



2018 Sponsorship Proposal



Welcome to Barwon Heads Football & Netball Club

Our history:

The Barwon Heads Football & Netball Club (BHFNC) was originally established in 1922 and played in the Freshwater Creek District Football Association. After the second world war the club amalgamated with the Ocean Grove Football Club and joined the Geelong District Football Association. The Barwon Heads / Ocean Grove team won their first premiership in 1957 and then in the 1960's the clubs separated. A fierce rivalry was created leading to the legendary Battle of the Bridge game each season between Ocean Grove and BHFNC.

The Seagulls won Senior football premierships in the GDFL in 1957 and in the BFL in 1972, 1973, 1974 and 1993. We have also won six Senior Netball A Grade premierships from 1996 to 2003.





Our purpose & mission

We are proud of our heritage and excited by our future. Our purpose is to provide the best possible environment for members to experience a community sporting club promoting participation, achievement and contribution. Our mission is to be recognized as a competitive, community and value orientated, professional, fun and successful sporting club, equally admired for on-field and off-field achievements.

Our club:

- 16 Senior and Junior Netball teams
- An over-subscribed NetSetGo program
- 13 Senior and Junior Football teams
- Auskick and NetSetGo programs which are growing exponentially
- One of the most compelling regional female football programs in 2017 with teams in the U12, U15 and U19 age groups.

Our year in 2017:

- All netball teams (Juniors and Seniors) played in finals
- Our Div 4 Senior Netball team won the premiership in the inaugural season of this division
- The U18 Colts won the Division 2 premiership with U16 Boys finishing runners-up
- Our Senior Footy came third and we successfully transitioned to co-playing coaches – both of whom are the sons of life members

Off the field:

- The official opening of an over \$400,000 investment from both state and federal governments which delivered outstanding Netball facilities and a new football surface – enhancing what is already a truly unique football ground
- The Easter Saturday game was massive and all home games had increased attendances
- Our revenue numbers were up across the board - Canteen Operations, Bar Sales, Gate takings
- The Senior Football and Presentation Night held at the new stand at the Cats attracted over 200 people
- We re-introduced post-match summaries and post-game entertainment in the clubrooms which encouraged new supporters to connect further with our great club
- The BHFNC social media footprint expanded dramatically as the result of a more strategic focus with “followers”, “likes” and “hits” all showing significant increases
- We were supported by 50 fantastic Sponsors ranging from Premium to Bronze who all contributed to BHFNC in a multitude of ways.

Our Social media snapshot:

- The engine room for social media for BHFNC is our website which has over 20 information updates since January 2017.
- On Facebook page currently has 1199 followers and our posts every 2 days achieve a reach of between 1000 and 4000 people
- We have grown Twitter followers by 70 and now have a committed base of followers
- Our Instagram site has 476 followers – despite being launched only in February 2017
- Our GullTalk Episodes which are short interviews with key characters from BHFNC regular achieve over 1000 views.

What to expect in 2018:

We are committed to providing the best possible environment for members to experience a community sporting club promoting participation, achievement and contribution and further enhancing our “one club” approach

- In both Senior Netball and Football, we have retained our players and been joined by a couple of handy recruits
- We have refreshed our coaching ranks and are proud of the movement of junior coaches into senior coaching ranks
- We are one of 10 clubs who will field a senior womens football team
- Our social and supporter event calendar is being finalized for 2018
- We will be launching a new range of merchandise
- We have new Sponsorship packages designed to deliver mutually beneficial outcomes

Sponsorship in 2018:

BHFNC is very fortunate to have a fantastic group of sponsors – fantastic in terms of who they are and their commitment to BHFNC over the journey.

At the conclusion of the 2017 season, we reviewed our existing packages and based on feedback from our sponsors, we identified some opportunities for improvement for 2018.

Subsequently, we are excited to present our 2018 Sponsorship Prospectus and would welcome the opportunity to talk with you as to how BHFNC and your business can work together in 2018.

Go Seagulls

Tim Goddard

President - Barwon Heads Football and Netball Club

Platinum

Sponsors Package - \$10,000

New for 2018, the 2018 Platinum Sponsors Package combines the best features of the previous Premium and Major Sponsor packages.

