



Caulfield Bears Junior Football Club

SPONSORSHIP PROPOSAL 2019

OUR CLUB



A LITTLE ABOUT US

The Caulfield Bears Junior Football Club is a local community junior football club that was formed in 1993. The club is based at Koornang Park, which is located on the corner of Koornang Road and Munro Avenue in Carnegie (adjacent to the Caulfield Memorial Swimming Pool) and, in 2019 we are expecting to field 14 teams from Under 8 to Under 17 age groups, including for the first time in the Club's history, two girls only teams. The club also hosts an AFL Auskick Program (which is an introductory skills—based program for children aged between 5yrs to 12yrs).

The club has approx 300 registered players in it's teams plus a further 100 participants in its Auskick program—this is a total of 385 children/youths aged from 5 years to 17 years (plus family members).

The players (including Auskick participants) are from more than 300 families within the local community—these families reside in the following postcodes.

POSTCODE	NO. OF FAMILIES
3161	15
3162	15
3163	120
3165	20
3204	45
Other	25

The Club has a very strong focus on community involvement and has most recently supported it's members with fundraising efforts towards Breast Cancer Network Australia and Oxfam.

The Caulfield Bears Junior Football club has raised more than \$25,000 in donations over the last 5 years and is keen to continue supporting charities.

The club has also participated in the Glen Eira council's Party in the Park festival, organises football clinics at local schools and participates in local school fetes and the annual Carnegie Street Fair by organizing football—related activities and promotions.

The club is affiliated with the South Metro Junior Football League (SMJFL), which is the largest junior football competition in the Melbourne metropolitan region.

WHAT CAN WE OFFER TO OUR SPONSORS?

Depending on the sponsorship package you select, we offer various methods for you to access our membership with over 300 local families:

NEWSLETTER ADVERTISEMENT

We produce a weekly newsletter ("The Bear Facts") which is electronically distributed to all families within our club.

There are 15 editions of this newsletter each season and we offer you space in this newsletter to insert an advertisement for your business as well as options to include a feature article.

WEBSITE

We actively encourage our members to visit our website (www.caulfieldbears.com.au/juniorteam) as much as possible to access information. In 2018 we had approx 14,300 visitors and we expect an increase in website—visits in 2019.

All sponsors are listed on our website in a specially designated sponsors section and are offered a Hyperlink to their companies web site.

CLUBROOM SIGNAGE

We will erect a sign advertising your business in our clubrooms for the duration of our season. Our clubrooms are the central hub of our club and our members frequent these rooms at least once a week for training and on match days.

FENCE SIGNAGE

We can erect a vinyl sign advertising your business on our home ground fencing to be visible for the duration of all games on match days (usually between the hours of 8.30am–4.30pm). We can print and do the art work for your banner if required for \$100 per banner. During match days we will have approximately 500 players, officials and family members in attendance and your sign would be visible to all these people. There are approximately 15 match days per season.

The sign must be vinyl or similar material—no hard signs or permanent signs can be erected to our ground fencing due to safety issues and council requirements.

EXCLUSIVITY

For our 'Platinum and Gold Bear Sponsors' we will provide you with exclusivity in that we will not allow another sponsor from the same industry to advertise their business to our membership.

MERCHANDISE OPPORTUNITIES

Opportunities exist for you to have your business logo displayed on a variety of club merchandise and apparel items.

CERTIFICATE OF APPRECIATION

We will supply all sponsors with a 'Certificate of Appreciation' to display in their place of business as recognition of their support for our club.

What are the benefits to you?

The benefits of being involved with the Caulfield Bears Junior Football team are many:

- Exposure to local families living within your community
- Involvement and support of a local sporting community organization
- Exposure to a specific 'large market' such as: children/youths ages between 5yrs and 17yrs (plus siblings)—450+ parents—families from a specific demographic.



SPONSORSHIP PACKAGES

We encourage our sponsors at all levels to become part of our community by joining us at the club on Sunday match days and attending social functions. We are a welcoming, inclusive club that promotes participation and involvement from members, sponsors, friends and family!



GOODS AND SERVICES

Amount: No Minimum

Provides an avenue for community organisations, businesses and individuals to donate goods or services towards CBJFC activity's including BBQ's, sporting equipment, events and raffles.

