



Surf Coast Football Club

Partnership Proposal 2019

A unique opportunity to expose your brand and your business.



surfcoastfc.com





The Surf Coast Football Club

Our Vision

Is about developing a culture that unites the club. This gives the club a strong foundation for future development and success. On the field we aim to provide all players a safe, enjoyable, learning experience. Each player and coach will embrace our key principles:

ENJOY | RESPECT | UNITY

An invitation to be part of an exciting future

We are taking Surf Coast Football Club to a new level. With more enthusiasm and motivation than ever before, we are firmly focused on a successful season ahead. Under the leadership and vision of world-class leaders and coaches, and injected with young talent moving up through the club, we are excited about the coming year. A fantastic mix of old and new members, passionate about the future of the club and the game within our community, boosts the unity and bond found at Surf Coast FC. Thus, event planning is well underway, with a diverse range of opportunities for brand exposure across all levels.

This is a fantastic opportunity for you to join us as we take the Surf Coast FC to another level.





We are the right community club to help you build your business.

Why?

A simple answer - because we go out of our way to assist our sponsors in reaching their business objectives.

Our partnership strategy is based on the belief that strong professional and social networks that grow your business, are far more valuable than the short-term opportunities that limit business involvement to a single year.

We encourage our sponsors to actively work with us to make their sponsorship work for them. That's the way successful long-term partnerships are built, and that's the only kind of partnership we are looking for.

In return we have an active database with more than 500 local current players who are always looking for better options when it comes to professional services such as yours. If you include our close ties with past members and current junior parents, then our reach each week via eNewsletters, Facebook and Instagram is well over 2,000 stakeholders.

Our Audience.

The Surf Coast Football Club delivers reach into an audience that spans the wider Surf Coast Community:

- Up to 150 Mini Roos kids and their families;
- Over 300 playing Junior members under the age of 16 years old and their families;
- Over 110 playing Senior members over the age of 16 years old, male and female.

This means that there is a great opportunity to target specific groups for specific products, as well as the general building of awareness, consideration and profiling for local business leaders.

Our Members, your Customers.

Almost 100% of our members live in the immediate Surf Coast area, which is ideal for local businesses wanting to build their awareness and sales in this area.



Why build a Partnership with the Surf Coast Football Club?

The Surf Coast Football Club is experiencing an incredible growth period. This means a great future for football in the region with record numbers of junior players and families becoming part of the Surf Coast Football Club family.

The club is committed to delivering continuous development for our players in an environment that is safe, friendly and respectful.

You are invited to be part of the excitement:

Reach - over 500 players and 2,000 members across the wider Surf Coast region

Build - awareness and recognition of your brand

Build - the profile of your business with our members

Together - we will work with you to build retail opportunities, directly contributing to your customer acquisition and sales

Integrated exposure – environment, digital, events, merchandise, and more

**Your message
tell us what it is**

and we'll deliver it in a
respectful family-friendly
environment where everyone
is welcome.





Partnership Packages - Key Elements

The Audience

- Reach over 500 players and their families
- Reach a true cross-section of the community, including players, senior and junior, parents and families.
- Surf Coast FC is a true community club
 - we live by our vision of RESPECT, ENJOY & UNITY

eNewsletters

- A complete database of over 2,000 members
- At least 12 emails during the season
- At least 4 event invitations
- Get your brand in our emails and get seen at least 12 times per season!

Website Exposure

The Surf Coast Football Club delivers reach into an audience that spans the wider Surf Coast Community:

- The SCFC website is actively kept up to date
- Space is available to promote your business (see sponsorship packages)
- Logo placement
- Profiling of your business
- Click-through to your website (if applicable)
- Promotion of permanent offers

Brand Awareness

- Ground signage (see sponsorship packages)
- Shirt sponsorships (Juniors and Seniors)
- TV sponsorships in social rooms
- Opportunities to build profile by presenting awards, best-on-ground prizes
- Sponsor Logo and Information shared on our Facebook page
- Sponsor Logo and Information shared on our Instagram account



Sponsorship Opportunities

MAJOR 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 2
- Club Instagram promotion x 2
- 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

PLATINUM 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 2
- Club Instagram promotion x 2
- Club website - logo displayed on homepage, linked to sponsor website
- Match day promotional opportunities

GOLD 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 1
- Club Instagram account promotion x 1



Sponsorship Opportunities

SILVER 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 1
- Club Instagram account promotion x 1

INDIVIDUAL \$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

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



Where to from here?

We want to make sure that your Partnership Package supports the business outcomes you are looking for. This means that we will work with you to maximize the value of your investment.

If you are interested in becoming a part of the exciting future of the Surf Coast Football Club, please contact our sponsorship representative.



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