1. Company exposure – unique to the Platinum Sponsorship package

Component	Quantity / Comments
Signage on the side balcony of the grandstand (outward facing to the hill / outward facing to the netball courts)	This is a prime location as any football attendee (and resident of the caravan park) who looks up towards the iconic grandstand will see your company logo. Size: 1500 x 800 (x2)
Signage at Netball courts	Two large signs displayed: 1 on the fence in between the 2 courts 1 on the wall of the new hut / office Size: 1500 x 800 (x2)
Signage (your design) at the football oval	1 sign directly opposite the centre square Size: 6000 x 850 (x1)
Specific partnership agreement	Platinum Sponsorship includes the opportunity to work with BHFNC and our growing supporter base to develop an activity based package to promote and grow your business. Each agreement will be unique and tailored to your business requirements.

2. Company Exposure – utilising existing sponsorship recognition platforms

Component	Quantity / Comments
Company logo front page of BHFNC website	Identified as Platinum Sponsor
Company logo on club stationary	Identified as Platinum Sponsor
Company logo listed in home change rooms	Accompanying other Sponsor listings
Company name listed in BHFNC Clubrooms	Accompanying other Sponsor listings
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings with higher rotation of logo

Period of Sponsorship

The Platinum Sponsorship package will be for the period 1st January 2018 to 31st December 2018.
From 2019, BHFNC will be looking to work with Premium Sponsors to agree a minimum 2-year sponsorship agreement.

3. Company Exposure BHFNC uniforms and clothing – unique to the Premium Sponsorship

Component	Quantity / Comments
BHFNC Senior Football warm-up tops	All senior football teams & netball teams will be provided with pre-game warm-up tops. Platinum Sponsors have the opportunity to have their logo located on these tops. Visibility will be high as pre-games the focus on players is magnified.

4. Participation at BHFNC Club events

Component	Quantity / Comments
Social Membership passes	4
Home game Sponsors Luncheon with guest speaker	1 table - 4 guests
Tickets to BHFNC Club Ball	4
Tickets to Senior Presentation Night	4

5. New features for 2018

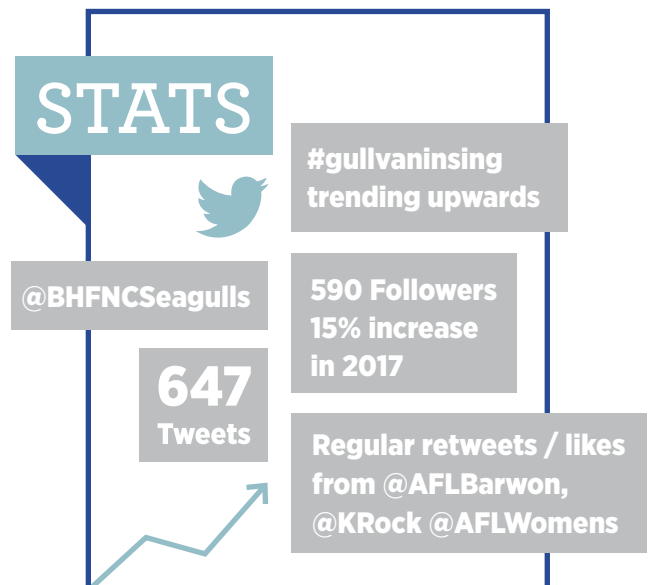
Component	Quantity / Comments
Company logo on players Polos	Platinum Sponsors will have their logos displayed in the BHFNC Polos worn by Senior Players, Coaches and Committee Members
Access to BHFNC Job Board	Platinum, Gold and Silver Sponsors will have access to the Job Board on the BHFNC website to advertise any job vacancies that may occur during the period of the sponsorship
Promotion of Company overview and profile	Three times per year BHFNC will highlight Premium and Platinum Sponsors via its Social Media platforms.
Inclusion in the BHFNC Sponsors directory	Platinum – with high visibility. Gold, Silver and Bronze to have reduced visibility.
Recognition at BHFNC presentation night	Personal thanks at BHFNC Presentation Night from BHFNC President and photo memorial



