



Caulfield Bears Junior Football Club

# SPONSORSHIP PROPOSAL 2024

# OUR CLUB



## 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 2024 we are expecting to field 16 teams from Under 8 to Under 17 age groups, (including merged teams and three girls-only teams). The club also hosts an AFL Auskick Program, which is an introductory skills based program for children aged 5yrs to 12yrs.

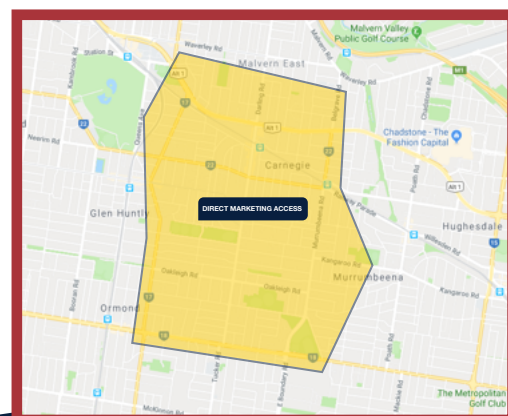
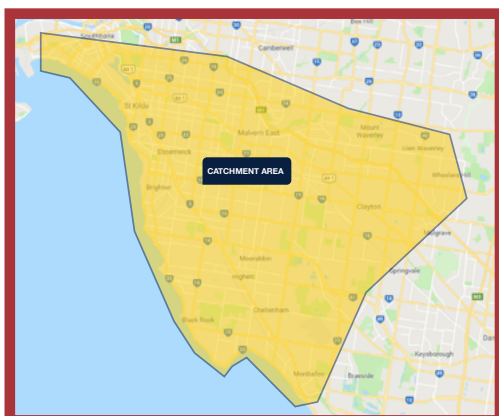
The club has approx 350 players (including those in merged teams), plus a further 60 participants in its Auskick program— this is a total of 410 children/youths aged from 5-17yrs.

The players (including Auskick participants) are from more than 300 families within the local community.

The club has a very strong focus on community involvement and has most recently supported it's members with fundraising efforts towards the Robert Connor Dawes Foundation.

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 organising football— related activities and promotions.

The Caulfield Bears Junior Football 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?

We offer various sponsorship packages to access our club membership of over 300 local families, and gain broader exposure across the club networks:

## SOCIAL MEDIA

CBJFC has an engaged online community of over 2,000 followers, across both Facebook (830) and Instagram (1,170) consisting of parents and friends of the club with a primary demographic of 30–54yrs on Facebook and 15-24yrs on Instagram.

Across the season, engagement reaches an average of 600-700 per platform per post. Sponsors are listed in weekly social media posts, and there are options to be a featured in dedicated posts promoting your business.

## WEEKLY NEWSLETTER

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 the newsletter to display your logo, as well as options to include a feature article.

## WEBSITE

The website is a key source of communication from the club, alongside Facebook and Instagram. The site receives strong viewership throughout the season as we actively encourage our members to visit our website ([www.caulfieldbears.com.au/juniorteam](http://www.caulfieldbears.com.au/juniorteam)) to access information.

All sponsors are listed on our website in a specially designated sponsors section and are featured with a logo and link to their company's website.

## OVAL & SCOREBOARD ADVERTISING

During match days we have approximately 500 players, officials and family members in attendance. There are approximately 15 match days per season.

Vinyl signage and scoreboard advertising for select sponsors at our home ground will be visible for the duration of all games on match days (usually between the hours of 8.30am–4.30pm).

'Platinum' Sponsors will also receive their logo permanently displayed at the bottom of the scoreboard, and displayed on goal posts for the duration of all home games on match days.

## MERCHANDISE OPPORTUNITIES

Logo exposure on all uniforms provides sponsors with excellent exposure — with a total of 280 registered Bears players, this provides sponsors with the capacity to reach more than 2000 people each week. In many instances this exposure is far greater with social media exposure.

Opportunities also exist for sponsors to have their logo displayed on a variety of club apparel including the training t-shirt, hoodie and club guernseys.

## INDUSTRY EXCLUSIVITY

'Platinum' and 'Gold' Sponsors also receive industry exclusivity — we will not allow another sponsor from the same industry to advertise their business to our membership.

## What are the benefits to you?

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

- Exposure to a large, specific market of children/youths aged between 5yrs and 17yrs, plus siblings and 450+ parents.
- Exposure to local families living within your community.
- Involvement and support of a local sporting community organisation.



# 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

Cost: No Minimum

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

### Benefits and Features:

- Logo and link listed in the sponsors section of the CBJFC website.
- Acknowledged at club events (if applicable).
- Scoreboard logo acknowledgement.
- Invitation to end of year volunteers function.



## COMMUNITY

Cost: \$500

Provides an avenue for community organisations, businesses and individuals to reach local CBJFC players, families and networks, while providing support for a community based sporting club. Local restaurants are also encouraged to contribute meal / discount vouchers to be used as rewards for players on match days.

### Benefits and Features:

- Logo/name and link listed in the sponsors section of the CBJFC website.
- Featured with a logo in the sponsors section of the weekly newsletter (15 per year).
- + 1 x feature inclusion in the weekly newsletter.**
- + 1 x feature post on social media.**
- Scoreboard logo acknowledgement.
- + Logo displayed on training t-shirt.**
- + Logo displayed on club hoodie.**
- Invitation to end of year volunteers function.



