



# SPONSORSHIP PROPOSAL



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# WELCOME - Your opportunity to join a **WINNING TEAM** in 2024

Thank you for your sponsorship enquiry.

A strategic marketing alliance with the Craigieburn Football Club can produce strong results for your business. Our involvement in the EDFL draws players, families and friends to our ground on a weekly basis, not to mention the social media presence across the league and community alike.

Craigieburn is in a significant growth corridor and Hume City Council is estimating that the population of the Craigieburn district will increase to 100,000 people by 2030.

As much as the Craigieburn district is changing, the Craigieburn Football Club is rapidly evolving, and we have exciting plans in place that will not only develop our players but will develop the Club to become the preferred Club in the district.

In season 2024 Craigieburn Football Club looks to be fielding 22 teams. 15 junior sides - 11 x junior boys and 4 x junior girls. Along with 7 x seniors sides - senior men's, reserves and thirds, 2 under 18.5's boys sides and an under 18.5 girls side, plus return of the senior women's side.

In 2014, the Calder Canons made Highgate Reserve (now known as "Rams Arena") their home ground, and their presence at this reserve has increased opportunities for a number of our players to be looked at close hand, and given selection opportunities, which further promotes our club across all regions.

We would like to offer you an opportunity to invest in our club and in return we can provide you with exposure that can link your business to a club that is embarking on a new and exciting era.

Sponsorship packages have been developed to give sponsors terrific value across a wide range of initiatives. Please take time to view any of the 3 packages available to consider which one suits you and your business needs. To support the sponsorship strategy, the Craigieburn Football Club will have a Sponsorship Manager who will be supported by several Craigieburn Football Club members - each of whom will be suitably skilled.

**To find out more, please email Shaun Polley at [shaunjpolley@outlook.com](mailto:shaunjpolley@outlook.com)**



# SPONSORSHIP PACKAGES

All packages are considered a baseline only. Craigieburn Football Club will work with your business to tailor a package (and inclusions) to suit the specific needs and budget of your business. We are happy to consider and facilitate any ideas to ensure a sponsorship is a mutually beneficial partnership. Prices are effective 2024, reviewed annually on 1 January.

## PLATINUM LEVEL - 3 YEAR PACKAGE - 2024, 2025 & 2026

**\$8000 per year +GST**

- Logo on the back of all senior or junior jumpers \*\*
- 1 x 12 metre x 750mm ground signage\*
- Your business advertised on all social media platforms, including – Facebook, Instagram, Twitter and Team App
- Match day advertising on our large electronic scoreboard
- Match day advertising on our sponsors TV in social rooms
- Additional Club house or Coaches box signage
- All other advertising as requested – promos, member specials and brochures
- Invitation to all home game half time functions with the Golden Eagles (food and drinks provided)
- Invitation to the Presidents Luncheon (2 tickets)
- Invitation to the Club Presentation Day/Night (2 tickets)
- Invitation to all selection night dinners (meal provided)
- Recognition of sponsorship signed framed playing jumper with your logo (first year only)
- Match day home game invitation to promote your business.

## GOLD LEVEL - 3 YEAR PACKAGE - 2024, 2025 & 2026

**\$5000 per year +GST**

- Logo on the front of all senior, junior jumpers or shorts \*\*
- 1 x 6 metre x 750mm ground signage\*
- Your business advertised on all social media platforms, including – Facebook, Instagram, Twitter and Team App
- Match day advertising on our large electronic scoreboard
- Match day advertising on our sponsors TV in social rooms
- Additional Club house or Coaches box signage
- All other advertising as requested – promos, member specials and brochures
- Invitation to all home game half time functions with the Golden Eagles (food and drinks provided)
- Invitation to the Presidents Luncheon (2 tickets)
- Invitation to all selection night dinners (meal provided)
- Recognition of sponsorship signed framed playing jumper with your logo (first year only)
- Match day home game invitation to promote your business.

## SILVER LEVEL - SINGLE YEAR

**\$2500 1st year +GST / \$2000 per year ongoing +GST**

- 1 x 6 metre x 750mm ground signage\*
- Your business advertised on all social media platforms, including – Facebook, Instagram, Twitter and Team App
- Match day advertising on our large electronic scoreboard
- Match day advertising on our sponsors TV in social rooms
- All other advertising as requested – promos, member specials and brochures
- Invitation to all home game half time functions with the Golden Eagles (food and drinks provided)
- Invitation to all selection night dinners (meal provided)
- Invitation to the Presidents Luncheon (2 tickets)
- Recognition of sponsorship plaque
- Match day home game invitation to promote your business.



Example of both Junior & Senior Logo area's available.