Gold

Sponsorship Package - \$4000

Component	Quantity / Comments
Ground signage (your design)	Large sign
Company logo listed in home change rooms	Accompanying other Sponsor listings
Company logo listed at Netball courts	Accompanying other Sponsor listings
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings with higher rotation of logo
Company logo displayed on BHFNC website	Identified as Gold Sponsor
Social Membership passes	X 2
Home game Sponsors Luncheon with guest speaker	X 2
Tickets to Senior Presentation Night	X 2
Drinks & food at ½ time Presidents Lunch	X 2
Company logo displayed at BHFNC Presentation Night	In 2017 there were over 200 people in attendance, this a great opportunity to celebrate your contribution to BHFNC
Access to BHFNC Job Board	Platinum, Gold and Silver Sponsors will have access to the Job Board on the BHFNC website to advertise any job vacancies that may occur during the period of the sponsorship
Inclusion in the BHFNC Sponsors directory	Company logo and information included in BHFNC Sponsors directories which will be distributed to all club members



Silver

Sponsorship Package - \$2,500

Component	Quantity / Comments
Ground signage (your design)	Large sign
Company logo listed in home change rooms	Accompanying other Sponsor listings
Company logo listed at Netball courts	Accompanying other Sponsor listings
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings
Company logo displayed on BHFNC website	Identified as Silver Sponsor
Social Membership passes	X 2
Home game Sponsors Luncheon with guest speaker	X 2
Drinks & food at ½ time Presidents Lunch	X 2
Company logo displayed at BHFNC Presentation Night	In 2017 there were over 200 people in attendance, this a great opportunity to celebrate your contribution to BHFNC
Access to BHFNC Job Board	Platinum, Gold and Silver Sponsors will have access to the Job Board on the BHFNC website to advertise any job vacancies that may occur during the period of the sponsorship
Inclusion in the BHFNC Sponsors directory	Company logo and information included in BHFNC Sponsors directories which will be distributed to all club members

Key information:

All Sponsorship packages will be for the period 1/1/18 to 31/12/18 and exclude GST.

Updates to Sponsors signs as a result of re-branding will be charged at cost to the Sponsor.

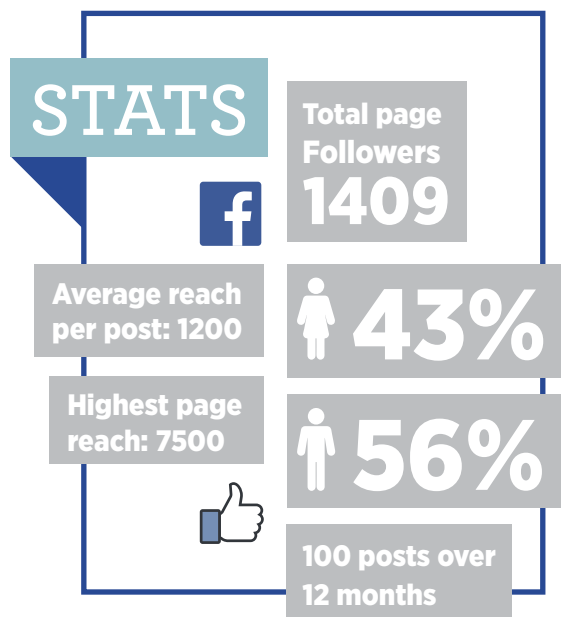
All sponsorship packages committed to and paid for by 15th March will have their logo included on BHFNC background banner. This will be used at all BHFNC games and related events in 2018. Any sponsorship agreements entered into after 15th March will be greatly appreciated, however your logo will not be displayed on the BHFNC background banner.

The information in this prospectus outlines our commitment for each Sponsorship level. Throughout the season, BHFNC will work with all Sponsors to explore opportunities to maximise your investment and support of BHFNC.

