



# Surf Coast Football Club

2021 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 take the Surf Coast Football Club to a new level. After a very tumultuous and unprecedented year, we are motivated, enthusiastic, and firmly focused on ensuring a successful 2021 season. Under the guidance, direction and vision of first-class leaders and coaches, combined with the excellent young talent moving up through the club, there are plenty of reasons to be excited about the coming year. There is a fantastic mix of old and new members, all passionate about the future of the club, our game and our community, boosting the unity and the bond at the Surf Coast Football Club. Become a club partner today!





## Why we are the right club to help you build your business

We go out of our way to ensure our sponsors reach their business goals! Our partnership strategy is based on the knowledge that strong professional and social networks grow your business and are far more valuable than short-term opportunities. We partner our sponsors, working together to actively make our relationship successful. That's how beneficial, long-term partnerships are built, and that's what we're looking for!

## 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 more than 500 local players and families. As a sponsor, you will have direct access to this devoted, open and supportive community that includes past members and junior parents. 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 2020 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 Hub days alone attract over 500 junior players and 2,000 family members on the day of hosting.

## 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. As noted above, when our club host games and special events our reach extends even further, throughout the Greater Geelong Region.



Play your part and help to ensure the ongoing growth, develop and success of our community and our club!

## Partnership Benefits

Now is the time to join our loyal, dedicated and supportive football family. As a sponsor of the Surfcoast 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.

No matter your level of investment all sponsors have access to the club's social media audience, a database of over 2,000 members via email marketing, the wider community via our club website, and numerous opportunities to promote your brand via logo acknowledgement and strategic placement.

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

### 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

## BALL SPONSOR – Cost based on number of balls ordered

- Have your company logo on every match ball and training ball
- Club room promotions (logo and/or advert displayed on TV Rotation)
- Club Facebook page promotion x 2
- Club Instagram account promotion x 2

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

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





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Examples of corporate banners at the pitch





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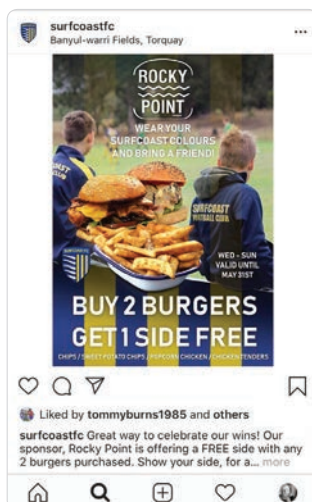
Samples from Facebook and traditional media





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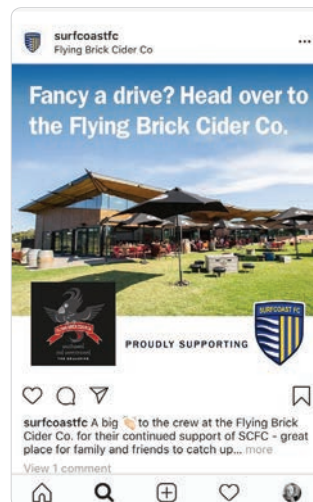
Instagram presence





# Our Club. Your Club.

## Instagram presence





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

Eva Betts on 0403 018 931  
[admin@surfcoastfc.com](mailto:admin@surfcoastfc.com)  
[www.surfcoastfc.com](http://www.surfcoastfc.com)

