

Flagstaff Hill Football Club

2010

SPONSORSHIP PACKAGES



“WE MEAN BU\$INE\$\$”

ALL costs associated with this Prospectus are FULLY sponsored by Charlesworth Nuts



FLAGSTAFF HILL FOOTBALL CLUB

PO BOX 283 FLAGSTAFF HILL SA 5159

FortyWinks

President: Brett Charlesworth (w) 8296 8366
Secretary: Stephanie Dempsey (h) 8322 3507
Website: www.fhfc.com.au

PREMIERS

2008

Under 14's - Div 1

2007

C Grade - Div 1

Under 16's - Div 1

2005

Under 18's - Div 1

2004

Under 14's - Div 1

2003

Under 14's - Div 1

2000

Under 14's - Div 2

1986

C Grade - Div 1

1985

A Grade - Div 2

B Grade - Div 2

MAJOR SPONSORS

Forty Winks

Charlesworth Nuts

Cellarbrations @ Flagstaff Hill

Bay Autos

Foodland @ Flagstaff Hill

Isaacs Auto Electricals

AMG Property Investors

Shutters 'n' Shades

Flagstaff Superior Meats

MHM

Adelaide Heating & Cooling

Southern Cross Cleaning (SA)

Olliecom Voice & Data Solutions

Aussie Office & Home Furniture

Solomons Flooring
Marion

WHY SPONSOR THE FLAGSTAFF HILL FOOTY CLUB?



My name's Brett Charlesworth. Thank you for considering to sponsor the Flagstaff Hill Football Club. We would greatly appreciate your support.

As President of the Club I'm in the unique position of also being a major sponsor. (Charlesworth Nuts sponsorship totals around \$10,000 per year.)

This joint role allows me to see both sides of sponsorship...

Firstly, how heavily reliant Community Sporting Clubs are on sponsors like you these days

And secondly how important it is for Clubs to give Sponsors real value for their sponsorship dollar

Having seen both sides of sponsorship here are 3 reasons why I 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 a local footy level. For example we have many different and innovative sponsorship packages varying from \$100 to \$1,000 to \$25,000 (for a unique Oval Naming rights package) and for every budget in between.

Without a doubt we are a Club that's a long way down the track towards our vision. We want to continue to form partnerships with businesses that are interested in an ongoing relationship with a positive, progressive, professional organisation that is focussed on success and family values.

2. Your Community Spirit

Every business that supports the Flagstaff Hill Footy Club does so not just because of the exposure they get but also because the people that run them believe in our Club and the positive impact it has on our community and in particular on the young people in it. That's certainly my prime motivation for sponsoring as it is for many other sponsors.

As a Club we continually promote to our members the need to respect and financially support our sponsor businesses and to provide constant, positive word-of-mouth advertising for them.

3. Our Communication Network

Through the best website in the league; regular verbal communication; an E-Newsletter reaching over 300 dedicated households each week; and a regular full colour, glossy printed Newsletter our communication network is second to none and reaches out to the following....

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14 FHFC Teams

Each week this year we will field 14 teams (3 senior and 11 junior) from Grade 2/3's to A's, as well as running a well supported Auskick programme. Our Club is constantly growing evidenced by an increase in teams every year for the last 7 years.

700 FHFC Members & Supporters

With an average of 25 players per squad plus parents, partners, friends and families (many of who get very involved) we regularly reach around 700 people directly within our Club alone.

Flagstaff Community Centre User Groups & Members

As a part of the Flagstaff Community Centre your business is also exposed to the other User Groups and Hirers associated with the Centre with whom we share a very close relationship. Unlike many similar community centres, our Centre is run by a Board in a very collaborative way with enormous respect shown between all groups with many crossovers from one Club to another.

The other groups include...

- ⇒ Tennis - summer and winter
- ⇒ Netball - summer and winter
- ⇒ Little Athletics - the biggest in the state
- ⇒ Cricket
- ⇒ Rotary, Over 50's, Playgroup, Community Church and many others

This is a total captive audience of several thousand people who are all very appreciative of what our sponsors provide for themselves and their families.

In short, if we sound like the type of organisation you would like to build a mutually beneficial relationship with I'd would love the opportunity to discuss it further with you using a simple 3-step process

1. I'd find out an approximate idea on how much you'd like to invest in us remember anything from \$100 to \$25,000).
2. I'd then learn a bit more about your business, what you do, who your market is etc...to help me determine a sponsorship package that would best promote and support your particular business
3. I'd then put a proposal to you in writing including costs and benefits and hopefully that would be the start of a great relationship between you, your business and the Flagstaff Hill Football Club.

Please contact me in person at the Club or by phone (w) 8296 8366 or by email (e) brett@charlesworthnuts.com.au to start the process.

Thank you.

Kind regards,



BRETT CHARLESWORTH

President & Sponsorship Director

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	FOR	FOR A 3 YEAR DEAL		
	1 YEAR	1st Year	2nd Year	3rd Year
OVAL Naming Rights Details available on request	n/a	\$25,000	\$20,000	\$20,000
HONOUR BOARD Naming Rights - SOLD	n/a	\$2500	\$1750	\$1750
BEST & FAIREST Naming Rights The B&F night & all trophies	\$2,500	\$2,500	\$1,750	\$1,750
SCOREBOARD Naming Rights Full Size Half Size	\$4000 \$2500	\$4000 \$2500	\$3000 \$1750	\$3000 \$1750
PRIORITY POSITION SIGN Sponsor	\$1500	\$1500	\$1200	\$1200
OVAL SIGN Sponsor	\$1000	\$1000	\$700	\$700
COACHES TEAM Sponsor	\$2,500	\$2,500	\$1,750	\$1,750
GUERNSEY Naming Rights A's - SOLD B's U18's U16's - SOLD U14's - SOLD U12's - 2 SOLD U10's - 2 SOLD U8's - 1 SOLD	n/a n/a n/a n/a n/a n/a n/a n/a	\$1500 \$1500 \$1500 \$1500 \$1500 \$1200 \$1200 \$1200	\$800 \$600 \$600 \$600 \$600 \$450 \$450 \$450	\$800 \$600 \$600 \$600 \$600 \$450 \$450 \$450
PLAYER SPONSOR - Single Senior Player Senior Colts (under 18) Junior Player (under 14 or 16) Sub Junior Player	\$200 \$150 \$100 \$50	\$200 \$150 \$100	\$150 \$125 \$75	\$150 \$125 \$75
MEMBERSHIP CARD - SOLD	\$200			
BATTLE Of The HILLS & VALLEY The game of the season between Flagstaff Hill & Happy Valley - SOLD	\$750			
WEEKLY AWARD SPONSORS From \$5 to \$50 value for 18 matches. This can be in the form of cash, a product or a service.				

LOTS OF OPTIONS

These are just some of the set packages we have available. Once I get an understanding of your business and roughly how much you're interested in investing I can combine different packages and come up with various solutions to give you the best and most appropriate exposure for your business and for your dollar.

The summarized benefits to you and your business are twofold...

1. Firstly there's the obvious exposure you get from whatever package you have (eg an Oval sign sponsor gets exposure from their sign)
2. But secondly and even more powerfully there's the exposure and positive word of mouth we can offer you through our extensive and very varied communication network. Once we understand your business we can use this network in a number of different ways to add real value to your sponsorship.

I'd love the opportunity to discuss these possibilities further with you and come up with a proposal for you that will help your business while contributing so much to the community.

Please contact me (Brett Charlesworth) in person at the Club or by phone (w) 8296 8366 or by email (e) brett@charlesworthnuts.com.au to start the process.