



CAULFIELD BEARS

FOOTBALL & NETBALL CLUB Inc.



A large, faded version of the bear head logo serves as a background for the central text. It is rendered in a light blue color with yellow outlines and a red tongue.

SPONSORSHIP PROPOSAL



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 2021, we fielded:

- 2 'open-age' football teams (70 registered footballers);
- 5 'open-age' netball teams (58 registered netballers);
- 360+ 'junior-age' footballers aged between U8-U17 (including 4 x girls-only teams); and
- 100+ children aged b/w 5-10yo registered in our Auskick program.

And we expect our player numbers in 2022 to be stronger.

In addition to the above, we have an email database of 510 people plus 1,000+ 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. And we've raised funds for a couple of footballers (Casey Tutungi at Barwon South FC and James McQuillan at Albury Tigers FC) who were badly injured whilst participating in an Australian football match.

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.



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.
- **Newsletter Advertisement** – our club produces a newsletter ('The Bear Facts') which is distributed on a monthly basis to all players, members and supporters of our club. We will provide space in all editions of the newsletter for you to advertise/promote your business to our membership.
- **Website Advertisement** – we actively encourage our players, members and supporters to visit our website <https://caulfieldbearsfnc.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** – 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.



- **Promotional Material** – you can place a supply of your promotional material such as brochures, pamphlets, business cards, etc (max. size A4) in our social room for our members to access as required. Your material & cards will be strategically placed for optimal exposure for your business.
- **Player Apparel** – we will display your business logo on all our football playing jumpers or netball playing dresses.
- **Electronic Scoreboard** – we will display your business logo on our electronic scoreboard during all matches played at Koornang Park. The scoreboard is 3.8mts x 2.4mts and displays high-resolution images.

What are our Sponsorship Packages?

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

Package	Benefits	Cost (excl. GST)
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">• Player Sponsorship• Newsletter Advertisement.• Website Advertisement.• Clubroom Signage.	\$500pa
Silver Package	Same as Bronze package plus: <ul style="list-style-type: none">• Fence Signage (1 x sign)• Signage on our electronic scoreboard• Feature Promotions (3 messages pa)• Promotional Material.• Certificate of Appreciation.• 2 complimentary tickets to any one of our match-day luncheons.	\$1,500pa



Gold Package	Same as Silver Package plus: <ul style="list-style-type: none">• Fence Signage (2 x signs)• Feature Promotions (an additional 3 messages pa – total 6pa).• Business logo on our club’s polo shirt & hooded jacket.• 2 complimentary tickets to all our match-day luncheons.	\$2,500pa
Platinum Package	Same as Gold Package plus: <ul style="list-style-type: none">• Fence Signage (3 x signs)• Feature Promotions (an additional 3 messages pa – total 9pa).• Business logo on our club’s polo shirt & hooded jacket• Business logo on our football playing jumpers or netball dresses.• 4 complimentary tickets to all our match-day luncheons.	\$5,000pa

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).

'Go Bears'