



A.B.N. 63 384 096 152
P.O. Box 566, Belgrave Vic 3160

SPONSORSHIP PROPOSAL

SOUTH BELGRAVE JUNIOR FOOTBALL CLUB 2020

Dear Prospective Sponsor,

Thank you for your recent interest in South Belgrave Junior Football Club (SBJFC) and for considering our sponsorship proposal.

Please find attached, details of our club and a breakdown of various opportunities we offer to help develop a partnership between our club and your business.

We offer a variety of sponsorship packages to suit all advertising budgets, noting that not only does a sponsorship with us provide great exposure for your business branding, it also provides access to more than 390 immediate families associated to the club from Auskick through to all competitive age groups at junior level, providing many opportunities for networking.

Please take some time to read our proposal. We will reach out in the near future to discuss which of our sponsorship levels best suits your business. Alternatively, if you would like to consider sponsorship for our club, in any other way, please do not hesitate to contact me personally on 0417356512 or via email, sponsorship.southbelgravejfc@gmail.com so we can discuss opportunities for the future.

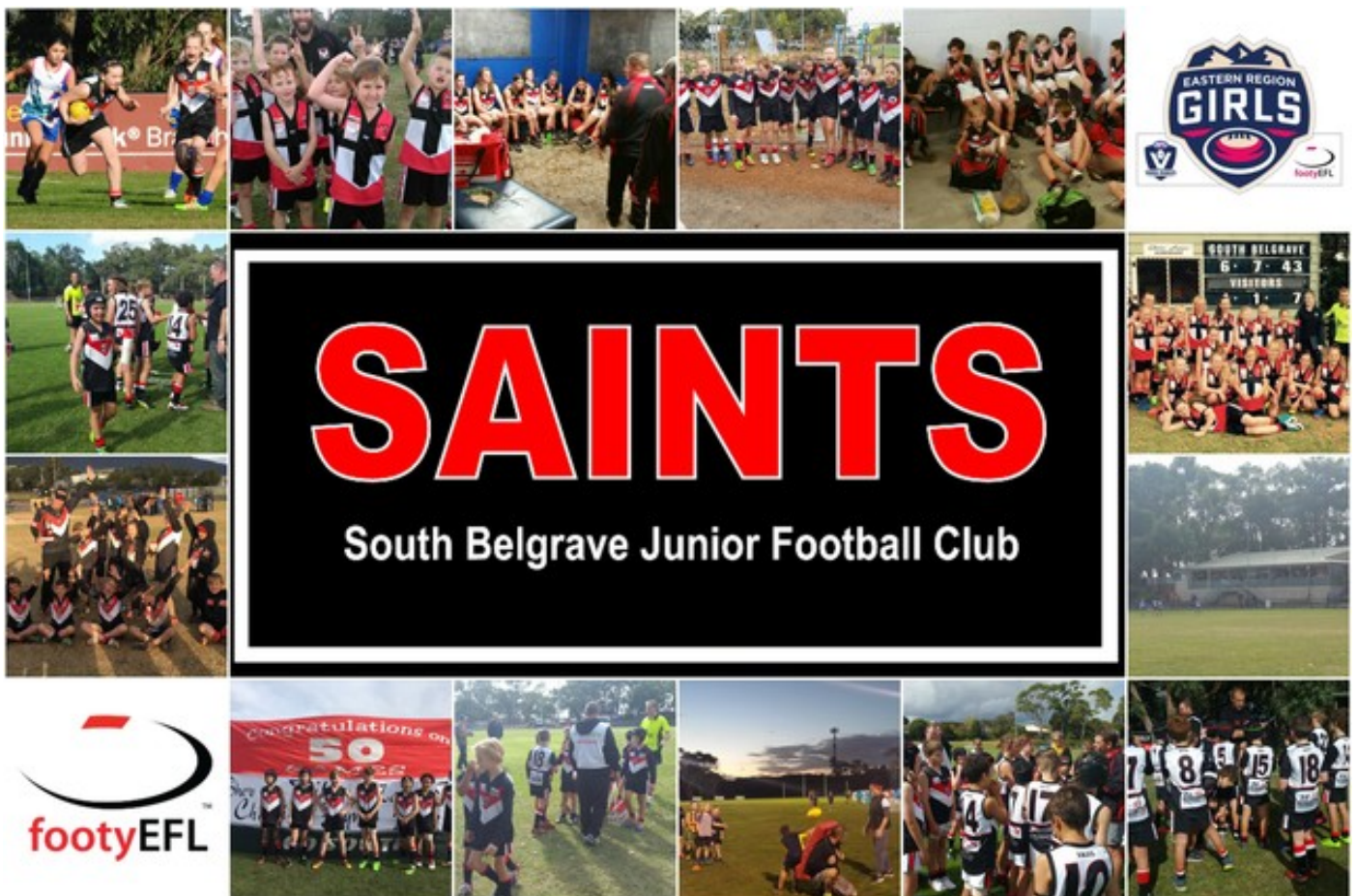
Kind regards,

Simone Gilbert

**Sponsorship Manager
SOUTH BELGRAVE JUNIOR FOOTBALL CLUB**



South Belgrave JFC 2020 Sponsorship Proposal



OUR HISTORY, OUR STATISTICS

Established in 1972, SBJFC competes in the Eastern Football League (EFL), which is the largest Aussie Rules football league in Australia).