## SILVER

Cost: \$1,500

The Silver Sponsorship is a value-for-money sponsorship providing exposure to local CBJFC players, families and networks, while providing support for a community based sporting club.

### Benefits and Features:

- Featured with a logo + hyperlink in the sponsors section of the CBJFL website.
- Featured with a logo in the sponsors section of the weekly newsletter (15 per year).
- + 2 x feature inclusions in the weekly newsletter.**
- + 2 x feature posts on social media.**
- Scoreboard logo acknowledgement.
- + Scoreboard ad on screen at breaks & after goals.**
- Logo displayed on training t-shirt.
- Logo displayed on club hoodie.
- Invitation to end of year volunteers function.
- + Certificate of appreciation at end of season.**

# SPONSORSHIP PACKAGES



## GOLD

Cost: \$2,500

The Gold Sponsorship provides excellent exposure to local CBJFC players, families and networks, while providing support for a community based sporting club.

### Benefits and Features:

- Featured with a logo + hyperlink in the sponsors section of the CBJFL website.
- Featured with a logo in the sponsors section of the weekly newsletter (15 per year).
- + **Featured with a logo in weekly social media posts (15 per year).**
- + **3 x feature inclusions in the weekly newsletter.**
- + **3 x feature posts on social media.**
- Scoreboard logo acknowledgement.
- Scoreboard advertisement on screen at breaks & after goals.
- + **Vinyl fence signage printed & displayed at home game oval on match days.**
- Logo displayed on training t-shirt.
- Logo displayed on club hoodie.
- + **Logo displayed on playing shorts (\$500 additional cost, minimum 3 year commitment).**
- + **Logo displayed on front of playing guernseys (\$500 additional cost, minimum 3 year commitment).**
- Invitation to end of year volunteers function.
- Certificate of appreciation at end of season.
- + **Industry exclusivity — we will not allow another sponsor from the same industry to advertise their business to our members.**



## PLATINUM

Cost: \$15,000

Our Platinum Sponsorship package is offered to businesses that wishes to gain maximum benefit through the highest level of exposure to local CBJFC players, families and networks, while providing support for a community based sporting club.

### Benefits and Features:

- Featured with a logo + hyperlink in the sponsors section of the CBJFL website.
- Featured with a logo in the sponsors section of the weekly newsletter (15 per year).
- Featured with a logo in weekly social media posts (15 per year).
- 5 x feature inclusions in the weekly newsletter.
- 5 x feature posts on social media.
- Scoreboard logo acknowledgement.
- Scoreboard advertisement on screen at breaks & after goals.
- Vinyl fence signage printed & displayed at home game oval on match days.
- + **Logo displayed at bottom of scoreboard at home game oval on match days.**
- + **Logo displayed on goal posts at home game oval on match days.**
- Logo displayed on training t-shirt.
- Logo displayed on club hoodie.
- + **Logo displayed on back of playing guernseys (minimum 3 year commitment).**
- Invitation to end of year volunteers function.
- Certificate of appreciation at end of season.
- Industry exclusivity — we will not allow another sponsor from the same industry to advertise their business to our members.
- + **Framed guernsey in recognition of your support.**

# SPONSORSHIP PACKAGE SUMMARY

	 <b>COMMUNITY</b> Cost: \$500	 <b>SILVER</b> Cost: \$1,500	 <b>GOLD</b> Cost: \$2,500	 <b>PLATINUM</b> Cost: \$15,000	
<b>DIGITAL</b>	Logo/name & link on CBJFC website	✓	✓	✓	✓
	Logo in weekly newsletter	✓	✓	✓	✓
	Logo in weekly social media posts			✓	✓
	Feature inclusion/post in newsletter & on social media	<b>X1</b>	<b>X2</b>	<b>X3</b>	<b>X5</b>
<b>GROUND</b>	Scoreboard - logo acknowledgement	✓	✓	✓	✓
	Scoreboard - ad at breaks & goals		✓	✓	✓
	Vinyl banner printed & displayed on match days			✓	✓
	Scoreboard - logo displayed at bottom				✓
	Logo on goal posts on match days				✓
<b>MERCHANDISE</b>	Logo on training t-shirt	✓	✓	✓	✓
	Logo on hoodie	✓	✓	✓	✓
	Logo on shorts (min. 3 years)			<b>\$500*</b>	
	Logo on guernsey front (min. 3 years)			<b>\$500*</b>	
	Logo on guernsey back (min. 3 years)				✓
<b>OTHER</b>	Invitation to annual volunteer function	✓	✓	✓	✓
	Certificate of Appreciation	✓	✓	✓	✓
	Industry exclusivity			✓	✓
	Framed guernsey				✓

# SPONSORSHIP ACCEPTANCE FORM



Platinum Level — \$15,000 per annum



Community — \$500 per annum



Gold Level — \$2,500 per annum



Goods and/or Services Donation



Silver Level — \$1,500 per annum



Additional Extras (please specify)

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CONTACT:

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BUSINESS NAME:

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TYPE OF BUSINESS:

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ADDRESS:

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PHONE (BH):

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PHONE (MOBILE):

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EMAIL:

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NOTES:

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SIGNATURE:

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  
PO 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.

For further information regarding this Sponsorship Proposal, please contact **Nic Atherinos** on **0411 530 008** or email [sponsorship@caulfieldbears.com.au](mailto:sponsorship@caulfieldbears.com.au)

*We thank you in anticipation of your support.*