



2023 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 games each season between Ocean Grove and Barwon Heads.

The Seagulls won Senior football premierships in the GDFL in 1957 and in the BFL in 1972, 1973, 1974, 1993, 2019 & 2022. In Senior Women's Football, our inaugural team won the Division 2 Premiership in 2018.

We have also won six Senior Netball A Grade premierships from 1996 to 2001.

Our purpose & mission

We are proud of our heritage and excited by our future. Our purpose is to provide the best possible environment for our members to experience a community sporting club promoting participation, achievement and contribution. Our mission is to be recognized as the leading community sporting club in the region. In so doing, and with the support of our sponsors, we will continue to operate professionally and competitively, while supporting the community and all stakeholders.

Our club:

Our sporting teams and programs include:

- A leading junior netball "NetSetGo" program.
- 16 Senior and Junior Netball teams.
- 18 Senior and Junior male football teams; and
- An outstanding female football program incorporating both junior and senior teams.



2022 A Centenary To Remember:

2022 brought with it great expectations with none bigger than the very real possibility of actually getting through a season in full.

To raise the 2022 Senior Men's premiership in our Centenary year was something else. For those of you who were lucky enough to witness the premiership – it was a win for the ages. Coach Dan Donati and his team led by our skipper in Mitchell Herbison were transformed into heroes on September 3. Our crowd cheered on every tackle, goal or kick. Kids and all stormed the oval when the siren sounded and smiles still abound. It was quite a thing.

Whilst our Senior Men lifted the Cup all areas of our club were terrific in Season 2022. Our netballers continued their united approach with many teams making the finals and two teams making the grand final. Coach Kate Schippers came back from producing a bouncing baby boy to lead our senior group once again.

Our Senior Women's team continued to build upon their playing and cultural revolution. We were one of only three teams in the entire region with two senior teams. Coach Josh Bacely led the teams and credit must go to everyone involved.

2022 saw our club field more junior teams than every across footy and netball. More teams than time, sun or tides, whilst we are proud of 2022 – a new season looms – 2023. A season which will bring it opportunities for our entire club to build on 2022



What to expect around the club in 2023:

We continue to strive to provide the best possible environment for members to experience a community sporting club promoting participation, achievement and excellence.

We look forward to:

- We welcome two home grown lads to take over from Dan Donati to lead our Senior Men's team. Mitchell Herbison and Sammy Schaller both began their footballing journeys with Barwon Heads Auskick. Herbi is already a senior premiership coach and two time premiership captain with us and we can't wait to see what Sammy and Herbi can bring in 2023.
- We welcome back our Senior Women's Netball coach Kate Schippers who will continue to work incredibly hard within the group.
- The senior Women's Football team remains one of the leading programs in the region and will continue to go from strength to strength.
- Our junior football program, both boys and girls, is incredibly popular with participation growing year on year, assisted by a fantastic group of volunteers and parents; and
- Similarly, our junior netball division continues to be an outstanding asset for the community providing young girls with every possible opportunity for netball participation and success.

Sponsorship in 2023:

BHFNC is extremely appreciative of our existing sponsors. We could not operate successfully and professionally without the ongoing support of these valuable businesses and individuals.

As we enter 2023, we welcome all returning sponsors and new sponsors to partner with us. Your partnership will help our 30 teams and 850 players continue competing in our 100th year as Seagulls.

The continued growth and success of our club is largely dependent on the growth and success of our sponsors. We are committed to supporting all sponsors throughout 2023.

Please find attached details of our sponsorship packages for 2023.

Please direct any queries to:

Tim Goddard – 0434 306 297

Garry Read – 0438 277 674

Angie Spinks – 0439 998 786



Tier 1

Sponsors Package - \$15,000 AND ABOVE + GST

There are four major components which are outlined below:

Signage	Location	Quantity / Comments
	Ground signage (your design)	2 signs directly opposite the centre square Size: 2 x 3000 x 850mm
	At the Netball courts	Large signs displayed on the Northern fence Size: 1500 x 1200 (x1)
	In the Clubrooms	1 large sign displayed

Clothing	Component (Game Day Apparel)	Quantity / Comments
	Company logo on players warm up tops	Tier 1 Sponsors will have their logos displayed on the BHFNC warm up tops worn by Senior Men & Women's Football & A-Grade Netball players.
	Company logo on players & coaches polos	Tier 1 Sponsors will have their logos displayed on BHFNC Polos Shirts worn by Senior Men & Women's Football & A-Grade Netball players.

Media-Digital & Print	Component	Quantity / Comments
	Company logo on front page of BHFNC website	Identified as Tier 1 Sponsor
	Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings with Tier 1 Sponsors having a higher rotation of logo.
	Promotion of Company overview and profile	BHFNC will highlight Tier 1 Sponsor(s) via its Social Media platforms twice throughout the season
	Club Email	Weekly email outlining what is happening around the club.
	Company logo on club stationary	Identified as Tier 1 Sponsor

Social	Component	Quantity / Comments
	Social Membership passes	4
	Sponsors Luncheon with guest speaker	4 tickets
	Tickets to Senior Presentation Night	4
	Access home game half time refreshments	✓
	Drink Cards – Home Games	1 per home game

NB: Our Tier 1 packages are customized for each individual sponsor. The club invites organizations considering this tier to contact us directly and discuss desired package inclusions.
Our Tier 1 Sponsorship Packages are for a 2-year period.