Bronze

Sponsorship Packages - \$1250

Component	Quantity / Comments
Ground signage (your design)	Medium sign
Company logo listed in home change rooms	Accompanying other Sponsor listings
Company logo listed at Netball courts	Accompanying other Sponsor listings
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings
Company logo displayed on BHFNC website	Identified as Bronze Sponsor
Social Membership passes	X 2
Drinks & food at ½ time Presidents Lunch	X 2
Company logo displayed at BHFNC Presentation Night	In 2017 there were over 200 people in attendance, this a great opportunity to celebrate your contribution to BHFNC
Inclusion in the BHFNC Sponsors directory	Company logo included in BHFNC Sponsors directories which will be distributed to all club members





Sponsorship Package summary

	Platinum	Gold	Silver	Bronze
Cost	\$10,000	\$4,000	\$2,500	\$1,250
Signage on the grandstand balcony	2 x side			
Signage on netball courts	2	1	1	1
Signage on football oval				
- Opposite centre square	1			
- On eastern fence (random)		1	1	1
Logo on front page of website	✓	✓	✓	✓
Logo on club stationary	✓			
Logo in home changerooms	✓	✓	✓	✓
Listing in clubrooms	✓			
Logo on TV slideshow during home games	✓	✓	✓	✓
- logo sightings per rotation of all logos for TV slideshow	4	2	1	1
Logo on warm up tops	✓			
Social membership passes	4	2	2	2
Sponsors Lunch passes	4	2	2	2
Tickets to club ball	4			
Tickets to presentation night	4	2		
Drinks/food half time Presidents lunch	4	2	2	
Logo on players polos	✓			
Access to BHFNC Job board	✓	✓	✓	
Social media overview & profile	3 x per year			
BHFNC Sponsors directory	✓	✓	✓	✓
Presentation night recognition	✓			
Logo display at Club Presentation night		✓	✓	✓

TV Exposure summary

Sponsor Package	Mentions per Rotation	Estimated Mentions ¹	Estimated Exposure ²
Platinum	4	80	13 minutes 20 seconds
Gold	2	40	6 minutes 40 seconds
Silver	1	20	3 minutes 20 seconds
Bronze	1	20	3 minutes 20 seconds

¹ Based on 5 rotations per hour, between 2pm & 6pm home matchday

² Between 2pm & 6pm home matchday

2018 Sponsor Partnership Opportunity – discount for you.

At BHFNC we truly value long-term relationships. As a Sponsorship Team, our aim is to work with you to grow our club, your business and to work towards a partnership approach.

So, in the spirit of partnership, if you introduce us to a new sponsor, they sign-up to a 2018 BHFNC Sponsorship package of equal or greater value to yours, then you will receive a 10% discount on your own Sponsorship package for the 2018 year.

NB. “New” = a company / organisation that has not provide financial and / or in-kind services to BHFNC for a minimum of 5 years.

Both you and the “new” sponsor need to be signed up and paid by 28th February for the 10% discount to be applied.

Key Contacts:

Damien O'Malley
M: 0402 146 059

E: damien@omc-group.com.au

Peter Debenham
M: 0408 193 433

E: peter@debenhamint.com.au



Additional sponsorship opportunities – not linked to packages

Component	Quantity / Comments	Investment
BHFNC Trailer Exclusive Sponsorship	<p>The BHFNC Trailer has prime position at home and away games. We will also be strategically locating the trailer around Barwon Heads to promote upcoming home games.</p> <p>Subsequently, opportunity for such high profile exposure is unique.</p> <p>The opportunity is to have your company logo exclusively located on two sides of the trailer.</p>	<p>\$2000 per year (2-year commitment)</p>
BHFNC Electronic Scoreboard	<p>We are looking to invest in an electronic scoreboard which will be used for all Senior Home Games (Men & Women) and Junior Football games (girls & boys).</p> <p>On any given week, up to 3000 people will be looking towards the scoreboard, so the opportunity for exposure is significant.</p> <p>The opportunity is to have your company logo exclusively placed above / on the side of the scoreboard.</p>	<p>\$5000</p>
Game Day Marquee	<p>Exclusive access to game day marquee on the verandah of the iconic BHFNC Grandstand.</p> <p>You will have the opportunity to display your own signage under the marquee and invite 12 of your most important clients / team members to share the afternoon with you.</p> <p>Included in the package is:</p> <ul style="list-style-type: none"> • The best location to watch football • Exclusive welcome and address from Netball and Football Senior Coaches pre-games. • Catered casual lunch • Beer, wine and soft drinks from 12.00pm-5.00pm 	<p>\$2000 normal home & away games \$3000 Battle of the Bridge Easter Saturday</p>

