



# Macquarie University AFL 2013 Sponsorship Packages

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Marketing and Sponsorship Manager

# Opportunity



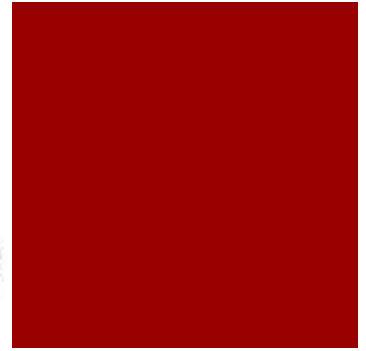
- As one of Sydney's largest AFL community organizations we rely on the support of members, sponsors, supporters and past players to be able to produce strong performances on and off the field.
- In 2013, the opportunity exists for community minded businesses to engage with our club and its members through a community sponsorship agreement.

# Sponsorship Packages



Asset	Rating	Value
Senior Mens	Platinum	\$10,000
Womens	Gold	\$5,000
Under 18s	Gold	\$5,000
Junior Clubs	Silver	\$2,000
Past Players	Silver	\$2,000
Canteen	Silver	\$2,000
Match Day	Bronze	\$500
Individual Player	Red, White & Black	\$100
Equipment	Supplier	Tender
Medical	Supplier	Tender
Uniform	Supplier	Tender

# Reach



- Now in our 42<sup>nd</sup> year of operation next season the MUAFC membership base will exceed 120 active members.
- MUAFC currently fields five teams within the Sydney AFL competition, made up of 3 x Senior Men's, 1 x Senior Women's and 1 x Under 18's side.
- MUAFC competes in approximately 100 games per year at various venues across Sydney.
- Over the course of the season the players are seen by over 1300 on field competitors ranging in age from 16-55, and an estimate of 5000+ spectators.

# Sponsor Benefits



- As a MUAFC community sponsor, you will receive a range of benefits designed to grow the relationship between your organisation and our extended community including:
  - Rights to provide ground signage seen by over 5000 spectators annually
  - Dedicated match day announcements over PA system
  - Two (2) dedicated eDM mailings per season to the club's extended database of over 200 members.
  - Opportunity to place additional ads in club's weekly newsletter.
  - Dedicated press release announcing the partnership with corresponding article published in the Northern District Times with a total a circulation of 58,450 and a readership of 81,000.

# Sponsor Benefits continued\*



- Website Integration
- Social media integration with both our Facebook page (401 likes) and Twitter handle (127 followers)
- Two (2) Complimentary 2013 Club Polo Shirts valued at \$30 each
- Two (2) Complimentary tickets to all club functions including Club Presentation Evening valued at \$250.
- Dedicated sponsorship account manager
- Opportunity to discuss greater involvement throughout the season
- Plus all community sponsors will receive an invitation to attend the Sponsor's Day event including entry into a corporate box at the SCG for a Sydney Swans home game and \$30 worth of food & beverage vouchers.
- Excludes Match Day Sponsors & Player Sponsors.

# Senior Men's Sponsorship Package



- As official sponsor of senior men's football at Macquarie University, you are recognised as the platinum sponsor of our club, providing funds that cover the core necessities of any amateur sporting club.
- Additional benefits include:
  - Premier partner and naming rights for three (3) full club events including Season Launch, Trivia Night and Presentation Awards Night
  - Invitation to attend the Sponsor's Day event in a corporate box at the SCG

# Women's Team Sponsorship Package



- As official sponsor of Women's football at Macquarie University, you are recognised as a gold sponsor of our club, providing funds to ensure the Women's team have access to all the benefits that the men's team enjoy.
- Additional benefits include:
  - Premier partner and naming right sponsor of the Macquarie Uni Ladies' Day supporting Breast Cancer Awareness.
  - Invitation to attend the Sponsor's Day event in a corporate box at the SCG.



# Under 18's Team Sponsorship Package



- As official sponsor of Under 18's football at Macquarie University, you are recognised as a gold sponsor of our club, providing funds to ensure the future of the club is bright whilst also contributing towards subsidising the cost of school supplies for our young and developing group of players.
- Additional benefits include:
  - Premier partner and naming right sponsor of the Macquarie Uni Under 18's Scholarship Program (full details on next slide).
  - Invitation to attend the Sponsor's Day event in a corporate box at the SCG.

# Under 18's School Scholarship Program



- Each year, Macquarie University Australian Football Club, through the contribution of your business, will invest \$5000 towards providing our under 18's players with funds dedicated towards subsidising their schooling costs.
- At MUAFC, we understand the pressure of balancing sporting commitments with a need to stay focused and committed during the most important schooling years of a child's life.
- As such, our club is committed to providing 10 of our under 18's players every year with a \$500 School Scholarship to go towards the costs of uniforms, stationary, textbooks and travel.

