



# Surf Coast Football Club

## 2022 Season Partnership Proposal

Our Club. Your Club.





# The Surf Coast Football Club

## Our Vision

To foster a culture that unites the club, giving us a strong foundation for ongoing development and success. On the field, we aim to provide all players with a safe and enjoyable learning experience. We expect every player and coach to embrace the key principles of:



ENJOY



RESPECT



UNITY

## Your invitation to be part of an exciting future

Join us, as we continue to drive the growth and development of the Surf Coast Football Club, ensuring a successful future. After two very uncertain and disrupted seasons, we are motivated, enthusiastic, and firmly focused on ensuring that the future looks bright. With the pavilion upgrade underway, and a new committee elected and ready to roll, coaches, leaders and mentors are being brought in to enhance the support the club is giving to all its members. There is currently a fantastic mix of old and new at the club, all passionate about its future. With a shared love of our game and our community, there are strong bonds at the Surf Coast Football Club. Join our community and become a club partner today!







## Why partner the Surf Coast Football Club?

We are the right sporting club to help you build your business because we go out of our way to ensure our sponsors reach their business goals! We know that strong professional and social networks grow your business and are far more valuable than short-term opportunities. We will work with you to ensure our relationship is successful. That's how beneficial, long-term partnerships are built, and that's what we're looking for!

Outlined in the next few pages are generic partnership packages. All benefits are of course negotiable, and feel free to bring new ones to the table, because we want this partnership to deliver the benefits that are of most value to your organisation. Together, let's work out what's best for you!

### Our Audience

The Surf Coast Football Club delivers reach into an audience that spans the wider Surf Coast Community. We currently have an active database of almost 700 people including players, families, past members and current supporters. As a sponsor, you will have direct access to this devoted, open and supportive community. As a broader community our reach extends to well over 2,000 local Surf Coast community members, business owners and potential customers who receive club communications via eNewsletters, Facebook and Instagram.



For the 2021 season we had registered:

- Up to 350 Mini Roos kids and their families;
- Over 150 playing Junior members under the age of 16 years old and their families;
- Over 100 playing Senior members over the age of 16 years old, male and female.

In addition to our own members, each home game attracts players and supporters from the opposing teams, providing further reach for your business into greater Geelong and also Melbourne.



## Our Reach...

In their G21 Regional Football (Soccer Strategy), the Geelong Region Alliance predicted that participation in football on the Surf Coast will grow to have **over 600 participants by 2031.**

Our current projections suggest that we will exceed that!

The age of participants in Season 2021 ranged from 4 to 52 years (both male and female)



Even with the disrupted season, we had over **350 participants** registered in teams in 2021.



In 2021, we reinvented our Academy program, for current players wanting to continue their development in the off-season, and had nearly **80 participants.**

Although the Country Championships were unfortunately cancelled in 2021, **Surf Coast FC** had **15 young players** selected to represent our region!



With a \$2 million investment from the State Government, our upgraded pavilion will include new club rooms, social space, elevated tiered seating with viewing of all three soccer pitches, new change rooms & referee rooms and four accessible toilets. A good sign of support for our continuing growth!



## The Partnership Benefits

### Our members are your customers

Almost 100% of our members live in the immediate Surf Coast area. A partnership with our club provides the perfect platform for local businesses wanting to raise their profile, build their brand, raise awareness of their products and services and increase their sales with customers who live in this region.

No matter your level of investment all sponsors have access to (but are not limited to)...



the Club's social media channels - with most posts reaching over 700 people and others well exceeding that



an email database of over 700 members



numerous opportunities to promote your brand via logo acknowledgement and strategic placement



the wider community via our Club website

### We can also offer you...



on field signage



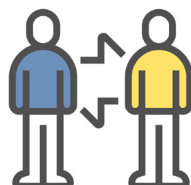
branding on Club clothing and merchandise



networking opportunities at functions and events



match day promotional opportunities



cross-marketing promotions with other sponsors as well as with our Club



## Partnership Packages

Now is the time to join our loyal, dedicated and supportive football family. As a sponsor of the Surf Coast Football Club you will enjoy the benefits of high visibility and great publicity, and your support will be recognised and appreciated by your target audience.

Choose from a variety of partnership packages, all negotiable, and able to be tailored to best meet the needs of your organisation. We're all about ensuring that our partnership works both ways! Get in touch today.

### PLATINUM SPONSOR - \$10,000 p.a.

- Ground signage : 10 X 1m banners (four banners)
- Signage displayed at major club events
- Playing strip - sponsor logo on front
- Club room promotions (logo and/or advert displayed on TV rotation)
- Club eNewsletter - logo displayed on all editions, linked sponsor website
- Club eNewsletter - advertisement and /or link to sponsor website x 4 editions
- Club Facebook page promotion x 5
- Club Instagram promotion x 5
- Club website - logo displayed on homepage, linked to sponsor website
- Club website - opportunity to supply a news item on homepage x 1
- Survey opportunity to Surf Coast FC database x 1
- Match day promotional opportunities





## GOLD SPONSOR \$5,000 p.a.

- Ground signage: 5 x 1m banners (four banners)
- Signage displayed at major club events
- Playing strip - sponsor logo on junior or senior playing strip (positioning pending availability)
- Club room promotions (logo and/or advert displayed on TV rotation)
- Club eNewsletter - logo displayed on all editions, linked sponsor website
- Club eNewsletter - advertisement and /or link to sponsor website x 2 editions
- Club Facebook page promotion x 5
- Club Instagram promotion x 5
- Club website - logo displayed on homepage, linked to sponsor website
- Match day promotional opportunities

## SILVER SPONSOR \$2,500 p.a.

- Ground signage: 5 x 1m banners (two banners)
- Signage displayed at major club events
- Club room promotions (logo and/or advert displayed on TV rotation)
- Club eNewsletter - logo displayed on all editions, linked sponsor website
- Club eNewsletter - advertisement and /or link to sponsor website x 1 edition
- Club website - logo displayed in side-bar rotation, linked to sponsor website
- Match day promotional opportunities
- Club Facebook page promotion x 4
- Club Instagram account promotion x 4

## BRONZE SPONSOR \$1,000 p.a.

- Ground signage: 3 x 1m banner (one banner)
- Club room promotions (logo and/or advert displayed on TV rotation)
- Club eNewsletter - logo displayed on all editions, linked sponsor website
- Club eNewsletter - advertisement and /or link to sponsor website
- Club website - logo displayed in side bar rotation, linked to sponsor website
- Match day promotional opportunities
- Club Facebook page promotion x 3
- Club Instagram account promotion x 3





## INDIVIDUAL SPONSOR \$500 p.a.

- Ground signage: 1 x 1m banners
- Club room promotions (logo and/or advert displayed on TV rotation)
- Match day promotional opportunities
- Club Facebook page promotion x 1
- Club Instagram account promotion x 1

## ADDITIONAL GROUND SIGNAGE \$500 p.a.

- Additional ground signage : for extra banners space – per 1 x 1m banner
- Flag signage available

If you would like to discuss any of the options in further detail, please don't hesitate to be in touch.







If you are interested in becoming a part of the Surf Coast Football Club community, please contact:

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