

# SPONSORSHIP PROSPECTUS

Presented by South Croydon Football Club

**VICE PRESIDENT REVENUE**  
**JANE DEGOUMOIS**  
**0419 803 033**



# INTRODUCTION

South Croydon Football Netball Club aims to be the leading community based Club in the Maroondah region and in the Eastern Football League. Our goal is to create a football club that makes South Croydon the obvious choice for any player and their family wanting to play football and/or netball in the Eastern Suburbs.

South Croydon is one of the most progressive and all inclusive community football clubs in the area. Our Club provides an opportunity for local players, supporters and businesses to be involved in a successful environment.



*"your community club"*

The SCFC is looking forward to the 2023 season, after no football in 2020, a football season cut-off in 2021, and a challenging season with no clubrooms in 2022.

Our affiliated junior club fields both boys and girls sides in most age groups and also runs an excellent Auskick program, taking out the EFNL Junior Club of the Year in 2022.

The senior club has ~300 financial members, and draws crowds of between 300-400 people at home games, well exceeding this number for games against traditional rival clubs.

We are grateful for the ongoing support of our sponsors and we look forward to continuing and building on our current relationships.

We are always looking for new people and businesses to become involved in this highly rewarding, inclusive, and successful environment, and offer a number of sponsorship packages to suit a range of businesses and organisations.

***Please take the time to look through these packages to see how you might become involved with South Croydon Football Club.***

# ABOUT SOUTH CROYDON



*"your  
community club"*

The South Croydon Football Club (SCFC) is a community based local football club established in 1969, with senior teams currently competing in the Premier Division of the Eastern Football Netball League (EFNL).

Located at Cheong Park on the corner of Eastfield and Bayswater Roads in South Croydon, SCFC has enjoyed a prominent history within the EFNL winning eight senior men's premierships, making it one of the most successful clubs in the highly respected league. Our most recent success was the 2017 Division 1 EFL Premiership. The club's women's program commenced in 2018 and has already achieved success by winning the 2019 Division 1 premiership. Our women's program has been a great success and we now have two women's teams. In 2022 a netball team also took to the court.

SCFC is proud to have achieved its success as a community-based football club with a strong culture built around local people and local businesses. SCFC prides itself as an inclusive environment for all players, members and supporters as well as their families and friends.

The club has several female representatives on its committee and highly values diversity throughout its executive, playing group and general community.

In 2016 the club introduced the SALT (Sport and Life Training) program. This continues today, with the club being the first to become a SALT Grandstand Member. This program is designed to help the community navigate this ever changing environment and has been developed to help those involved in sporting clubs. The program educates on many social issues, including topics such as Drugs and Alcohol. SCFC is also proud to be a Level 3 Good Sports Certificate holder. We will continue to invest in programs that benefit the welfare of our players, members and community.

The culture of the football club is practiced and respected by all members and is underpinned by the senior playing groups four key values: unity, respect, commitment and honesty. Priding itself as a club that is connected and involved with its community, SCFC also have long involvement with the Royal Children's Hospital Good Friday Appeal.

# KEY STATS

## 7 TEAMS

In 2022 the following SCFC teams took the field:  
Three senior men's sides (Seniors, Reserves, U19's), Two senior women's sides (Seniors, Reserves), a veteran's (over 35's) side, and 1 netball team.

## 300 MEMBERS

South Croydon Football Club has approximately 300 financial members that support the club each season.

## 4,500+ FOLLOWERS

The Club's social media accounts (incl Facebook, Instagram and Twitter) have over 4,500 followers combined

## 600 SUBSCRIBERS

Our email database includes over 600 individuals who receive the Club's newsletter, Announcements, and any upcoming news.



# EXECUTIVE SPONSOR PACKAGE

3-year minimum sponsorship contract

\$8,000 per year

Total payable \$24,000 (all prices ex-GST)



*Sponsor to provide all suitable artwork, logos*

## JUMPER & APPAREL BRANDING

Sponsor logo is displayed on the back panel of all men's sides playing jumpers (H&A), and logo is featured on all new club polo shirts. Worn for home and away games and finals appearances (excludes ANZAC Day and Indigenous Round fixtures where ANZAC/Indigenous jumpers are worn by the senior team).

## OVAL FENCE SIGNAGE

One business advertisement fence sign (max size 2 sqm) fixed to the internal side of the Cheong Park oval fence. The sign would remain for the duration of the season (6 months April – September) and would be highly visible at all club home games during the season.

## CORPORATE ENTERTAINMENT

2 tickets to our Sponsors Lunch to be held during the season  
2 tickets to our Mudlarks Lunch  
2 tickets to your choice of either Gala Ball or Presentation Night

## SOCIAL MEDIA PROMOTION

Business Page promoted once per month during season.  
Feature in the Club Newsletter  
Business name, logo & details displayed on the club website for the season.  
Business name, logo & details are displayed on the club phone app for the season.

