

Caulfield Bears Junior Football Club

SPONSORSHIP PROPOSAL 2027

OUR CLUB



ABOUT US

The Caulfield Bears Junior Football Club (CBJFC, also known as the "Bears") is a local community junior football club that was formed in 1993. The club is based at Koornang Park, Carnegie, and in 2026 the club fielded 10 teams from Under 8 to Under 17 age groups, (including merged teams and two girls-only teams). The club also hosts an AFL Auskick Program, which is an introductory skills based program for children aged 5-12yrs.

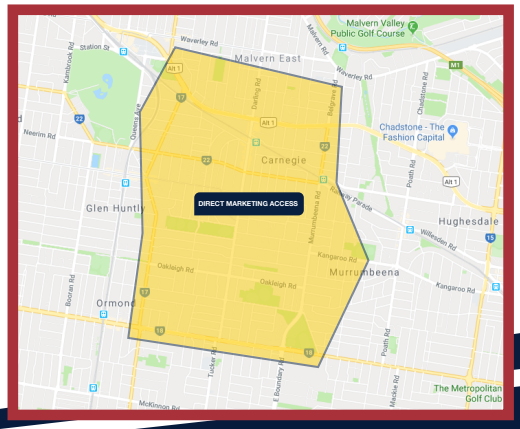
The club has 200+ players (including those in merged teams), plus a further 100+ participants in its Auskick program— this is a total of 300+ children/youths aged from 5-17yrs, from more than 250 families within the local community.

The club has a very strong focus on community involvement and has most recently supported its members with fundraising efforts towards TeamSports4All, the Mirabel Foundation and the Eddie Betts 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 450 local players and families, and gain broader exposure across the club networks:

SOCIAL MEDIA

CBJFC has an engaged online community of over 2,480 followers, across both Facebook (935) and Instagram (1,550) 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 1,300 views per post. All Sponsors will receive a dedicated post promoting their business, plus Gold and Platinum Sponsors will be featured in weekly fixture posts.

WEEKLY NEWSLETTER

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

There are 18 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 ad/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) 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.

MERCHANDISE OPPORTUNITIES

Logo exposure on uniforms provides sponsors with excellent exposure and provides sponsors with the capacity to reach more than 2000 people each week at training and within the wider community.

In many instances this reach is even greater when incuding exposure on social media.

Opportunities also exist for select sponsors to have their logo displayed on a variety of club apparel including the club hoodie, playing shorts and playing guernsey.

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 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!



GAME DAY AWARDS

Vouchers

Provides an avenue for local restaurants and businesses to reach local CBJFC players, families and networks, by contributing meal / discount vouchers to be used as rewards for players on match days.

For sponsors wishing to supply vouchers in support of all Bear's teams from U8s to U17s for the full season, the estimated number to award one Bears player in each game is 210 vouchers (i.e. 14 teams x 15 games).

Benefits and Features:

- **Featured with a logo + hyperlink noting sponsorship level on sponsors section of CBJFC website.**
- **Featured with a logo noting sponsorship level in the weekly email newsletter (18 per year).**
- **1 x feature inclusion in the weekly email newsletter.**
- **1 x feature post on social media.**
- **Scoreboard logo acknowledgement.**
- **Logo displayed on training t-shirt.**
- **Invitation to end of year volunteers function.**
- **Certificate of appreciation at end of season.**



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.

Benefits and Features:

- Featured with a logo + hyperlink noting sponsorship level on the sponsors section of the CBJFC website.
- Featured with a logo noting sponsorship level in the weekly email newsletter (18 per year).
- 1 x feature inclusion in the weekly email newsletter.
- 1 x feature post on social media.
- Scoreboard logo acknowledgement.
- Logo displayed on training t-shirt.
- Invitation to end of year volunteers function.
- Certificate of appreciation at end of season.



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 noting sponsorship level on the sponsors section of the CBJFC website.
- Featured with a logo noting sponsorship level in the weekly email newsletter (18 per year).
- 1 x feature inclusion in the weekly email newsletter.

+ 2 x feature posts on social media.

- Scoreboard logo acknowledgement.

+ Scoreboard advertisement on screen at breaks & after goals.

- Logo displayed on training t-shirt.
- 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 noting sponsorship level on the sponsors section of the CBJFC website.
- Featured with a logo noting sponsorship level in the weekly email newsletter (18 per year).
- **+ Featured with a logo noting sponsorship level in weekly match fixture social media posts (15 per year).**
- **+ 2 x feature inclusions in the weekly email 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: $6,500

Our Platinum Sponsorship package is offered to businesses that wish 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 noting sponsorship level on the sponsors section of the CBJFC website.
- Featured with a logo noting sponsorship level in the weekly email newsletter (18 per year).
- **+ Platinum sponsor acknowledgement at top of weekly email newsletter.**
- Featured with a logo noting sponsorship level in weekly match fixture social media posts (15 per year).
- 2 x feature inclusions in the weekly email newsletter.
- **+ 4 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 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.**

***already taken**

caulfieldbears.com.au/juniorteam

SPONSORSHIP PACKAGE SUMMARY

		 GAME DAY Vouchers	 COMMUNITY Cost: $500	 SILVER Cost: $1,500	 GOLD Cost: $2,500	 PLATINUM Cost: $6,500
DIGITAL	Logo & link on CBJFC website	✓	✓	✓	✓	✓
	Logo at bottom of weekly newsletter	✓	✓	✓	✓	✓
	Logo at top of weekly newsletter					✓
	Logo in weekly fixture posts on social media				✓	✓
	Feature post(s) on social media	X1	X1	X2	X3	X4
	Feature inclusion(s) in newsletter	X1	X1	X1	X2	X2
GROUND	Scoreboard - logo acknowledgement	✓	✓	✓	✓	✓
	Scoreboard - ad at breaks & goals			✓	✓	✓
	Vinyl banner with logo displayed at matches				✓	✓
	Scoreboard - logo displayed at bottom					✓
MERCHANDISE	Logo on training t-shirt	✓	✓	✓	✓	✓
	Logo on hoodie				✓	✓
	Logo on shorts (min. 3 years)				$500*	
	Logo on guernsey front (min. 3 years)				$500	
	Logo on guernsey back (min. 3 years)					✓*
OTHER	Invitation to annual volunteer function	✓	✓	✓	✓	✓
	Certificate of Appreciation	✓	✓	✓	✓	✓
	Industry exclusivity				✓	✓
	Framed guernsey					✓

*already taken

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2027 SPONSORSHIP ACCEPTANCE FORM

- ☐ Platinum Level — $6,500 per annum
- ☐ Gold Level — $2,500 per annum
- ☐ Gold+ Level — $3,000 per annum (+ logo on shorts or guernsey)
- ☐ Silver Level — $1,500 per annum
- ☐ Community — $500 per annum
- ☐ Game Day Awards — please specify

CONTACT:

BUSINESS NAME:

TYPE OF BUSINESS:

ADDRESS:

PHONE (BH):

PHONE (MOBILE):

EMAIL:

NOTES:

SIGNATURE:

DATE:

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 email marketing@caulfieldbears.com.au

We thank you in anticipation of your support.