Benefits:

- Acknowledged in the newsletter and raffle draws
- Name listed on the sponsors section of the CBJFC website



COMMUNITY

Amount: \$250

Provides an avenue for community organisations, businesses and individuals to provide a donation to help in the running of the CBJFC.

Benefits:

- Helping a community based football Club
- Featured on a community sponsors page in the newsletter
- Name listed on the sponsors section of the CBJFC website
- Invitation to networking sponsorship breakfast held during the season



FAMILY

Amount: \$100

Family sponsorship enables CBJFC family to donate to the club to help teams get the latest equipment and help in the running of the club.

As a family sponsor of the club you will be recognised in the weekly newsletter. Your contribution will be appreciated and acknowledged in the path to achieving our goals.



SCOREBOARD ADVERTISING PACKAGE

Any existing sponsor can add a scoreboard advertising package which enables them to have 4 full screen ads per match day.



BRONZE

Amount: \$1250

The Bronze Level Sponsorship is a value for money sponsorship providing exposure to over 300 families within the Carnegie / Glenhuntly / Caulfield area while providing support for a community based sporting club.

Benefits and Features:

- Helping a community based football club
- Exposure to 300 local families living in the Carnegie / Glenhuntly / Caulfield Areas
- Marketing exposure to varying demographics — Kids (5 years to 17 years) / Parents (28 years +)
- Invitation to sponsors day Lunch and football match
- Invitation to end of year volunteers and sponsor function
- Certificate of appreciation
- Featured on a sponsors page in the newsletter (15 per year)
- Listed on the sponsors page of the website and link on the CBJFL website
- Featured on a sponsors board in the clubrooms
- Fence signage at home games

SPONSORSHIP PACKAGES



SILVER

Amount: \$1750

The Silver Level Sponsorship provides exposure to over 300 families within the Carnegie / Glenhuntly / Caulfield area while providing support for a community based sporting club.

Benefits and Features:

Receive all the benefits and features of the Bronze package with the addition of:

- 1 x feature article in the newsletter
- Invitation to address members at one Family Night during the season
- 2 x tickets to the Club's major social function of the year
- Invitation to end of year volunteers and sponsor function
- Company brochures on display in the club canteen on match days



GOLD

Amount: \$2500+

The Gold Level Sponsorship provides exposure to over 300 families within the Carnegie / Glenhuntly / Caulfield area while providing support for a community based sporting club.

Benefits and Features:

Receive all the benefits and features of the Silver package with the addition of:

- Industry exclusivity — we will not allow another sponsor from the same industry to advertise their business to our members
- 2 x feature articles in the newsletter over the season
- Company advertised on the second page of the newsletter in every edition



PLATINUM

Amount: \$5000+

On Field:

Our Platinum Sponsorship package is offered to a company that wishes to gain maximum benefit through the highest level of exposure to over 300 families within the Carnegie / Glenhuntly / Caulfield area while providing support for a community based sporting club.

Scoreboard Naming Rights

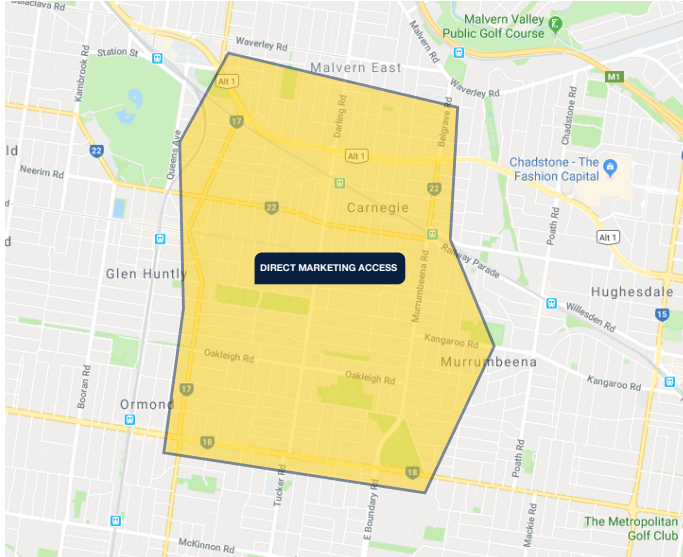
For this level of commitment, in addition to all the features and benefits of our Gold Package, we also offer you:

