

MUNDARING FOOTBALL CLUB



SPONSORSHIP PROSPECTUS 2018

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Who We Are

The Mundaring Football Club (Mundaring FC) is a flourishing club located within the Perth Hills district. The club has been a focal point in the Hills sporting community for over 60 years and currently plays in the Hills Football Association (HFA).

Our people are the cornerstone of our club. From the players to the administrators, members to volunteers, we're extremely proud to say that all who are involved with our club belong to a passionate and caring community. They are individuals of solid character, with positive attitudes to match

It's a trait that is unique to our club that so many people that spend even just one season of involvement with the team continue to maintain such solid connections with the club and its members.

How We Are Different

With an eye to the future, the Mundaring FC Committee has devised a strategic plan designed specifically to grow, maintain and nurture our passionate community of supporters.

Some key elements include:

- Affordable non-playing membership - with a members database maintained, regular club correspondence and annual renewals sent out to all members.
- Active monitoring and maintenance of a club facebook page. Our people have already embraced this concept strongly and a quick view of the page will confirm the many interactions between our growing network of people.
- In 2016 we set up a brand new club website showcasing our history, achievements, club news and life members. Unlike many community based sports clubs, our website is a dynamic one... with new features and content regularly coming on board.

How Sponsorship Will Benefit Your Business

As a result of our people and our planning, Mundaring FC is in the unique position of being able to give your business real and genuine promotion to the wider community.

Unlike most sporting clubs who are limited to ground signage and passing verbal acknowledgements, sponsorship of Mundaring FC will give your business meaningful access to a growing network of people who understand the importance of supporting our sponsors. In addition, the variety of promotional platforms we can provide ensure that you will get maximum impact for your sponsorship dollar.

With a view to creating genuine value, we have limited our key sponsorship opportunities in terms of the numbers offered. As a sponsor of our club, your business will not be drowned out in a sea of additional advertisements.

Sponsorship Classes



Platinum Sponsors

\$2,250+

Gold Sponsors

\$1,000.00 - \$2,249.00

Silver Sponsors

\$500.00 - \$999.00

Primary Benefits

These benefits are key advertising opportunities and are limited in the numbers we are able to offer. This is a deliberate measure taken to ensure sponsors gain the maximum possible exposure for their business by not having the effect of their promotional material watered down by too many competing sponsors. The following pages contain an outline of Primary Benefits.

General Benefits

In addition to the Primary Benefits selected, all sponsors receive the complete complement of our General Benefits as part of their sponsorship.

General Benefits include:

- Acknowledgement of your Mundaring FC sponsorship in the weekly 'Footy Focus' publication distributed to all attendees at all HFA matches in 2018.
- Display of your business logo on the homepage of our new website.
- Two complimentary Mundaring FC memberships (includes entry to all home games for the 2018 season).
- Invitations to all club events held throughout the season.
- Printed certificate of appreciation.

Primary Benefits

Best Player Awards (5 available): (weekly x 16 weeks)

Introduction from the coach about your business, acknowledgement from the player in their acceptance speech.

***\$800 for BOG, \$500 for 2nd, 3rd, 4th or 5th.**

* Note that BOG is published on facebook every week with the team's result. Your business name will be included with this post. 2nd, 3rd, 4th and 5th Best player and associated sponsor names are published approximately ever 2nd week.



Website Banner (5 available)

Share your brand with that of ours. A professionally designed banner will be designed to display your business logo and contact details. To be showcased at the top of our website homepage for 2018. The banners rotate through with order of display based on level of sponsorship (platinum, gold, silver) and number of years of sponsorship.

\$800



Promoted Discount / Special Offer for Club Members

All members of Mundaring FC receive an annual membership card allowing entry to games as well as entitlement to sponsor benefits. The cards are sent out not only to playing members but to our \$20 non-playing members also. Each sign up also receives a welcome letter and end of season newsletter. With each of these pieces of correspondence, a flyer* will be sent out advertising your offer (eg: 10% discount for all food on presentation of your card). With a view to benefit both the sponsor and the club, such discounts will also be used to encourage new members (promoted via facebook, website, work of mouth etc). The mailing list generated from all membership sign ups is also available for promotional eDM's sent by Mundaring FC. Your own flyers can also be displayed at the home ground canteen where foot traffic is most present on game days and Thursday night bbqs.

*Note: Discounts/offers from all sponsors are included on one single flyer under this option.

\$400



Facebook Plugs (48 slots available)

Including logo/photo image, wording (approx. 1 short paragraph) and club endorsement (ie: "If you know of anyone requiring ...services, please contact... Remember that sponsors are vital to our club and we need to actively support their business if we wish to flourish.")

1 Plug: \$130 each, 2: \$120 each, 3: \$110 each, 4: \$100 each, 5: \$90 each. (max 5)



Scoreboard Signage at All Home Games (2 available)

Limited to two so as not to water down the effect of advertising on Mundaring FC home ground scoreboard. Mundaring FC will pay for costs of signage based upon artwork provided.

\$800



Playing Jumper Advertisement (2 available)

Your logo emblazoned on the team's playing jumpers for the entire 2018 season. Mundaring FC will pay for costs of design and production based upon artwork provided.

\$600



Sponsor Vouchers / Flyers

Sponsor to provide flyers. A copy of your flyer will be included with our end of season newsletter. Newsletters are mailed to all members.

\$300

Pull Up Banner (home games) (3 available)

Your banner will be displayed at the bar/canteen area before and during matches. During presentations, your banner will be up on the podium flanking the speakers. A good opportunity to promote your business for sustained periods of time to attendees from all clubs in the competition.

\$1,000.

Pull Up Banner (away game presentations) (3 available)



Our away post game presentations take place at a private room at a local bar/restaurant. From the moment the players arrive, throughout all presentations and during the socialising that goes on afterwards, your banner will be displayed prominently for all attendees to see. This environment provides a more professional feel than the home game option does however the exposure is limited to Mundaring FC players and supporters attending.

\$750.

Any other ideas?

At the Mundaring FC, we pride ourselves on being a progressive and forward-thinking club. If you have ideas of your own that we might be able to provide for you in return for your sponsorship, please discuss them with a member of our sponsorship committee today. Contact details can be found on the final page of this prospectus.

We'd love to hear from you!

MUNDARING FOOTBALL CLUB



Mundaring Football Club Office Bearers: 2018

President

Mathew Elkington

Treasurer

James Waghorne

Vice President

Bill O'Leary

Secretary

Sue Cowton

Mundaring Football Club Sponsorship Sub-Committee: 2018

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