



## *Introduction:*

Flagstaff Hill Football Club (FHFC) “The Falcons” was established in 1963 as Brighton Methodist Football Club. 1985 brought about change as the Club switched associations to the Southern Football League and changed our colours to red and blue. This resulted in immediate success when we achieved the memorable double of Premierships in the A and B Grades with both teams enjoying undefeated seasons in 1985.

Since 2000, we have grown from 2 senior & 2 junior sides to 3 senior sides and 5 junior sides 8 sub junior teams, winning (16 club) premierships during this time and having at least one team, in a Grand Final every year. We currently have (600) families in a strong community focused club.

We strive to be the best we can in all areas of the Club, this includes on the field and off the field. Over the past few years the Club has worked diligently to build a strong committee of volunteers who have steered the Club in the right direction. We want to continue to form partnerships with businesses that are interested in an ongoing relationship with a positive, progressive, professional organisation that is focused on success and family values.

Recently we established a formal sponsorship committee; to identify 3 key marketing objectives:

- a) Exhibit and develop a proactive, professional organisation
- b) Have a positive impact on our football club, our players/members and the local community
- c) Build a mutually beneficial relationships with our sponsors, to evolve great relationships

The challenges that the Club faces in the current economic climate requires us to be diligent with our spending and recurring costs. In order to remain viable, functional and to build on strategic intents, we are building a sustainable strategy for active sponsorship within our community.

To achieve this continued growth, on field success and facilities development it is critical to attract, retain and grow our relationships within the community, which proudly supports the Falcons.

## *What we will do:*

We will provide our sponsors with the best opportunity to increase their turnover by the provision of a niche target market and introducing their organisation to new people and engage with them as friends.

FHFC is well known across a variety of industries where word of mouth has been a key factor in the Clubs successes. We want you to be part of this success through ongoing support.

We will keep you informed about what’s happening with your sponsorship deal and the Club’s activities. In addition we will;

- Promote the sponsor at every opportunity
- Acknowledge the sponsor in any media story we release
- Communicate with our members to ensure they look after the sponsor’s rights
- Invite the sponsor to events and to give prizes at awards nights
- Establish more than one key contact in case the main contact moves on
- Give sponsors the opportunity to address any concerns they may have, send the sponsor an evaluation report
- If we have sold naming rights, we must acknowledge them in everything we say and do. We must also ensure that the media are aware and adhere to the naming rights.



## *What does sponsorship look like:*

The Falcons understand how vitally important the role our sponsors play in underpinning the road to success. We are therefore committing that as a sponsor of the Flagstaff Hill Falcons you have an opportunity to:

<b>Product</b>	Be part of what the Club stands for and leverage off our ethics and professionalism
<b>Price</b>	Be able to select from a range of realistic sponsorship packages to suit your budget
<b>Promotion</b>	Be a part of our awareness and publicity campaign for your chosen audience
<b>People</b>	Belong to a great supporter base and form long term relationships
<b>Place</b>	Be there when history is made - “we want you at the right place at the right time”
<b>Positioning</b>	What is the one thing you want people to think of when they hear our Club’s name?

Social media is seen as a critical tool to reach customers. The Falcons website is vibrant and regularly updated to incorporate sufficient information on sponsorship to ensure every sponsor is linked on the website.

You can view our sponsorship Policy on our website <http://www.fhfc.com.au/>

## *What to do now – Assistance and the next step:*

Here are 3 reasons why we think you should choose to sponsor the Flagstaff Hill Footy Club

1. **Our professionalism** – our approach to sponsorship is one of the most professional you’ll see at the local Club level
2. **Your community spirit** – Every business that supports our Club does so not because of the exposure they receive but importantly because they believe in our Club and what we stand for in the community
3. **Our communication network** – the network is extensive and effective, our total captive audience is in the several thousands.