\*\*Logo representation will be dependent on the nature of the sponsor, availability and sponsors preference.  
\*Signage can be located at either DS Aitken Reserve or Highgate Oval No. 2

Example of Signage



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# SPONSORSHIP LEVELS

| BENEFIT  | PLATINUM LEVEL    | GOLD LEVEL        | SILVER LEVEL          |
|--|-------------------|-------------------|-----------------------|
| CASH INVESTMENT  | \$8000+gst x 3yrs | \$5000+gst x 3yrs | \$2500+gst **1st year |
| Logo on the back of all senior or junior jumpers **                                      | ●                 |                   |                       |
| Logo on the front of all senior, junior jumpers or shorts **                             |                   | ●                 |                       |
| 1 x 12 metre x 750mm ground signage*   | ●                 |                   |                       |
| 1 x 6 metre x 750mm ground signage*  |                   | ●                 | ●                     |
| Business advertised on all social media platforms  | ●                 | ●                 | ●                     |
| Match day advertising on ground scoreboard / tv in social rooms                          | ●                 | ●                 | ●                     |
| Additional Club house or Coaches box signage   | ●                 | ●                 |                       |
| Advertising as requested – promos, member specials & brochures                           | ●                 | ●                 | ●                     |
| Home game / half time functions with the Golden Eagles (food and drinks provided)        | ●                 | ●                 | ●                     |
| Invitation to the Presidents Luncheon (2 tickets)  | ●                 | ●                 | ●                     |
| Invitation to the Club Presentation Day/Night (2 tickets)                                | ●                 |                   |                       |
| Invitation to all selection night dinners (meal provided)                                | ●                 | ●                 | ●                     |
| Recognition of sponsorship signed framed playing jumper with your logo (first year only) | ●                 | ●                 |                       |
| Recognition of sponsorship plaque  |                   |                   | ●                     |
| Match day home game invitation to promote your business                                  | ●                 | ●                 | ●                     |

**\*\*Logo representation will be dependent on the nature of the sponsor, availability and sponsors preference.**

**\*Signage can be located at either DS Aitken Reserve or Highgate Oval No. 2**

## EXPRESSION OF INTEREST

I am interested in becoming a valued sponsor of Craigieburn Football Club. I would like to discuss my interest in the following package(s):

- ☐ PLATINUM LEVEL - 3 YEAR PACKAGE - 2024, 2025 & 2026 **\$8000 per year +GST**  
☐ GOLD LEVEL - 3 YEAR PACKAGE - 2024, 2025 & 2026 **\$5000 per year +GST**  
☐ SILVER LEVEL - SINGLE YEAR **\$2500 1st year +GST / \$2000 per year ongoing +GST**

Please fill in your contact details OR email Shaun Polley at [shaunjpolley@outlook.com](mailto:shaunjpolley@outlook.com)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_



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# TERMS AND CONDITIONS

- Subject to a signed agreement.
- An invoice will be issued and must be paid as per terms agreed.
- Artwork will be provided (in High Resolution) by the sponsor for use on signage and any additional promotional material.
- All artwork will be approved by sponsor prior to being published.
- Will be automatically renewed unless notice is received from sponsor in writing.
- The terms of this agreement are confidential between the parties.
- Any change in the agreement must be in writing and signed by the parties.
- Craigieburn Football Club retains the right to review pricing and will advise the sponsor in writing of any changes.

## SPONSORSHIP AGREEMENT

Please complete the below details to confirm your chosen sponsorship package. Completed form can be posted to Craigieburn Football Club PO Box 78 Craigieburn Vic 3064 or emailed to [shaunjpolley@outlook.com](mailto:shaunjpolley@outlook.com)

☐ **PLATINUM LEVEL - 3 YEAR PACKAGE - 2024, 2025 & 2026    \$8000 per year +GST**

- 1.1 Will pay the Craigieburn Football Club - **\$8000** per year over a three-year period with **50%** of payment required to secure sponsorship entitlements by the **1st November prior to the first season**
- 1.2 Remaining sponsorship payment required **prior to the start of the official season being the 1st April**

☐ **GOLD LEVEL - 3 YEAR PACKAGE - 2024, 2025 & 2026    \$5000 per year +GST**

- 1.1 Will pay the Craigieburn Football Club - **\$5000** per year over a three-year period with **50%** of payment required to secure sponsorship entitlements by the **1st November prior to the first season**
- 1.2 Remaining sponsorship payment required **prior to the start of the official season being the 1st April**

☐ **SILVER LEVEL - SINGLE YEAR    \$2500 1st year +GST / \$2000 per year ongoing +GST**

- 1.1 Will pay the Craigieburn Football Club - **\$2500** per year over a single year period with **100%** of payment required to secure sponsorship entitlements by the **1st November prior to the start of the season (1st season)**
- 1.2 Will pay the Craigieburn Football Club - **\$2000** per year over a single year period with **100%** of payment required to secure sponsorship entitlements by the **1st November prior to the start of the season (additional seasons)**

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Mobile: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

☐ Please send me invoice and receipt

☐ I have paid via EFT - Craigieburn Football Club P/L **BSB: 063-875 / ACC. No.: 1007 3831 / Ref: Your Name**



CRAIGIEBURN FOOTBALL CLUB  
ABN 95 289 568 237  
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