South Belgrave JFC's home ground is located at Narre East Reserve, in Narre Warren East. Set amongst the rolling hills, our idyllic country like setting is just minutes from busy suburbia.

We proudly run the South Belgrave Auskick Program. Held at our club each week during the home and away season, it provides 50+ children, aged 5-8yrs, a basis that will help them as they progress in to competitive junior football at our club.

Our enrolment numbers have increased substantially over the past 3 years from just 4 teams/88 players in 2016 to 10 teams/220 players in 2019. SBJFC will field 13 teams in the 2020 season. That's approximately 286 children ranging from U8's – U16's Boys and U10's – U16's Girls representing SBJFC for 2020!

We have enjoyed much success over the last 30+ years, winning over 13 premierships with both our Boys and Girls teams as well as several awards for Best Conducted Club. Our most recent premierships are:

- '18 & '19 Premiers U14 Girls Premier Division
- '18 & '19 Premiers U11 Boys Division D

We also boast the humble beginnings of AFL/AFLW stars Jackson Ross (Hawthorn), Breann Moody (Carlton) and Celine Moody (Western Bulldogs).



OUR MISSION, OUR CULTURE, OUR VALUES

SBJFC is an established junior football club with a strong sense of community. Our objective is to provide our youth the opportunity to participate in Australian Rules Football with the aim of promoting fitness and an active lifestyle.

We are committed to developing our young sportspeople through comprehensive training programs overseen by our team of dedicated and qualified coaching staff in a safe, friendly and family oriented, environment.

Our committee is passionate and dedicated to the club and continually strives to ensure SBJFC remains an active and responsible member of our community.

We pride ourselves on our values of respect, honesty and integrity along with excellent sportsmanship, camaraderie and we strive to instil these values in our players, both on and off the field.

WHY WE NEED YOUR SPONSORSHIP...

Local community sporting clubs and their volunteers provide a vital and important role in the development of children, providing effective and safe access to play and physical exercise. This role cannot be undervalued, however the access to financial support for clubs like South Belgrave JFC is often non-existent.

You have an opportunity to support us and get something back at the same time.

Funding we receive from our sponsors goes directly toward:

- purchasing equipment such as game day jumpers, footballs and other essential training equipment
- Purchase trophies, medals and awards for our players
- Fund essential infrastructure improvements to our clubroom and grounds to keep it looking it's best

We offer a range of sponsorship and support opportunities from Major Sponsor to a General Donation sponsorship to suit all budgets. Your contribution will make a real difference to the future of our club and our young players.

WHAT WE CAN OFFER YOU IN RETURN FOR YOUR SPONSORSHIP...

A variety of sponsorship options are attached for your perusal. These options enable wide exposure to what we consider an ideal demographic for your business. The community involvement of a sponsor enhances the community perception of your brand and we believe it is this increased awareness that will generate future business enquiry for you.

Junior football involves the active participation of families, not only by spectating, but by performing match day duties and attending club social events. It is through this engagement, and the addition of our online presence, that our families are made aware of our sponsors.

Your sponsorship reaches a vast audience as we compete against all areas of Knox, Maroondah and Waverley municipalities. The following suburbs plus their surrounding areas are regularly exposed to your business branding:

- | | | | | | |
|------------------|------------------------|---------------------|------------------|------------------|-------------|
| • Belgrave | • Belgrave Heights | • Belgrave South | • Berwick | • Boronia | • Blackburn |
| • Bayswater | • Chirnside Park | • Cockatoo | • Croydon North | • Donvale | • Emerald |
| • Ferntree Gully | • Upper Ferntree Gully | • Gembrook | • Glen Waverley | • Heathmont | • Kallista |
| • Kilsyth | • Officer | • Lilydale | • Lysterfield | • Menzies Creek | • Mitcham |
| • Montrose | • Mooroolbark | • Mt Burnett | • East Ringwood | • North Ringwood | • Ringwood |
| • Narre Warren | • Narre Warren North | • Narre Warren East | • Rowville | • South Croydon | • Selby |
| • Tecoma | • Upper Beaconsfield | • The Basin | • Wantirna South | • Upwey | • Vermont |



Our Auskick program and the alliance we have with South Belgrave Cricket Club, together with the South Belgrave Football & Netball Club could potentially promote an all year-round exposure of your business.

