



# 2018 Sponsorship Package

**OTTAWA SWANS**  
AUSTRALIAN FOOTBALL CLUB





## What is Australian Football?

**Australian Football**, colloquially known as footy, is a fast paced, non-stop, physical game unlike anything else. The game is played on an oval field nearly 3 times the size of a Canadian Football Field.

The object of the game is to score by kicking the ball between 4 posts at each end of the ground. A goal is worth 6 points, and is scored by kicking the ball to the two middle posts without being touched by any player. A behind is worth 1 point, and is scored by kicking the ball through the middle post and one of the outside posts.

Players can move the ball by kicking or by hand passing, similar to a volleyball serve. A player who catches a kicked ball can take a free kick, called a mark, or play on immediately. The game is full contact, but tackles must be made when the player is in control of the ball, and can only be made between the shoulders and the knees.

# About the Ottawa Swans

The **Ottawa Swans Australian Football Club** is competitive, amateur sporting club with men's and women's teams based in the Ottawa area. Home games are played at the Manotick Polo Club, and the club draws players from Ottawa, Manotick, Gatineau, Russell, Metcalfe, Kanata and the surrounding areas.

Since 2007, the Swans men's team has competed in the AFL Ontario league, the longest standing Australian Football league outside of Australia. In 2012, the Swans introduced a women's team, which has competed in both the AFL Ontario and AFL Quebec women's leagues.

In recent years, both teams have been dominant forces in their leagues, with the women winning back-to-back premierships in Quebec in 2015 and 2016, and the men making the playoffs for three straight seasons, including a Grand Final berth in 2016.

In 2018, the Swans will continue to provide players, spectators, volunteers and sponsors with a competitive, safe and fun environment to learn, play and support this incredible sport.



# Swans Facts and Information

## Number of Players

- **Men:** 35
- **Women:** 15

## Selections to Team Canada

- **Men:** 7
- **Women:** 4

## Demographics

- Age 20 – 40
- Athletes, students, professionals, skill trades
- Canadians, Australians
- Mid-to-high income
- Ottawa and surrounding areas

## Game Attendance and Supporters

- Approximately 350 attendees per season, with ongoing efforts to increase this each year

# Marketing Channels

**Facebook:** ~800 likes

**Twitter:** ~1200 followers

**Instagram:** ~150 followers

**Website:**

- 1800 visits per month in off-season
- 3750 visits per month during the season

**Monthly email newsletter:**

- 256 subscribers
- 40% open rate

## Efforts to increase fan attendance and awareness in community

- Game day BBQs
- Merchandise and other vendors
- Increased advertising and promotion
- Partnerships with local news and media
- Junior programs in schools

# 2018 Sponsorship Packages Available

## Partnership Sponsor - \$1250 + one co-branded local ad

This partnership is designed to promote both the Swans and your business through co-marketing. Show your dedication to the community and local sport by leveraging the Swans story and logo

- Co-marketing opportunities – tell the Swans story in your marketing and show your commitment to the local community
- “Proud sponsor of the Ottawa Swans” rights
- Two game day booth set up opportunities – promote your business
- One promotional email to our subscribers on your behalf
- Prominent game day signage on scoreboard and near entrance
- Logo on all social media headers, emails, banners, posters, and website
- Tickets to Swans Awards Banquet to present an award
- Team photo to display
- Swans membership package

## Gold Sponsor - \$800

- One game day booth set up opportunity – promote your business
- Prominent game day signage on scoreboard and near entrance
- Logo on all social media channels, email, posters and website
- Tickets to Swans Awards Banquet
- Team photo to display
- Swans membership package



## Contact us to discuss your opportunities!

Joshua La Porta – Director of Communications:

[swanscomm@gmail.com](mailto:swanscomm@gmail.com)



### Silver Sponsor - \$500

- Logo on website and emails
- Signage on scoreboard
- Tickets to Swans Awards Banquet
- Swans membership package
- Team photo to display

### Bronze Sponsor - \$250

- Logo on website and emails
- Swans membership package
- Team photo to display

### Additional Opportunities

- 3 year jersey sponsorship - \$1500
- 2 year scoreboard sponsorship - \$750
- BBQ sponsorship – % off food and drink
- 2018 season program sponsorship – cost of printing
- Merchandise sponsorship – Contact for opportunities
- Prize sponsorships – In-kind donations
- Game day vendor set up – 30% of total sales
- Other ideas? – Contact for opportunities