



FRANKSTON ROVERS JUNIOR FOOTBALL CLUB

Incorporated Victoria

ABN 76 649 571 491

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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 2018 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 2018 and have a large established Committee of Management with proven strength in positive leadership and financial management. Our accredited coaches have been selected for 2018 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 2018 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 2018.

Kind Regards

Lisa Newitt

Sponsorship Coordinator

Phone 0478 555 501

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Sponsorship Packages At a Glance

The details below provide you with an overview of each sponsorship package available. These cater for all budgets, from \$50-\$2500/year. Full details of the sponsorship packages are available overleaf.

MAJOR SPONSORS

Platinum

Top level sponsors package; exclusive opportunity with only one platinum sponsorship available. Features maximum exposure promotion on digital scoreboard, permanent advertising on club facebook page, video promotion on social media, priority position for large signage at our home ground, teardrop flag advertising displayed at all home games, advertising on our clubs website and clubroom screens, prominent position logo on club polo shirts* and complimentary tickets to all social events and more!

Gold

3 gold sponsors packages available. Scoreboard advertising and fortnightly social media exposure; prominent boundary line advertising, 1 tear drop flag at home games, advertising on club website, your logo on club poloshirts* , complimentary tickets to legends night club function, advertising on club room screens, and more!

Silver

Unlimited number of Silver sponsors, scoreboard advertising, monthly social media exposure, signage at home ground, advertising on club website, complimentary tickets to club Legends Night, advertising on club room screens and more!

Onfield Vest and Off-field Vest Sponsor

This is a unique opportunity offered only every 3 years. Your logo clearly displayed on brand new vests for specified official support roles, including team manager, runners, trainers, ground marshall and more. Offers full exposure of your brand at all home and away games. Advertising also offered at home ground, club website and on club TV screens

SUPER SPONSORS

Team Sponsor

One per team, advertising on clubroom large screen TVs, your name engraved on all of specified teams trophies, your details on club website, complimentary tickets to Rovers Legend Night function and more!

Bar Sponsor

2 available with prominent advertising in our club bar, club website, club screens and complimentary tickets to our Rovers Legend Night

Player Sponsor

1 per player offering unique opportunity to boost a players confidence. Player details and sponsor detailed within clubrooms, complimentary membership card and bonuses. Sponsored player receives bonus canteen vouchers! Great for grandparents and other family members!

**Advertising on club poloshirts applies on purchase of 3 year sponsorship package only and commences upon next order of garments.*

'MAJOR SPONSORS' PACKAGES	Platinum	Gold	Silver	ON -FIELD VEST	OFF -FIELD VEST
1 year sponsorship	\$2500	\$1500	\$1000	N/A	N/A
2 year Sponsorship (one off discounted advance payment covering 2 year sponsorship period)	\$4500	\$2500	\$1800	NA	NA
3 year Sponsorship (one off discounted advance payment covering 3 year sponsorship period)	\$6000	\$3500	\$2500	\$2500	\$2500
Number Available	1	3	unlimited	1	1
<p><u>SOCIAL MEDIA EXPOSURE</u></p> <p>✦ Logo and contact details included in Social Media postings including player interviews, game reports and general club</p> <p>✦ Company logo displayed on permanently on Facebook profile Banner</p>	Minimum weekly ✓	fortnightly -	Monthly	Opportunity for incidental exposure from video or photography footage where vests are visible -	Opportunity for incidental exposure from video or photographic footage where vests are visible -
<p><u>ADVERTISING AND PROMOTION</u></p> <p>✦ SCOREBOARD ADVERTISING Your logo displayed on large digital scoreboard at all home games</p>	Pre Game Post game and All inter-game periods.	Half time (Dominant sized logo)	Half Time	-	-
<p>✦ Your logo +/- contact details printed on vests of specified club staff <u>FOR ALL TEAMS AND AGE GROUPS</u></p>				Trainer Vest (x 1-2) Runner Vest (X1) <i>*brand new 2018 vests</i>	Ground Marshall (X 1) Team Manager (X1) B/Umpire x1 <i>* brand new 2018 vests</i>
<p>✦ Signage on the football oval perimeter fence</p>	X 1 large Priority Front of club room position	X 1 large Front of club room position	x 1	Optional (*additional cost \$100-\$300)	Optional (*additional cost \$100-\$300)
<p>✦ Tear drop flags displayed on game days</p>	x2	1	-	-	-
<p>✦ Your logo on club merchandise polo-tops (3 yr package only)</p>	✓	✓	✓	✓	✓
<p>✦ Your company information (logo and business link) shown on Frankston Rovers Club Website</p>	Permanent on all site pages and also as scrolled image	Permanent on home page and scrolled image	Scrolled image on home page	Scrolled on home page	Scrolled on home page
<p>✦ Logo shown on all Frankston Rovers paper communications</p>	✓	✓	-	-	-
<p>✦ Logo Shown on large screen TVs in club rooms on weekly Sunday Family Dinner Nights</p>	✓	✓	✓	✓	✓
<p>✦ Business Details shown on sponsorship board in clubrooms</p>	✓	✓	✓	✓	✓
<p>✦ Opportunity to increase your business - distribute your company information, loyalty cards, "Rovers Member Specials" to our members</p>	✓	✓	✓	✓	✓
<p><u>BECOME PART OF OUR CLUB</u></p>					
<p>✦ Complimentary dinner and drink card to Legends Night fundraiser and Fireworks</p>	X 2	X2	X2	X2	X2
<p>✦ Complimentary tickets to all fundraising events</p>	X2	-	-	-	-

'SUPER SPONSOR' PACKAGES	Team Sponsor	Bar Sponsor	PLAYER SPONSOR You nominate a player you would like to sponsor or we will draw a name out of a hat and nominate a player for you.	In-Kind Sponsor
1 year Term	\$500	\$650	\$50	<p><i>Do you have a business, service or skill that you would like to offer the club?</i></p> <p><i>In-kind sponsors donate goods or services rather than cash as their sponsorship offering</i></p> <p><i>Please let us know and we can tailor an agreement accordingly</i></p>
2 year Term (upfront discounted payment)	\$900	\$1100	NA	
3 year term (upfront discounted payment)	\$1200	\$1600	NA	
Number available	1 per team	2		
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	-	✓	-	
Advertising on Bar Runner	-	✓	-	
Logo Shown on large screen TVs in club rooms on Family Nights (every Sunday during 14 week season)	✓	✓	-	
Your company name engraved on all trophies for your team	✓	-	-	
Business Details shown on sponsorship board in clubrooms	✓	✓	-	
Your details shown on Frankston Rovers website "Sponsors Page" with direct link to your Company Website	✓	✓	-	
Opportunity to distribute your company information, loyalty cards etc to our club members and families.	✓	✓	✓	
Complimentary dinner and drink card to Legends Night fundraiser and Fireworks	X 2	X2	-	
Your name and selected player's name and jumper number posted in our club rooms.	-	-	✓	
Club membership card with associated discounts. (additional card provided for those who are already a club member)	-	-	✓	
Sponsored Player Gift – your sponsored player will receive \$10 'Hawks Bucks" to spend at club canteen.	-	-	✓	

★ **Don't Miss Out** ★

Our Season Launch is scheduled on 18th February 2018.

All sponsors who have joined prior to this date will have the opportunity to include their company information, promotional specials and any other items in 2018 Membership Packs distributed to our Members on this date.