



Caulfield Bears Junior Football Club

SPONSORSHIP PROPOSAL 2017

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 2017 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, one girls only team. 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 285 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 240 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 240 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 2016 we had approx 13,000 visitors and we expect an increase in website-visits in 2017.

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). 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 'Principal 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 & support of a local sporting community organization
- Exposure to a specific 'large market' such as: children/youths ages between 5yrs & 17 yrs (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



BRONZE

Amount: \$1000

The Bronze Level Sponsorship is a value for money sponsorship providing exposure to over 250 families within the Carnegie / Glenhuntly / Caulfield area while providing support for a community based sporting club.

Benefits:

- Helping a Community based football Club
- Exposure to 250 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 networking sponsorship breakfast held during the season
- Certificate of Appreciation

Features:

- Featured on a Sponsors page in the Newsletter (15 per year)
- Listed on the sponsors page of the website
- Featured on a Sponsors Board in the Clubrooms
- Fence signage at home games
- Website Link on the CBJFL website
- Merchandise branding options for \$250 extra and fixed term of 3 years)

SPONSORSHIP PACKAGES



SILVER

Amount: \$1500

The Silver Level Sponsorship provides exposure to over 250 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 the end of year Golf Day
- Company brochures on display in the club canteen on match days



GOLD

Amount: \$2500+

The Gold Level Sponsorship provides exposure to over 250 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
- Secondary jumper naming rights (smaller logos on the front of the jumper, subject to existing agreements)
- 2 x feature articles in the newsletter over the season
- Company advertised on the second page of the newsletter in every edition
- Tear drop banners displayed at the player huddle during interval breaks for all home games
- Framed Bears Jumper to be displayed in your business



PRINCIPAL

Amount: \$5000+

Our Principal Sponsorship package is offered to a company that wishes to gain maximum benefit through the highest level of exposure to over 250 families within the Carnegie / Glenhuntly / Caulfield area while providing support for a community based sporting club.

For this level of commitment, in addition to all the features and benefits of our Gold Package, we also offer you principal jumper naming rights (subject to existing agreements and for a fixed period of time) and first option on naming rights for any activity or event being organised by the Club.

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

SPONSORSHIP ACCEPTANCE FORM



Principal Level — \$5000+ per annum



Bronze Level — \$1000 per annum



Gold Level — \$2500+ per annum



Community — \$250 per annum



Silver Level — \$1500 per annum



Goods and Services

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.

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We thank you in anticipation
of your support.