Tier 2

Sponsors Package - \$10,000 + GST

There are four major components which are outlined below:

Signage	Location	Quantity / Comments
	Ground signage (your design)	1 sign directly opposite the centre square Size: 1 x 3000 x 850mm
	At the Netball courts	Large signs displayed on the Northern fence Size: 1500 x 1200 (x1)
	In the Clubrooms	1 large sign displayed

Clothing	Component (Game Day Apparel)	Quantity / Comments
	Company logo on players warm up tops	Tier 2 Sponsors will have their logos displayed on the BHFNC warm up tops worn by Senior Men & Women's Football & A-Grade Netball players.
	Company logo on players & coaches polos	Tier 2 Sponsors will have their logos displayed on BHFNC Polos Shirts worn by Senior Men & Women's Football & A-Grade Netball players.

Media-Digital & Print	Component	Quantity / Comments
	Company logo on front page of BHFNC website	Identified as Tier 2 Sponsor
	Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings with Tier 2 Sponsors having a higher rotation of logo.
	Promotion of Company overview and profile	BHFNC will highlight Tier 2 Sponsor(s) via its Social Media platforms once throughout the season
	Club Email	Weekly email outlining what is happening around the club.
Media-Digital & Print	Company logo on club stationary	Identified as Tier 2 Sponsor

Social	Component	Quantity / Comments
	Social Membership passes	4
	Sponsors Luncheon with guest speaker	4 tickets
	Tickets to Senior Presentation Night	4
	Access home game half time refreshments	✓
Social	Drink Cards – Home Games	1 per home game

NB: Our Tier 2 Sponsorship Packages are for a 2-year period.

Gold

Sponsorship Package - \$4000 + GST

Component	Quantity / Comments
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings and on higher rotation count than Silver & Bronze.
Company logo displayed on BHFNC website	Identified as Gold Sponsor
Promotion of Company overview and profile	BHFNC will highlight Gold Sponsor(s) via its Social Media platforms once throughout the season
Club Email	Weekly email outlining what is happening around the club.
Social Membership Passes	2
Sponsors luncheon with guest speaker	2 guests
Tickets to Senior Presentation Night	2
Drink Cards – Home Games	6 drink cards valid for current season
Access home game half time refreshments	✓

Silver

Sponsorship Package - \$2,500 + GST

Component	Quantity / Comments
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings and on higher rotation count than Bronze.
Company logo displayed on BHFNC website	Identified as Silver Sponsor
Club Email	Weekly email outlining what is happening around the club.
Social Membership Passes	2
Sponsors luncheon with guest speaker	2 tickets
Drink Cards – Home Games	4 drink cards valid for current season
Access home game half time refreshments	✓

Bronze

Sponsorship Packages - \$1400 + GST

Component	Quantity / Comments
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings.
Company listing on BHFNC website	Identified as Bronze Sponsor
Club Email	Weekly email outlining what is happening around the club.
Social Membership Passes	2
Sponsors luncheon with guest speaker	2 tickets
Drink Cards – Home Games	2 drink cards valid for current season
Access home game half time refreshments	✓

Sponsorship Package Summary

	Tier 1	Tier 2	Gold	Silver	Bronze
Cost (excl. GST)	\$15,000+	\$10,000	\$4,000	\$2,500	\$1,400
Package is customized for each individual sponsor. The club invites organizations considering this tier to contact us directly and discuss desired package inclusions.	✓	X	X	X	X
Signage					
Sign at edge of town Logo displayed	✓	X	X	X	X
Football Oval					
Opposite centre square (2 x 3000 x 850mm)	✓	X	X	X	X
Opposite centre square (1 x 3000 x 850mm)	X	✓	X	X	X
On boundary fence (random) (3000 x 850mm)	X	X	✓	✓	✓
Netball Courts					
Individual on Northern & Southern	✓	✓	X	X	X
Clubrooms					
Inside Clubrooms	✓	X	X	X	X
Media					
Website					
Logo on front page	✓	✓	X	X	X
Logo in sponsors section	✓	✓	✓	✓	X
Listing in sponsors section	X	X	X	X	✓
Social Media					
Social media overview & profile					
Twice per year	✓	X	X	X	X
Once per year	X	✓	X	X	X
Weekly Sponsors Update	✓	✓	✓	✓	✓
Print					
Logo on club stationary	✓	✓	X	X	X
Home Game Slide Show					
Logo sightings per rotation of all logos	4	4	3	2	1
Social					
Social membership passes	4	4	2	2	2
Sponsors Luncheon tickets	4	4	2	2	2
Presentation Night tickets	4	4	2	X	X
Drink Cards (per season)	9	9	6	4	2
Access home game half time refreshments	✓	✓	✓	✓	✓
Clothing					
Warm up tops Senior Men & Women's Football & A-Grade Netball	✓	✓	X	X	X
Player polos worn by Senior Men & Women's Football & A-Grade Netball	✓	✓	X	X	X

Additional information:

All new sponsors pay for the cost of printing their sign. This cost is \$350, and the sign would remain the property of the sponsor. The cost of the frame for the sign will be paid for by the BHFNC.

Any updates to existing sponsors signs because of sponsors re-branding will be charged to the Sponsor.

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 maximize your return from your support of the BHFNC.

Key Contacts:

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