- Platinum jumper naming rights (subject to existing agreements and for a fixed period of time)
- First option on naming rights for any activity or event being organised by the Club
- Your company name displayed at the bottom of scoreboards throughout matchdays
- Each goal scored will feature an add by business
- Have 4 full screen ads per matchday

For further information regarding this Sponsorship Proposal, please contact Alistair Rowlands on **0408 504 006** or via email on sponsorship@caulfieldbears.com.au

WHAT ARE THE BENEFITS TO YOU?

DIRECT MARKETING AND ADVERTISING COVERAGE



EXPOSURE VALUE FOR SPONSORS

Facebook

CBJFC has a engaged Facebook community of over 500 people, consisting of parents and friends of the club with primary demographic of 30–55. Across the season the Facebook site would average a reach of 400 per post with an average of 4 posts per week, providing a sponsor with a reach of over 1500 per week. Social Media provides sponsors with opportunities to creatively speak with the community.

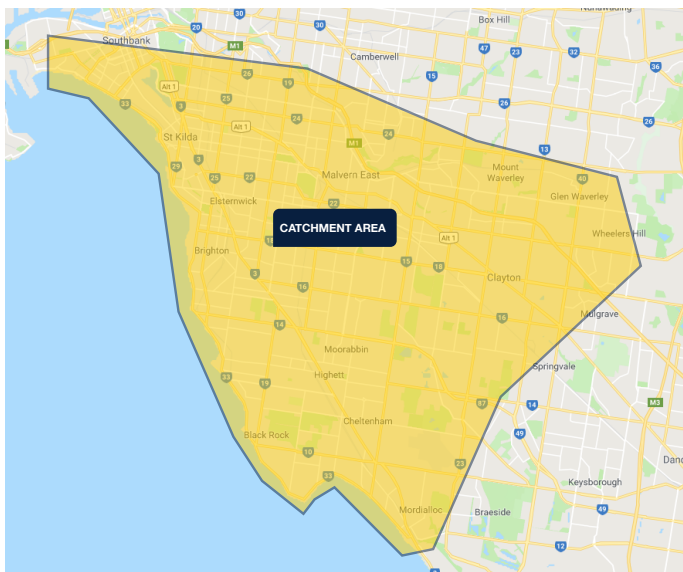
Website

The website is the main vehicle for communication (alongside Facebook). The site receives strong viewership throughout the season and provides sponsors with targeted exposure to an engaged audience via logo exposure and incidental branding opportunities.

Merchandise/signage

Logo exposure on all uniforms provides the sponsor with excellent value — with a total of 320 members registered last year, this provides a sponsor with the capacity to reach more than 2000 people each week. In many instances the exposure is far greater than with further media exposure.

Another addition is that if you select to have your logo on any of our apparel then you will have brand exposure through the following area.



SPONSORSHIP ACCEPTANCE FORM



Platinum Level – \$5000+ per annum



Community – \$250 per annum



Gold Level – \$2500+ per annum



Scoreboard – \$250 per annum



Silver Level – \$1750 per annum



Goods and Services



Bronze Level – \$1250 per annum

NAME:

BUSINESS:

TYPE OF BUSINESS:

ADDRESS:

TEL. NO (BH):

MOBILE:

EMAIL:

Please return this acceptance form together with your cheque payable to Caulfield Bears Junior Football Club for the amount indicated above to:

Caulfield Bears Junior Football Club
P O Box 132
Carnegie 3163 VIC

OR

EFT Deposit

BSB: 633 000
Account No: 147902365
Account Name: Caulfield Bears Junior Football Club

On receipt of your payment a receipted invoice will be sent to you. We will also be in contact to assist with the design of your advertisement for inclusion in our newsletter.

For further information regarding this Sponsorship Proposal, please contact Alistair Rowlands on **0408 504 006** or via email on **sponsorship@caulfieldbears.com.au**

*We thank you in anticipation
of your support.*