# FHFC Sponsorship Packages Outline 2015



Please note sponsorship packages can be tailored to suit your needs:

Sponsor Benefits	Platinum	Gold	Silver	Bronze	Falcon Club Sponsor
Your Logo appearing on key Club items e.g. Scoreboard, Letterheads, Coaches Box, Guernseys	x	x			
Specifically identified as sponsor at Major functions e.g. presentation night, theme nights, community events	x	x	x	x	
Your business name / logo on the website - linked and in every newsletter	x	x	x	x	x
Recognition at all official Club functions and presentations	x	x	x	x	
A framed sponsorship certificate to display on business premises	x	x	x	x	x
Opportunity to distribute communications and promotional material as negotiated	x				
2 Complimentary invitations to our major Club functions	x	x	X (1)	X (1)	
Logo on selected Club merchandise	x				
Ground Signage – size related to sponsorship level	x	x			
Logo displayed inside the Club on the sponsors flat screen 'Falcon' TV	x	x	x	x	
Complimentary food / beverages at half time of every home game	x	x			
Invitation to the 'sponsors day' luncheon	x	x	x	x	
Acknowledgement on the sponsors page at each home game in SFL budget 'The Boot'	x	x	x	x	
Complimentary Club Membership including free entry to all home games	4	2	1	1	
Selected Senior Player Sponsor	4	2	1	1	x
Receive a tax invoice for your records	x	x	x	x	x

# FHFC Sponsorship Packages Outline 2015



## *Sponsorship Levels:*

Sponsor Tier	Tier Rating 2014
Platinum	10,000+
Gold	5,000+
Silver	2,500+
Bronze	1,000+
"Falcon" Club Sponsor	< 1,000

All financial support, donations, vouchers or goods and services are greatly appreciated and the FHFC will ensure this support is acknowledged as part of the presentation process and other appropriate means.

Minor sponsorships can be accommodated and these may take the form of a specific player sponsorship or 'Falconette' or 'Falconian' membership or the business card board.

Where donations exceed \$1000.00 in value, the Club would propose to complete a standard Sponsorship Agreement to ensure our support is mutually forthcoming and arrangements maintained in a transparent and professional manner.

The Flagstaff Hill Football Club (FHFC) is committed to investing in and developing our local football community of which our business partners form a critical element.

If you would like to become part of our Club and community, please contact one of our sponsorship committee and we can discuss your options. We look forward to you being in the "right place at the right time"

The Sponsorship Committee is:

- Brett Charlesworth – W: 82968366 [brett@charlesworthnuts.com.au](mailto:brett@charlesworthnuts.com.au)
- Kym Mitchell – M: 0428888470 [kym@macssgroup.com.au](mailto:kym@macssgroup.com.au)
- Melissa Ready - Melissa Ready [mel4pm@bigpond.com](mailto:mel4pm@bigpond.com)
- Donna O'Brien - Donna O'Brien [obrien.donna441@gmail.com](mailto:obrien.donna441@gmail.com)

Flagstaff Hill Football Club [fhfc@internode.on.net](mailto:fhfc@internode.on.net) is situated in Coromandel Street, Flagstaff Hill 5159 South Australia and is easily accessible via Black Road.

# FHFC Sponsorship Packages Outline 2015



## *Sponsorship Packages:*

The listed packages can be tailored to suit specific requirements, as new opportunities are developed they will be included in packages.

There is a no conflict commitment from the FHFC regarding sponsorship and any issues will be dealt with in a transparent way.

Sponsorship Activity	1 Year	3 Years Package		
		Year 1	Year 2	Year 3
Oval Naming rights, package	n/a	30,000	25,000	20,000
Score Board Naming rights				
Full size	n/a	10,000	5,500	3,500
Half size		3,500	2,500	1,750
Perimeter Oval Sign Sponsor	1,000	1,000	700	700
Coaching Team Sponsor	2,500	2,500	1,750	1,750
Guernsey Naming rights				
As	n/a	1,500	1,000	1,000
Bs		1,500	800	800
Cs		1,500	650	650
U18s		1,500	650	650
U16s x 2		1,500	650	650
U14s x 2		1,500	650	650
U12s x 2		1,200	600	600
U10s x 3		1,200	600	600
U8s x 3		1,200	600	600
Player Sponsor – single				
Senior Players	200	200	150	150
Senior Colts (18s)	150	150	100	100
Junior Player (14s – 16s)	100	100	75	75
Game Day Sponsor rights x 9 home games	1,200 each game	-	-	-
Special Events	POA	-	-	-
Minor Club Sponsorship (individual or awards)	<100	-	-	-
Business Card Holder x 100 (50 cards ea.)	100 p.a.	-	-	-