## ADDITIONAL EXTRAS

Sponsor name, logo and details displayed in the social rooms  
2 social membership tickets

*Note: In the event that the season is fully or partially cancelled due to Government rules/restrictions, SCFC may not be able to deliver on all sponsorship package commitments*

# MAJOR SPONSOR PACKAGE

3-year minimum sponsorship contract

\$7,000 per year

Total payable \$21,000 (all prices ex-GST)



*Sponsor to provide all suitable artwork, logos*

## JUMPER & APPAREL BRANDING

Sponsor logo is displayed on the back panel of all men's sides playing jumpers (H&A), and logo is featured on all new club polo shirts. Worn for home and away games and finals appearances (excludes ANZAC Day and Indigenous Round fixtures where ANZAC/Indigenous jumpers are worn by the senior team).

## OVAL FENCE SIGNAGE

One business advertisement fence sign (max size 2 sqm) fixed to the internal side of the Cheong Park oval fence. The sign would remain for the duration of the season (6 months April – September) and would be highly visible at all club home games during the season.

## CORPORATE ENTERTAINMENT

2 tickets to our Sponsors Lunch to be held during the season  
2 tickets to your choice of either Gala Ball or Presentation Night

## SOCIAL MEDIA PROMOTION

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Feature in the Club Newsletter  
Business name, logo & details displayed on the club website for the season.  
Business name, logo & details are displayed on the club phone app for the season.

## ADDITIONAL EXTRAS

Sponsor name, logo and details displayed in the social rooms  
2 social membership tickets

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# KEY SPONSOR PACKAGE

3-year minimum sponsorship contract

\$5,000 per year

Total payable \$15,000 (all prices ex-GST)



*Sponsor to provide all suitable artwork, logos*

## JUMPER & APPAREL BRANDING

Sponsor name and logo are displayed on the front of all men's sides home and away playing shorts and logo is featured on all new club polo shirts. Worn for home and away games and finals appearances.

## OVAL FENCE SIGNAGE

One business advertisement fence sign (max size 2 sqm) fixed to the internal side of the Cheong Park oval fence. The sign would remain for the duration of the season (6 months April – September) and would be highly visible at all club home games during the season.

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## ADDITIONAL EXTRAS

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2 social membership tickets

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# FENCE SIGN SPONSOR PACKAGE

1-year sponsorship and contract \$1,500

2-year sponsorship and contract \$2,900

3-year sponsorship and contract \$4,300

(all prices ex-GST)



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## SOCIAL MEDIA PROMOTION

Business Page promoted once per month during season.

Feature in the Club Newsletter

Business name, logo & details displayed on the club website for the season.

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## ADDITIONAL EXTRAS

Sponsor name, logo and details displayed in the social rooms  
2 social membership tickets

# TAILORED SPONSOR PACKAGES

Price will be determined once an agreement between the sponsor and the club's needs is reached.



*Sponsor to provide all suitable artwork, logos*

## GET THE RIGHT FIT FOR YOUR BUSINESS

Should sponsors wish to support the South Croydon Football Club financially, but do not fit or find the prior offerings appealing we will work with you on a package that meets your needs.

## ALWAYS INCLUDED:

### SOCIAL MEDIA PROMOTION

Business Page promoted once per month during season.

Feature in the Club Newsletter

Business name, logo & details displayed on the club website for the season.

Business name, logo & details are displayed on the club phone app for the season.

### ADDITIONAL EXTRAS

Sponsor name, logo and details displayed in the social rooms

2 social membership tickets

Note: In the event that the season is fully or partially cancelled due to Government rules/restrictions, SCFC may not be able to deliver on all sponsorship package commitments

# SUPPORT SPONSORSHIP OPTIONS

## GET THE RIGHT FIT FOR YOUR BUSINESS

Should sponsors not wish to, or are unable to support the SCFC financially, the club would gratefully accept donations of products, gift cards, or meals for player awards of match day recognition or raffles to help aid the club's fundraising activities.

## IN RECOGNITION OF YOUR GRATITUDE:

Promote the Sponsor at the time of use.

Sponsor name, logo & details will be displayed in the social rooms during the sponsorship season.

Sponsor name, logo & details displayed on the club website for the sponsorship season.



*Sponsor to provide all suitable artwork, logos*

*Note: In the event that the season is fully or partially cancelled due to Government rules/restrictions, SCFC may not be able to deliver on all sponsorship package commitments*

# THANK YOU FOR YOUR SUPPORT

## CONTACT

VICE PRESIDENT REVENUE  
JANE DEGOUMOIS



0419 803 033



jdeg75@hotmail.com



sthcroydonfootballclub.com