- Our players and club officials frequently wear their apparel (such as official club hoodies) outside of football to local shopping centers, schools, cafes and other public venues, increasing advertising exposure for your business.
- We regularly run sell out social events during the season involving players, their families and supporters from our local area, where we inform attendees of the support our Sponsors provide. Our last social event had over 132 attendees.

SBJFC have a growing social media following and through the likes of Facebook, Instagram and our TeamApp, together with our website, we can obtain unlimited exposure for our sponsorship partners.

With over 450 Facebook followers, our recent Christmas in July Bingo night post reached over 1.4 thousand Facebook users. Our follower demographic currently shows a relatively even gender reach, with 47% Female and 54% Male audience.

We will be working hard over the coming months to double our current social media following across all online platforms in the lead up to the 2020 season.



Finally – sponsoring our Junior Football Club gives you many other non-tangible benefits. You will become an important part of a great local community 'within' your community.

2020 SBJFC Sponsorship Packages



Goods and Services sponsorship and General Donations:

Assist us with game day oranges, lollies, auction items or even smaller cash donations:



- Feature on our website sponsors page and acknowledgment in newsletters
- Access to business card advertising wall located in a prominent position within our clubrooms
- Certificate of Recognition to display in your place of business

Game day awards sponsorship:

Award our top players of each round with Gift Certificates for use at your place of business:



- Feature on our website sponsors page
- Acknowledgment in newsletters and via social media
- Access to business card advertising wall located in a prominent position within our clubrooms
- Certificate of Recognition to display in your place of business

Ground only sponsorship \$750:

- Ground Signage – 2.4 x 1 metre external oval sign, supplied and fitted by SBJFC (artwork to be supplied by Sponsor)
(Cost reduced to \$500 per additional year after initial ground signage has been created)



Bronze \$1000:



- Ground Signage – 2.4 x 1 metre external oval sign, supplied and fitted by SBJFC (artwork to be supplied by Sponsor)
- Feature on our website sponsor page (with links to your website)
- Feature on our social media pages
- Your logo will appear on our club advertising, marketing and membership drive materials
- Access to business card advertising wall located within our club rooms
- Your logo will feature on our club TV during game day and social events
- Receive a plaque of sponsorship recognition and appreciation to proudly display in your place of business

Silver \$2000:

All the benefits of our Bronze Sponsorship Package PLUS:



- Your logo on all team apparel to be worn by players, club officials and supporters
- Prominent feature on our website sponsor page
- Opportunity to distribute promotional material at our main social events

Gold \$3000:

All the benefits of our Silver Sponsorship Package PLUS:



- Scoreboard signage
- Signage inside our clubrooms
- Your logo on the front top left of our players jumpers
- 3 x opportunities during the season to advertise via our social media accounts

Platinum/Major Sponsor \$5000:

All the benefits of our Gold Sponsorship Package* PLUS:



- Goal post prime signage
- Your 20x30cm business logo on the rear of our official players jumper *Not on front of player jumper
- Logo on our official club letterhead
- Prominent home page website advertising
- Primary listing on our website sponsors page
- Teardrop banner featuring your logo on display during interval breaks around our player huddle at all home games
- Invitation to our annual social events
- Entry to all of our home games with complimentary barista made beverages
- Plaque of sponsorship appreciation/Framed player jumper to proudly display in your place of business
- Exclusive invitation for a representative of your business to attend and address our club at our annual registration day and our end of your presentation day

If you are able to support our community club in any other way, we are happy to discuss tailoring a package to suit your needs.

To commit to become a sponsor South Belgrave Junior Football Club for the 2020 season please fill in and return the following form to our Club Treasurer.

The Treasurer

South Belgrave Junior Football Club

PO Box 566, Belgrave 3160

Email: sponsorship.sbffc@gmail.com



South Belgrave Junior Football Club Sponsorship Authorization

I _____ of _____

Hereby agree to sponsor the South Belgrave Junior Football Club for season 2020.

I understand and acknowledge the terms of the sponsorship as outlined in the sponsorship package

- I will commit to a Game Day Awards Sponsorship
- I will commit to a Ground Only Sponsorship at a cost of \$750
- I will commit to a Bronze Sponsorship Package at a cost of \$1000
- I will commit to a Silver Sponsorship Package at a cost of \$2000
- I will commit to a Gold Sponsorship Package at a cost of \$3000
- I will commit to a Platinum/Major Sponsor Package at a cost of \$5000
- Other – please specify**

Please send me an invoice for the amount indicated above to:

Contact Name: _____

Business Name: _____

Business Address: _____

Telephone: _____ Mobile: _____

Fax: _____ Email: _____

Signature: _____ Date: _____

Please enclose a brief description of your business activities so we may assist in promoting your business (optional)

