



Townsville City Lions AFL Club

PO Box 4093
Vincent QLD 4814
townsvillecitylions@hotmail.com

Home Ground:
Harold Phillips Oval – Castle Hill PCYC
Corner Hugh and Harold St, West End
www.townsvillecitylions.aflq.com.au or find us on Facebook



29th November 2012

2012 YEAR IN REVIEW AND SPONSOR OPPORTUNITY SEASON 2013

Dear Lions Supporter,

What a year it has been with many successful adventures for the Townsville City Lions AFL Club. With a hard working committee we have achieved a massive amount of work that has enhanced the club's standing in both the AFL and the wider community as a whole, these being:

- Coordination and participation in the annual Pre-season "Blitz" competition
- Conducted fund raising for the World's Greatest Shave with over \$1000 being raised.
- Grown a positive Club image within the Townsville region
- Increased our team commitment from only fielding a Reserve grade side to include Seniors in the AFL Townsville competition in the 2012 season
- Developed our home ground at Harold Phillips Oval to enable the first seniors games to be played there in 2012
- Upgraded the lighting at Harold Phillips Oval allowing us to both extend our training sessions and gain experience training under lights
- Purchased quality training, ground marking and game day equipment
- Purchased quality canteen equipment and refined the process to run both the Bar and Canteen at our home games
- Enhanced the working relationship with our Juniors that enabled them to play some senior games in the 2012 season
- Developed a Strategic Business Plan
- Increased a registered player base from 45 to over 125

First we would like to thank our much valued 2012 sponsors as without them we would not be able to complete the year. As a non-profit organisation we rely heavily on community support to build a financial foundation, that has enabled us to compete in the 2012 season with both Reserve and Senior grade sides. Our season 2012 sponsors were:

- Pacific Services Group (PSG) – Major Sponsor
- Cunneen Contractors – Jersey Sponsor
- Northern Switchboard Solutions – Shorts Sponsor
- Affordable Security – Shorts Sponsor
- Bellevue Hotel – Support Staff Sponsor
- C&M Solutions – Club Polo Sponsor
- NQX Freight System – Club Polo Sponsor
- Townsville RSL – Bronze
- Angelina's Fine Food – Bronze





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- Euphoria Hair and Beauty – Training Top Sponsor
- AMART All Sports – Training Top Sponsor
- Sherriff Electrical Wholesalers – Training Top Sponsor
- Currajong Tyre and Auto – Training Top Sponsor

We are currently opening opportunities for the sponsorship packages for season 2013. The areas available are detailed below and if there is any other way you could assist please contact the club. Additionally some of the sponsor packages may be able to be claimed as a tax deduction, please speak to your accountant.

Item	Sponsor Opportunities	Cost per year	Cost per Three years
1	Major Sponsor	\$6,000	\$15,000
2	Gold Sponsor - Jersey	\$4,000	\$10,000
3	Gold Sponsor - Score Board	\$4,000	\$10,000
4	Gold Sponsor - Oval Sign	\$4,000	\$10,000
5	Silver - Trainer/Water/Runner	\$2,000	\$5,000
6	Silver - Short	\$2,000	\$5,000
7	Bronze - Sleeve	\$500	\$1,250
8	Bronze - General	\$500	N/A
9	Training Top Only	\$250	N/A
10	Player Sponsor	\$60	N/A

Item	Description
1	Sole Sponsor for back of Jersey, Sole sponsor for Training Top Front and Club Polo Back Large
2	Sole Sponsor for front of Jersey, Training Top Back Large and Club Polo Back Medium
3	Sole Sponsor for Score Board signage, Training Top Back Large and Club Polo Back Medium
4	Sole Sponsor for Oval Main Location signage, Training Top Back Large and Club Polo Back Medium
5	Sole Sponsor for Trainer, Water Carrier and Runner Tops, Club Polo Small
6	Short leg, potential for two sponsors, one each leg, Club Polo Small
7	Club Polo Shirt Sleeve Sponsor, potential for two sponsors, one each sleeve
8	Club Polo Shirt - Back Small
9	Back of Training Top, potential to have 6-9 sponsors
10	Player and Committee Club Photo to be displayed in Club Rooms and on Websites and Facebook

If you are interested and ready to join a club on the rise for the 2013 season please advise the Townsville City Lions Club Secretary via email at (townsvillecitylions@hotmail.com) and we will provide you with further information.





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Once you have nominated your Sponsor option – which will be confirmed by return email – payment can be made by:

Direct Debit/Funds Transfer

- BSB 633-000
- Account 134786839
- Description: Sponsor Package

Cheque Mailed To


- Northern Beaches Lions AFL Club, PO Box 4093, Vincent QLD 4814
- Description: Sponsor Package

Please advise by email if EFT transfer is made.

If you require assistance or further clarification on the process, please contact myself on the number below or our Secretary Maurie Soars on 0408 128 823.

Thank you for being involved in this Sponsor opportunity. We look forward to having you on board in 2013, and sharing our passion for developing AFL in the Townsville region for our club, the League and most importantly a pathway for our Juniors!

Kind Regards


Andy Pethybridge
Senior Coach
Vice President-Football Operations
Townsville City Lions AFL Club
0432 388 055

