement.</li><li>• Website Advertisement.</li><li>• Clubroom Signage.</li></ul>	\$500pa
Silver Package	Same as Bronze Bear package plus <ul style="list-style-type: none"><li>• Fence Signage (One sign)</li><li>• Feature Promotions (3pa).</li><li>• Business Card Holder.</li><li>• Certificate of Appreciation.</li><li>• 2 complimentary tickets to one of our match-day luncheons.</li></ul>	\$1,500pa
Gold Package	Same as Silver Bear Package plus <ul style="list-style-type: none"><li>• Fence Signage (x 2 signs)</li><li>• Feature Promotions (an additional 3pa - total 6pa).</li><li>• Business logo on our club's polo shirt &amp; hooded jacket.</li><li>• 2 complimentary tickets to all of our match-day luncheons.</li></ul>	\$2,500pa

*The above amounts can be paid in monthly instalments, if desired.*

*GST will be additional to the amounts shown above.*

## Contact Us

If you would like to talk to us about our Sponsorship Program, please contact Darren Stait (Tel. 0407 559 383 or [staity29@bigpond.com](mailto:staity29@bigpond.com))



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## ACCEPTANCE FORM

I accept the offer of the following Sponsorship Package for season 2018:

Player Sponsorship (\$150 + GST)  }

Bronze Package (\$500 + GST)  } Please tick one to indicate your preference.

Silver Package (\$1,500 + GST)  }

Gold Package (\$2,500 + GST)  }

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Tel. No's: \_\_\_\_\_ (BH)

\_\_\_\_\_ (Mobile)

Email: \_\_\_\_\_

**Please return this completed Acceptance Form together with your payment which can be made by any of the following payment options:**

a) cheque payable to Caulfield Football Club - please send your cheque to:

P O Box 121, Carnegie 3163;

or

b) EFT - our bank details are:

Bank: Bendigo Bank

BSB: 633 000

A/C No: 129 221 339

A/C Name: Caulfield Football Club Inc.

Reference: Sponsorship

If you require a Tax Invoice prior to arranging your payment, please let us know.

Thank you for your support.