



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. The club in 2016 won premierships in A Grade, C grade, U14 Saturday & U14 Sunday in the SFL.

Since 2000, we have grown from 2 senior & 2 junior sides to 3 senior sides and 5 junior sides 8 sub junior teams, winning (17 club) premierships during this time and having at least one team, in a Grand Final every year. We currently have (+650) 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 will 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:

Product	Be part of what the Club stands for and leverage off our ethics and professionalism
Price	Be able to select from a range of realistic sponsorship packages to suit your budget
Promotion	Be a part of our awareness and publicity campaign for your chosen audience
People	Belong to a great supporter base and form long term relationships
Place	Be there when history is made - “we want you at the right place at the right time”
Positioning	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 community 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 FY2016/17



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. E-Scoreboard, Letterheads, Coaches Box, Guernsey's, Training Tops	x	x			
Specifically identified as sponsor at Major functions e.g. presentations, theme nights, goods & services auction	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 (first time sponsors)	x	x	x	x	x
Opportunity to distribute communications and promotional material as negotiated	x	x			
2 x Complimentary invitations to our major Club functions	x	x	x (1)	x (1)	
Logo on selected Club merchandise	x	x			
Ground Signage – size related to sponsorship level	x	x			
Logo displayed inside the Club on the sponsors flat screen 'Falcon' TV (new 2016)	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 each week in the club newsletter	x	x	x	x	
Complimentary Club Membership including free entry to all home games	4	2	1	1	
Selected Senior Player Sponsor (photo in club)	4	2	1	1	
Receive a tax invoice for your records	x	x	x	x	x
Business Card Board (25 cards refillable)	x				



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
- Kym Mitchell – M: 0428888470 kym@macssgroup.com.au
- Melissa Ready – M: 0402433746 mel4pm@bigpond.com
- Pete Cavouras – pcavouras@bigpond.com
- Justin Richardson – jrichardson@gwrr.com

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

Mail: PO Box 283 Flagstaff Hill SA 5159

FHFC Sponsorship Packages Outline FY2016/17



Sponsorship Packages:

The listed packages can be tailored to suit specific requirements, as new opportunities are developed they will be included in packages. All packages over 500.00 exclude GST and all sponsorships below 500.00 are inclusive of GST.

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 Year Packages			5 Years
		Year 1	Year 2	Year 3	
Oval Naming rights, package	n/a	30,000	25,000	20,000	n/a
Score Board Naming rights					
Full size	n/a	7,500	5,000	3,500	4,000p.a.
Half size		3,500	2,500	2,000	
Perimeter Oval Sign Sponsor	n/a	900	750	750	600p.a.
Coaching Team Sponsor	2,000	2,000	1,500	1,500	1,500 p.a.
Guernsey Naming rights					
As		1,500	1,000	1,000	1,200p.a.
Bs		1,500	800	800	1,000p.a.
Cs		1,200	600	600	800p.a.
U18s		1,200	600	600	750p.a.
U16s x 2	n/a	1,200	600	600	750p.a.
U14s x 2		1,200	600	600	750p.a.
U12s x 2		1,000	600	600	750p.a.
U10s x 3		1,000	600	600	750p.a.
U8s x 3		1,000	600	600	750p.a.
Player Sponsor – can be for 1Yr or 3Yr cumulative					
Senior Players	200	200	150	150	n/a
Senior Colts (18s)	150	100	100	100	
Junior Player (14s – 16s)	100	100	80	80	
Game Day Sponsor rights	1,000				
x 9 home games	per game	-	-	-	n/a
Special Events	POA	-	-	-	n/a
Minor Club Sponsorship (individual or awards & includes photo in clubrooms	<100 p.a.	-	-	-	n/a
Business Card Holder x 100 (25 cards ea.)	100 p.a.	-	-	-	