



Meet - Compete - Enjoy

**DRYSDALE FOOTBALL CLUB
PARTNERSHIP
OPPORTUNITIES**



2022



DFC Sponsor Packages 2022 Club Overview

After yet another Pandemic affected season in 2021 the Drysdale Football Club is pleased to be back on the park in 2022.

Our Club is one of the oldest in the country having been formed in 1879, meaning that we have successfully represented our community for over 140 years.

'Mortimer Oval', our home ground within the Drysdale Recreation Reserve, is one of the most picturesque sports venues in the region, with its natural amphitheatre providing perfect viewing conditions for spectators.

Our Club has a strong and successful junior program fielding 11 under age football teams, including 2 girl's teams, and also runs a 100 strong Auskick centre. We are also a leader in female football, fielding the first local women's team in 2017 and being a major driver behind the introduction of an AFL Barwon women's competition in 2018.

Pre Covid our participation numbers were around 500, and this figure is growing year on year. The Drysdale Football Club is recognised as a valuable and important institution and is committed to providing high quality opportunities for people to play and enjoy, or, be involved with Australian Rules football.

Benefits in partnering with the Drysdale Football Club The benefits derived from a partnership with the Drysdale Football Club are designed to maximise your investment in our Club. They have been carefully selected to connect your business with our members:

- Association with a successful sporting Club;
- Heightened awareness of your business within the local market place;
- Opportunity for sponsorship driven sales and media promotion
- Opportunity for building quality business networks;
- Product endorsement;
- Access to niche/target markets;
- Possible tax deduction; and
- Community affinity and affiliation with a local AFL Barwon sporting body.
- Our packages have been carefully selected to connect your business with our Players, Members, Supporters, Families and Friends.

Partnership Opportunities for 2022

- Platinum Partner Package
- Gold Partner Package
- Silver Partner Package
- Bronze Partner Package (existing sponsor only)
- Golden Hawk Membership
- Voucher Providers



Platinum Partner Package

\$3000 pa + GST

As a Platinum Partner you will receive the following comprehensive package of benefits:

- Business logo included on scoreboard prior to home games
- Opportunity to be our Sponsor or the Week at home games which includes:
 - o Significant scoreboard exposure
 - o Social media exposure
 - o Invitation to the Presidents half tim function as a guest of honour
- Premium Sponsorship Signage on the scoreboard or inside the social rooms providing exposure for your business to all visitors to Mortimer Oval at the Drysdale Recreation Reserve.
- 3 metre banner signage at Stockdale & Leggo Oval at Belchers Road Sports Precinct
- Signage costs included in package
- Framed platinum sponsor certificate
- Business featured on sponsor display board in our clubrooms
- Business listed as a Platinum Partner on Club website and club sponsor list
- Business promoted on TV screen advertising in clubrooms on match days and Thursdays
- Opportunity to feature 'Members Offers' in an edition of the club's newsletter
- Feature as 'Sponsor of the Week' on one weekly fixture post to Facebook and Instagram
- Opportunity to be a highlighted sponsor at one Thursday night dinner
- Refreshments for you and two guests at the President's Half-time function at home games
- Two tickets to the Club Presentation Night
- Two seasons meal tickets for Thursday nights prior to senior games
- Free room hire to host business events, seminars/conferences
- Two Exclusive Memberships to the 'Golden Hawk Club' which includes:
 - o Membership Ticket for you and a family member (admits to any club home game)
 - o Membership to Buckley's Entertainment Centre
 - o Name on Acknowledgement Board in clubrooms
 - o Golden Hawk badged apparel
 - o Ticket in the club's annual raffle
 - o Entry to Golden Hawk/Sponsors Day (Guest speaker, food and drinks)
 - o Thursday night – \$0.50 off pots of tap beer/house wine
 - o Saturday home games 12.00 noon to Close – \$0.50 off pots of tap beer
 - o 1 Burger and beer/house wine for each home game of the Season, available 12.00 - 2.00pm

Note: A tailored Platinum Plus Package* can also be prepared, budgeted and customised to your specific requirements. Ideas include jumper branding over 3-years, training top branding, larger signage, goal post signage at either ground. We welcome your ideas and would work with you to calculate the package.

