



**FRANKSTON ROVERS SPONSORSHIP
PACKAGE 2019**

FRANKSTON ROVERS JUNIOR FOOTBALL CLUB

Incorporated Victoria

ABN 76 649 571 491

PO Box 4062 Frankston Heights Vic 3199

Dear Rovers Supporter,

Welcome to Frankston Rovers Junior Football Club and thank you for your interest in becoming a sponsor for what is bound to be an exciting 2019 season.

Our club proudly promotes the game of Aussie Rules Football in an environment that encourages kids to have a go and love their footy! As a family orientated club we are committed to encouraging participation, positive self-esteem and sportsmanship for our players. We anticipate that we will have in excess of 500 members in 2019 and have a large established Committee of Management with proven strength in positive leadership and financial management. Our accredited coaches have been selected for 2019 and are passionate to develop our players not only as young athletes but as young, community-minded men and women.

The continued success of our football club relies on the support of our community and we hope you may consider supporting our club. As a sponsor of our club, you will receive highly sought after exposure within our community. This extends not only amongst our 500+ members and surrounding community, but also to our opposition clubs which spread from Aspendale/Mordialloc down the Peninsula as far as Sorrento and inland to Devon Meadows and surrounding suburbs. We embrace sponsors into our club and invite you to attend our social events and join us on any weekend for a Sunday of good junior Football.

Our 2019 Sponsorship package is attached and details a range of opportunities that each offer exceptional value for all sponsors and all budgets. Please take your time to look over this package and contact me with any questions or to purchase a package.

On behalf of the Frankston Rovers Junior Football club, I would like to thank you for considering joining our 'mighty Hawks' and hope to see you down at the club in 2019.



SPONSORS OVERVIEW



| MAJOR SPONSORS | Platinum | Gold | Silver | Bronze | Function |
|---|---|--|---|--|--|
| 1 year sponsorship | \$2,500 | \$1,500 | \$1,000 | \$500 | \$250 |
| Number Available | 1 | 3 | unlimited | unlimited | unlimited |
| SOCIAL MEDIA EXPOSURE | | | | | |
| Logo and contact details included in Social Media postings including player interviews, game reports and general club | Weekly throughout the Home & Away Season | Fortnightly throughout the Home & Away Season | Monthly throughout the Home & Away Season | 3 times per season | Mentioned in any post regarding your chosen function |
| Company logo displayed on permanently on Facebook profile Banner | ✓ | ☒ | ☒ | ☒ | ☒ |
| ADVERTISING AND PROMOTION | | | | | |
| SCOREBOARD ADVERTISING Your logo displayed on large digital scoreboard at all home games | ✓ | ✓ | ✓ | ☒ | ☒ |
| Signage on the football oval perimeter fence | X 1 large | X 1 large | x 1 | Optional* (*additional cost \$100-\$300 depending upon size) | Optional* (*additional cost \$100-\$300 depending upon size) |
| | Priority Front of club room position | Front of club room position | | | |
| Tear drop flag displayed on game days | ✓ | ✓ | ☒ | ☒ | ☒ |
| Your company information (logo and business link) shown on Frankston Rovers Club Website | Permanent on all site pages with hyperlinks | Permanent on home page and sponsors page with hyperlinks | On Sponsors page with Hyperlinks | On Sponsors page with Hyperlinks | ☒ |
| Logo shown on all Frankston Rovers Goal Post Padding | ✓ | ☒ | ☒ | ☒ | ☒ |
| Logo shown on all Frankston Rovers paper communications | ✓ | ✓ | ☒ | ☒ | ☒ |
| Logo Shown on large screen TVs in club rooms on weekly Sunday Family Dinner Nights | ✓ | ✓ | ✓ | ✓ | On Function Night |
| Business Details shown on sponsorship board in clubrooms | ✓ PREDOMINANT | ✓ | ✓ | ✓ | ☒ |
| Opportunity to increase your business - distribute your company information, loyalty cards, "Rovers Member Specials" to our members | ✓ | ✓ | ✓ | ✓ | On Function Night |
| BECOME PART OF OUR CLUB | | | | | |
| Complimentary dinner and drink card to Legends Night fundraiser and Fireworks | ✓ | ✓ | ✓ | ✓ | If Legends Night is chosen |
| Complimentary tickets to all fundraising events | ✓ | ☒ | ☒ | ☒ | ☒ |

SPONSORS OVERVIEW



FRANKSTON ROVERS
JUNIOR FOOTBALL CLUB

LEGENDS NIGHT SPONSORS 2018

KADOREU Personal Training

PAPER EDITIONS
Wholesale Giftwrap and Accessories

DEGANI

Geonbae
KOREAN BBQ RESTAURANT

HEATHERHILL INDEPENDENT SUPERMARKET
48 HEATHERHILL ROAD FRANKSTON



OTHER OPTIONS FOR SPONSORSHIP

| | Player Sponsor | Bar Sponsor |
|---|--|--|
| 1 year Term | \$50 | \$650 |
| Number available | Unlimited | 1 |
| Advertising sign displayed on the football oval perimeter fence | Optional* (*additional cost \$100-\$300 depending upon size) | Optional* (*additional cost \$100-\$300 depending upon size) |
| Advertising on rear wall of Bar | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Advertising on Bar Runner | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Logo Shown on large screen TVs in club rooms on Family Nights (every Sunday during 14 week season) | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Business Details shown on sponsorship board in clubrooms | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Your details shown on Frankston Rovers website "Sponsors Page" with direct link to your Company Website | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Opportunity to distribute your company information, loyalty cards etc to our club members and families. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Complimentary dinner and drink card to Legends Night fundraiser and Fireworks | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Your name and selected player's name and jumper number posted in our club rooms. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Sponsored Player Gift – your sponsored player will receive \$10 'Hawks Bucks' to spend at club canteen. | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

MAJOR SPONSORS – How do we work together?

