

# 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 2018, we fielded:

- 2 'open-age' football teams (72 registered footballers);
- 6 'open-age' netball teams (72 registered netballers);
- 300+ 'junior-age' footballers aged between U8-U17 (including 3 x girls-only teams); and
- 120+ children aged b/w 5-10yo registered in our Auskick program.

And we expect our player numbers in 2019 to be stronger.

In addition to the above, we have an email database of 460 people plus 900+ followers on our Facebook page whom we regularly communicate with about our events and partners. This network provides a great platform for you to promote your business.

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 various council events, organized 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.

## **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; }  | This will lead   |
| ➤ exposure to a specific target market }                              | to increased     |
| ➤ involvement & support of a local community sporting organization. } | \$\$\$'s to 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 as a symbol of your support to a local sporting club.
- **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.
- **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/Playing Uniform** – we will display your business logo on our club apparel (eg. polo shirts, playing shorts, training singlets, etc) and an item of our playing apparel (eg. jumper or shorts).
- **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.

<b><u>Benefit</u></b>	<b><u>Bronze Package</u></b>	<b><u>Silver package</u></b>	<b><u>Gold package</u></b>
Newsletter Advertisement	✓	✓	✓
Website Advertisement	✓	✓	✓
Player Sponsorship	✓	✓	✓
Certificate of Appreciation	✓	✓	✓
Clubroom Signage		✓	✓
Fence Signage		✓	✓
Promotional Material		✓	✓
Feature Promotions		✓	✓
Match-day Luncheons			✓
Club Apparel/Playing Uniform			✓
<b>Cost (per annum)</b>	<b>\$1,000 + GST</b>	<b>\$2,500 + GST</b>	<b>\$5,000 + GST</b>

Please note, the Gold Package shown above allows:

- 2 fence signs;
- 6 Feature Promotions per annum

and is subject to you agreeing to a 3-year commitment.

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

### **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 2019:

- Player Sponsorship (\$150 + GST)  }
- Bronze Package (\$1,000 + GST)  } Please tick one to indicate your preference.
- Silver Package (\$2,500 + GST)  }
- Gold Package (\$5,000 + 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.