

ROCKBANK RAMS FOOTBALL and SPORTING CLUB



Corporate Partnerships and Sponsorship Packages Season 2016/2017



#SHERRINLOCALLEGEND



GEOFF HARRISON

Rockbank Rams Football Sporting Club

PO Box 893, Melton, Vic, 3337

A.B.N 93567359672

Ian Cowie Recreation Reserve, Westcott Parade, Rockbank

Sponsorship Manager: **Simon Vannuccini**

E.simonrockbankfsc@gmail.com M: 0421645402

Club President: **Mark Smith**

M: 0402277267





Getting **YOUR** Brand Out There ...

Across All Mediums in Season **2016 / 2017**

The Rockbank Rams Football Sporting Club has access to a wide reach when it comes to providing exposure to our partners.

Listed below is an overview of the areas for exposure the Rockbank Rams Football Sporting Club can extend to help promote both our sporting club and our partners.

- **110 Football Playing Members**
Including our Senior, Reserve and Under 18 grades, this covers the basic demographic without highlighting the extensions of the playing member's families
- **35 Netball Playing Members**
Including our B Grade and C Grade, this covers the basic demographic without highlighting the extensions of the playing member's families
- **80 Social Members**
Members of the football club with social memberships, including the committee and past players of the club
- **144 members**
On the club Smart Phone App, this covers a wide ranging group of club supporters and continues to grow on a daily basis
- **578 "Likes"**
On the club Facebook Page, another club promotional tool that continues to grow on a daily basis
- **Reaching over 1278 people**
Across Facebook and Twitter, a new addition to our social marketing tools
- **RDFNL Football Record**
Which is printed on a weekly basis and sold throughout the entire competition, currently, the RDFNL prints in excess of **20,000 copies** of the record **annually**.



Rockbank Football and Sporting Club “The Rams”

Getting **YOUR** Brand Out There in Season 2016/2017 ... Across All Mediums... Our



Bridgefield.



BULMANS
Garden Supplies & Concrete Mix
For all your Garden Needs



Melton Toyota





Club History

Formed in 1918, Rockbank competed in the old Bacchus Marsh League where the club was successful in this period, winning seven premierships prior to the league disbanding in 1972. Rockbank reformed as a junior club in 1993, and then fielded a senior side in the following years in the Footscray District Football League. Now in the Riddell District Football League (RDFL) for over 10 years.

The Rockbank Rams FSC is determined to continue its hard work to ensure the club has continued growth and becomes the benchmark for sporting clubs in the region. The strength of the Rockbank FSC is the diversity amongst the ranks.

Rockbank has enjoyed Junior Premierships in all grades in the RDFL, as well as being competitive with several of our teams making appearances in finals. The club is working hard to continue the improvement and growth within the club and lead our teams to the next level, consistent and sustained finals performances.

Positioned between growing Melton and sprawling Western Suburbs, Rockbank still retains its rural feel with a small population and a makeup of people in all surrounding suburbs who volunteer and work hard to contribute towards the club. With the future land development and population growth through the area and the growth corridor in Melton Council over the next few years, the club is in an exciting position which is something that we are all extremely excited about.

A partnership with local business is something the club appreciates and doesn't take for granted. It is the way that our businesses can contribute to the community and in return the club can promote and acknowledge the businesses and give back in some way or another in return.

We hope you can join the Rockbank Sporting Club through our Partnership Packages and help the kids and young adults of the area in being active and involved with sport and keeping Rockbank alive.



Our Future “Destination Rockbank”

The Rockbank Sporting Club is nearing our 100th year in operation. Since the close of the 2015 season, the committee has been working hard off field in consultation with our Major Partner Welsh Developments on implementation of a Business Strategy to change the face of the sporting club. These consultation meetings have resulted in “Destination Rockbank”, a view to our future.

This includes:

- A fully functioning sporting club facility to be built and opened by Round 1 of our 2018 Season – 100 years of the Rockbank Sporting Club
- Redesign of our current facilities
- New coaches’ box
- Hardstand shelter for both the Netball facility along with the football/cricket facility
- Redeveloping the current social rooms to an indoor gym and training facility complete with ice baths and spa
- New scoreboard
- Nets behind the goals to protect spectators.

Our exciting plan will change the face of the Rockbank Sporting Club and with the growth corridor expansion well underway, the opportunity for partnerships with the Rockbank Sporting Club is at its peak. We offer the opportunity of partner growth with the club through this exciting time that will offer brand promotion within a booming market.

For details of the development of the Rockbank area, go to:

<http://www.mpa.vic.gov.au/wp-content/uploads/2013/12/PSP-1099-Rockbank-Precinct-Structure-Plan-September-2015.pdf>



Rockbank Football and Sporting Club “The Rams”

Package Type	PLATINUM	GOLD	SILVER	BRONZE
Ground Naming Rights and naming rights to special events	Y			
Company Logo on all Rockbank FSC Senior Jumpers and Netball Dresses, Including Special Events Uniforms	Y	Y		
Sign with full colour company logo or advertisement affixed to Reserve boundary fence (pocket or wing position only)	4.8mtr	4.8mtr	4.8mtr	2.4mtr
Company Logo on all Rockbank FSC club jackets. (Back of Jacket). Including Special Events Apparel.	Y	Y	Y	
Major Logo Advertising via the RDFL Record	Y	Y	Y	Y
Advertising on the Rockbank club website	Y	Y	Y	Y
Advertising via Facebook & Twitter	Y	Y	Y	Y
Tickets to the Rockbank Business Networking Day	8	6	4	2
Tickets to the Rockbank Key Partners Day Marquee	8	6	4	2
Tickets to Club Presentation Night	5	5	2	1
Tickets to Club Major Raffle	2	2	2	1
Club Polo Shirt, Jacket, Jumper	2 of each	2 of each (excl. Jumper)	2 of each (excl. Jumper)	1 (Polo shirt only)
Package Prices	\$15,000	\$10,000	\$5,000	\$2,000



Speciality Packages

Scoreboard Advertising - \$2,000

Prime position advertising on the scoreboard at Ian Cowie Recreation Reserve.

Fence Advertising - \$1,000

2.4metre wide sign with full colour company logo or advertisement affixed to Reserve boundary fence and 2 tickets to the Rockbank Sporting Club Business Networking Day.

Player Sponsorship - \$600

A player partnership will cover the cost of the registration for the player and a membership for the business partner. The club will advertise the business on the club website, along with a framed photo of the player and details of the business or individual sponsor. This will be displayed at the club rooms and on the club website.

Push Notification Partnership - \$500 for 10 Notifications

The Rockbank FSC has a club smart phone application that has 140 members and is growing at a rapid rate. As part of this application, the club is able to send “Push Notifications” to the phones of members, that we can utilise to advertise your business and any promotions or specials that you might have available. The club is offering a package of 10 push notifications to advertise your business to our membership base.

Donations

The club always accepts donations in the form of products or vouchers that we can use as an incentive across all grades of football and netball.

If you have a donation package that you might have available to the club, we can negotiate a package to suit the donation type. Any donation will receive 1 ticket to our networking day function.

Contact Us - To discuss your options and to arrange a meeting, please send your interest directly to:

Simon Vannuccini

Sponsorship Manager

E. simonrockbankfsc@gmail.com

M.0421 645 402