Platinum Sponsors

Platinum sponsorship is our top level sponsor's package. This is an exclusive opportunity with only one platinum sponsorship available. We look to partner with a business we can work with, to best serve us both. We believe sponsorship is more sustainable and attractive to businesses when we work for it also. As well as the immeasurable support of our committee and club members, you will enjoy key features such as;

- Maximum exposure promotion on our 'Solid Display Systems' digital scoreboard
- Permanent advertising on our club facebook page
- Your logo displayed on Rovers goal post padding – used at all home games
- Video promotion on all our social media
- Priority position for largest available signage at our home ground
- A teardrop flag displayed at all of our club's home games
- Advertising on our digital clubroom screens
- Complimentary tickets to all our exciting social events and more!



MAJOR SPONSORS – How do we work together?

Gold Sponsors

Gold Sponsorship is our tier 2 level sponsorship. Only 3 gold sponsors packages are available. We partner with all of our Gold Sponsors in order to ensure you are getting maximum benefit of your sponsorship. We appreciate that sponsorship is as much an emotional decision as a financial one and we aim to ensure you are happy with your choice. Our committee and club members are extremely supportive and appreciative of our Gold Sponsors and enjoy getting them involved in our community. Features of the Gold Sponsorship are;

- Scoreboard advertising and fortnightly social media exposure
- Prominent boundary line advertising
- A teardrop flag displayed at all of our club's home games
- Advertising on club website
- Complimentary tickets to our legends night club function
- Advertising on our digital clubroom screens



MAJOR SPONSORS – How do we work together?

Silver Sponsors

What an opportunity! PERFECTLY suited and SPECIFICALLY designed for small local businesses, we have an unlimited number of Silver sponsorships available. Up for grabs is the opportunity to partner with the committee and club members who dedicate themselves to supporting our local sponsors. We want to make this work for you! Along with this, the features of the Silver Sponsorship are:

- Scoreboard advertising
- Monthly social media exposure
- Boundary line advertising
- Complimentary tickets to our legends night club function
- Permanent advertising on our club Sponsors page
- Advertising on our digital clubroom screens

SILVER



MAJOR SPONSORS – How do we work together?

Bronze Sponsors

Bronze Sponsorship gives your business a chance to get ingrained in our culture and enjoy the benefits that sponsorship has to offer without a hefty investment. We hope you try this one then buy a bigger one next year! We have an unlimited number of Bronze sponsorships available. The features of the Bronze Sponsorship are:

- Social media advertising three times throughout our season
- Boundary line advertising (is optional for an additional cost)
- Complimentary tickets to our Legends Night club function
- Permanent advertising on our club Sponsors page
- Advertising on our digital clubroom screens



MAJOR SPONSORS – How do we work together?

Function Sponsors

We are super excited to introduce yet another new level of sponsorship to our club. Function Sponsorship gives your business a chance to get a taste of our culture and enjoy the benefits that sponsorship has to offer without a hefty investment. We are certain you won't be disappointed! We hope you try this one then buy a bigger one next year! There is an unlimited number of Function sponsorships available. The features of a Function Sponsorship are:

- Social media advertising whenever your chosen function is mentioned
- Boundary line advertising (is optional for an additional cost)
- Complimentary tickets to the club function of your choice
- Permanent advertising on our club Sponsors page
- Advertising on our digital clubroom screens during your function of choice



OTHER SPONSORSHIP OPTIONS – How do we work together?

Bar Sponsor

One of our most successful sponsorship packages is up for grabs again for Season 2019. Bar Sponsorship gives your business a unique chance to get a taste of our culture and enjoy the benefits that sponsorship has to offer without a hefty investment. There is always lots of action at the bar on our Sunday night dinners and at all club functions. We are certain you won't be disappointed! There is ONLY ONE Bar Sponsorship available. The features of our ONE OFF Bar Sponsorship are:

- Boundary line advertising (is optional for an additional cost)
- Large signage on the rear of our bar
- Advertising on the Bar runner
- 2 x Complimentary tickets to the club function of your choice
- Permanent advertising on our club Sponsors page
- Advertising on our digital clubroom screens during your function of choice



OTHER SPONSORSHIP OPTIONS – How do we work together?

Player Sponsor

New to the Club last year was Player Sponsorship. This is definitely the most popular amongst the players! They get their photo on the Clubroom wall with YOUR NAME listed as their sponsor. For a small fee of \$50, you get to advertise your business and your sponsored player gets an exciting kick back also! These Sponsorships are only limited by the number of players, you may even KNOW a player you would like sponsor. The features of our Player Sponsorship are:

- Boundary line advertising (is optional for an additional cost)
- Permanent advertising on our club Sponsors page
- An opportunity to distribute flyers, brochures and specials to our Club Members
- Your name on your Players sponsorship photo on the Clubroom walls

YOUR SPONSORED PLAYER RECEIVES

- \$10 “HAWKS” bucks to spend at our clubrooms
- Their photo posted on a Sponsorship photo on the Clubroom walls
- A “Sponsorship” package with vouchers and other exciting deals