# Under 18's School Scholarship Program



- The School Scholarship Program will be divided into 2 categories:
- Talented Player Program:
  - 5 players per season
  - \$500 per season
  - Eligibility based on skill & talent
- Leg Up Scholarship Program:
  - 5 players per season
  - \$500 per season
  - Eligibility based on age only

# Under 18's School Scholarship Program



- The School Scholarship Program will ensure Macquarie University Australian Football Club continues to attract high quality talent to the club, whilst through the assistance of our community business partners, are able to give back to members of our community.

# Junior Clubs Sponsorship Package



- As official sponsor of our Junior Clubs program, you are recognised as a silver sponsor of our club, providing funds to help develop players at the forefront of grass roots football. This investment provides the ability for our club to donate much needed equipment to struggling junior clubs in our catchment.
- Additional benefits include:
  - Premier partner and naming right sponsor of the Macquarie Uni Family Day attended by over 250 people including our three junior pathway clubs (North Ryde, Hornsby and Westbrook).
  - Invitation to attend the Sponsor's Day event in a corporate box at the SCG.

# Past Players Sponsorship Package



- As official sponsor of our Past Players program, you are recognised as a silver sponsor of our club, providing funds to help maintain the relationship between the club's current players and those who are entrenched in our rich history including our Life Members. Investment provides funds for the production of the "Heritage Round" green and gold guernsey.
- Additional benefits include:
  - Premier partner and naming right sponsor of the Macquarie Uni Heritage Round and Past Players Day attended by over 250 people.
  - Invitation to attend the Sponsor's Day event in a corporate box at the SCG.

# Canteen Sponsorship Package



- As official sponsor of the Macquarie Uni Canteen, you are recognised as a bronze sponsor of our club, providing funds to help staff the canteen on a match day and ensure the efficient running of the number one revenue generating avenue for a community club.
  - 2012 Canteen Expenditure = \$10,379.00
  - 2012 Canteen Revenue = \$16,616.00
- Additional benefits include:
  - Premier partner and naming right sponsor for all non-event match days (approx. 15 matches) including ability to provide exclusive signage at the canteen.
  - Invitation to attend the Sponsor's Day event in a corporate box at the SCG.

# Match Day Sponsorship Package



- As official Match Day sponsor of the Additional benefits include:
  - Premier partner and naming right sponsor for nominated match day including ability to provide exclusive signage at the canteen.
  - 2 match day announcements over the PA system
  - Inclusion in the Sydney AFL match day record for the nominated round.
  - 1 dedicated eDM to the MUAFC database in the week leading up to the match.



# Supply Agreement Sponsorship Package



- Prior to the commencement of each season, Macquarie Uni will invite all interested parties to tender for the right to supply product for the following categories:
  - Uniforms and Apparel (Annual spend of approximately \$10,000)
  - Medical Supplies (Annual spend of approximately \$7500)
  - Equipment (Annual spend of approximately \$3000)

# Apparel Branding Upgrade



- To provide further value to your sponsorship investment, community sponsors may purchase the right to brand a complete set of team uniforms in order to gain maximum exposure.
- Cost per team = \$3000 and includes:
  - Playing guernsey
  - Playing shorts
  - Socks
  - Training singlet and
  - Club polo shirt.
- Cost per Club (All 5 teams) = \$12,000



# Individual Player Sponsorship



- Sponsorship of an individual player is available for \$100 per season.
- Businesses who sponsor a player will receive their contact details, logo and link to their website next to a photo of their player on the MUAFC website.
- Player sponsors will also be invited to attend a special match day event and receive complimentary food & beverage on arrival as well as a meet and greet with their player post-match.

# Additional Info



- Minimum contribution required for Community Partnership is \$2000 per year for a period of 2 years.
- Evaluation of the sponsorship agreement will be conducted during the club's sponsorship review and renewal period between October 1<sup>st</sup> and November 31<sup>st</sup>
- For further information please contact David Marsh (Marketing & Sponsorship Manager) on 0417 063 093 or via email at [davidmarsh@muafc.com.au](mailto:davidmarsh@muafc.com.au)

# Additional Info



- Visit the club website: [www.muafc.com.au](http://www.muafc.com.au)
- Find us on Facebook: [www.facebook.com/muafc](http://www.facebook.com/muafc)
- Follow us on Twitter: [www.twitter.com/muafc](http://www.twitter.com/muafc)
- Connect with us on Linked In:  
<http://www.linkedin.com/pub/macquarie-university-australian-football-club/53/194/38b>
- Visit the Grounds:

University Oval  
Cnr Culloden Rd & Talavera Rd  
North Ryde, NSW 2113