Gold Partner Package

\$2000 + GST per annum

As a Gold Partner, you will receive the following comprehensive package of benefits:

- Business logo included on scoreboard prior to home games
- Premium position fence sign providing exposure for your business to all visitors to Mortimer Oval at the Drysdale Recreation Reserve.
- Feature on Sponsors list sign at the Stockdale & Leggo Oval in Belchers Road
- Signage costs included in package
- Framed platinum sponsor certificate
- Business featured on sponsor display board in our clubrooms
- Business promoted on TV screen advertising in clubrooms on match days and Thursdays
- Business listed as a Gold Partner on Club website and club sponsor list
- Refreshments for you and a guest at the President's Half-time function at home games
- Two tickets to the Club Presentation Night
- Two seasons meal tickets for Thursday nights prior to senior games
- Free room hire to host business events, seminars/conferences
- One Exclusive Membership to the 'Golden Hawk Club' which includes:
 - o Membership Ticket for you and a family member (admits to any club home game)
 - o Membership to Buckley's Entertainment Centre
 - o Name on Acknowledgement Board in clubrooms
 - o Golden Hawk badged apparel
 - o Ticket in the club's annual raffle
 - o Entry to Golden Hawk/Sponsors Day (Guest speaker, food and drinks)
 - o Thursday night – \$0.50 off pots of tap beer
 - o Saturday home games 12.00 noon to Close – \$0.50 off pots of tap beer
 - o 1 Burger and Beer for each home game of the Season, available 12.00 – 2.00 pm



A circular silver seal with a scalloped edge, containing the text "SILVER PARTNER" in a bold, sans-serif font.

Silver Partner Package

\$1000 + GST Per Annum

As a Silver Sponsor your business will receive the following package of benefits:

- Business logo included on scoreboard prior to home games
- Silver position 3 metre fence sign providing exposure for your business to all visitors to Mortimer Oval at the Drysdale Recreation Reserve
- Signage costs included in package
- Membership Ticket for you and a family member (admits to any club home game)
- Invitation for two to the annual 'Sponsors Day' luncheon
- Laminated sponsor certificate
- Business featured on sponsor display board in our clubrooms
- Business promoted on TV screen advertising in clubrooms on match days and Thursdays
- Business listed as a Silver Partner on Club website and club sponsor list

A circular bronze seal with a scalloped edge, containing the text "BRONZE PARTNER" in a bold, sans-serif font.

Bronze Partner Package

\$700 + GST Per Annum

This category is ***now only available to existing sponsors renewing for 2022***

As a Bronze Sponsor your business will receive the following package of benefits:

- Business logo included on scoreboard prior to home games
- Bronze position fence sign* providing exposure for your business to all visitors to Mortimer Oval at the Drysdale Recreation Reserve, including BFL Finals if allocated,
- Membership Ticket for you and a family member (admits to any club home game)
- Invitation for two to the annual 'Sponsors Day' luncheon
- Laminated sponsor certificate
- Business featured on sponsor display board in our clubrooms
- Business promoted on TV screen advertising in clubrooms on match days and Thursdays
- Business listed as a Bronze Partner on Club website and club sponsor list



- Membership Ticket for you and a family member (admits to any club home game)
- Membership to Buckley's Entertainment Centre
- Name on Acknowledgement Board in clubrooms
- Golden Hawk badged apparel
- Ticket in club's annual raffle
- Thursday night - \$0.50 off pots of tap beer/house wine
- Saturday home games 12.00 noon - close - \$0.50 off pots of tap beer/house wine
- Entry to Golden Hawk/Sponsors Day (Guest speaker, food and drinks)
- 1 Burger and pot of tap beer/house wine for each home game of the season, available 12.00 noon - 2.00 pm

\$450 per season
\$350 for existing life members

Voucher Providers

\$ Varied

Our club is very fortunate to have a large number of local businesses support us by donating vouchers for goods or services. Many of these vouchers are used as match day awards for our junior teams whilst others are used as raffle prizes. From this season forward sponsors who provide only vouchers without a separate cash component will not be eligible for packages that include fence signage. Provided vouchers have a recoverable value of at least \$500 they will receive:

- A Club Membership Ticket (admits to any club home game)
- An invitation the annual 'Sponsors Day' luncheon
- A laminated sponsor certificate
- Business featured on sponsor display board in our clubrooms
- Business listed as an Award Provider on Club website and club sponsor list

2022 PARTNERSHIP PACKAGES

PARTNERSHIP AGREEMENT

Please invoice my business for the following advertising partnership packages:

Bronze Sponsor Package \$ 770

Silver Sponsor Package \$ 1,100

Gold Partner Package \$ 2,200

Platinum Partner Package \$ 3,300

Golden Hawk Club \$ 450

Golden Hawk Club \$ 350 (with existing life membership)

Prices include GST

Company/Business Name

Contact Name

Address

POSTCODE:

Telephone – B/H..... A/H.....

Mobile.....

E-mail Address.....

Signature:

Please complete, detach and return to:

Drysdale Football Club
PO Box 12
DRYSDALE VIC 3222

Or email us at info@drysdalefc.com.au

EFT
Drysdale Football Club
BSB 633000
A/C #154462600
*Please include "Sponsor" & "Payee"
in description

Credit Card Visa Mastercard
Card Number: ____ / ____ / ____ / ____
Name on Card: _____
Expiry Date: ____ / ____
CVV Number: ___

Signature: _____