



# [WERRIBEE FOOTBALL CLUB SPONSORSHIP GUIDE 2018]



# Leave your **MARK**

**The Werribee FC was founded in 1965, to be the football club for the people of Werribee.**

**A**fter almost two decades of alignments with AFL clubs (Western Bulldogs and North Melbourne), Werribee's future is as a stand-alone team – no AFL partners, only AFL opponents.

The outer western suburb of Werribee has become the City of Wyndham and Chrinside Park - our home since 1965 - has become Avalon Airport Oval.

The completion of the 11.75 million dollar redevelopment has transformed our football home into the sporting and community headquarters of the west.

New bricks and mortar, new on-field challenges and even a new logo will rejuvenate - not reinvent - the core values of our club.



## **“ THE WERRIBEE FOOTBALL CLUB IS A DESTINATION POINT FOR A MYRIAD OF PEOPLE ”**

The Werribee Football Club prides itself on its relationships with the council, the business community and many varied community groups in the City of Wyndham.

It is one of the fastest growing cities in Australia, with a diverse mix of people from many different backgrounds. The Werribee Football Club embraces the opportunity to interact with the people of Wyndham, whether it is as a spectator enjoying a match-day kick on the ground, an Auskicker playing in a half-time game, a community group getting its first touch of a Sherrin or someone enjoying the hospitality of our pre-game function.



Our commitment includes a full time Community Development Manager (the only VFL club to initiate this) who develops and runs a raft of programs presented free to schools, local sports clubs and organisations. Participation and healthy lifestyle choices are a focus, as many involved have no knowledge or history with Australian Rules football. We are the benchmark for community program innovation, delivery and engagement in the VFL.



The Werribee Football Club is a destination point for a myriad of people and a valuable partner and resource for your business. We are committed to maximising mutually beneficial opportunities and delivering outcomes that mean something to you and to us.

We have a range of affordable, exciting and adaptable partnership proposals involving a wide variety of traditional and new methods of gaining the greatest exposure for your brand, product and services.



## All companies which enter into a partnership with the Werribee Football Club receive:

- ✓ Exposure on Channel 7 for televised games on Saturday afternoons, played at Werribee FC.
- ✓ Sharing of your relevant promotions to our database through our weekly E-News EDM.
- ✓ Listing and link on the Werribee Football Club website.
- ✓ Recognition through club printed material; including publications, newsletters, annual reports.
- ✓ Werribee Football Club Memberships.
- ✓ Memberships via the club's social venue The Tigers Clubhouse.
- ✓ Promotion via Werribee Football Club sponsor pull up.
- ✓ Promotion via Werribee Football Club home game luncheons.
- ✓ Allocated car parking @ WFC Match Day luncheons and Club events.
- ✓ Reduced function room pricing.
- ✓ Invites to WFC events.



## **GOLD SPONSOR: \$15,000 PRE-GST**

- ✓ Perimeter fence sign (7.2m x 1m) in agreed location at Avalon Airport Oval
- ✓ Additional elevated sign (4m x 2.85m – as image below)
- ✓ Home-game season entry for company staff (maximum of 25)
- ✓ 10 x memberships to Tigers Clubhouse social venue
- ✓ 4 x passes to all president's luncheons
- ✓ 4 x passes to all major club functions (season launch, auction, and presentation night)
- ✓ 100 x footballs featuring company logo and colours
- ✓ 3 x promotional Facebook posts
- ✓ Logo on club letterhead, email signatures, and business cards
- ✓ Half-page advert in 2018 Season Guide (50 copies supplied)
- ✓ Logo on club media backdrop
- ✓ Home-game dedication (includes table for 10 at president's luncheon, acknowledgment in president's address, and on-ground promotional opportunities)



## — PRINCIPAL SPONSOR: \$10,000 PRE-GST —

- ✓ Perimeter fence sign (7.2m x 1m) in TV arc at Avalon Airport Oval
- ✓ Home-game season entry for company staff (maximum of 10)
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 4 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ 50 x footballs featuring company logo and colours
- ✓ Two promotional Facebook posts
- ✓ Logo on club letterhead and business cards
- ✓ Home-game dedication (includes table for 10 at president's luncheon, acknowledgment in president's address, and on-ground promotional opportunities)







## — CORPORATE SPONSOR: \$7,500 PRE-GST —

- ✓ Perimeter fence sign (7.2m x 1m) in TV arc at Avalon Airport Oval
- ✓ 4 x home-game season entry passes
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 4 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post



## — EXECUTIVE SPONSOR: \$5,000 PRE-GST —

- ✓ Perimeter fence sign (4.8m x 1m) in TV arc at Avalon Airport Oval
- ✓ 4 x home-game season entry passes
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 2 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post



## BLACK AND GOLD SPONSOR: \$3,000 PRE-GST

- ✓ Perimeter fence sign (3.6m x 1m) at Avalon Airport Oval
- ✓ 2 x home-game season entry passes
- ✓ 2 x memberships to Tigers Clubhouse social venue
- ✓ 10 x complimentary passes to president's luncheons (bookings subject to availability)
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post



## In addition to our standard partnership packages we have other promotional opportunities available such as:

- \$10k Investment — Cinema Advertising Sponsor
- \$7.5k Investment { Interchange Bench Sponsor (Pictured below left)  
Goal Netting Sponsor (Pictured right)
- \$5k Investment { Electronic Scoreboard Sponsor  
Home Goals on Electronic Scoreboard  
Facebook Sponsor  
Twitter Sponsor  
Goal Netting Post Sponsor (Pictured below right)
- \$3k Investment { Around the Grounds Sponsor  
Post game coaches report Sponsor
- \$2k Investment { Medical report Sponsor  
Team announcement Sponsor  
Player feature Sponsor
- \$500 Investment — Special Area Seating in the new Grandstand area



Goal netting sponsor

**The Club hosts a number of high profile and well attended events each year, which will increase in number now that we have access to our new function space.**

## **EVENTS INCLUDE:**

- ✓ Season Launch/Jumper Presentation
- ✓ Auction Night
- ✓ Presentation night
- ✓ Night Sportsman's/Guest Speaker Functions
- ✓ Business Networking Events
- ✓ Golf Day
- ✓ Past Players Day



## APPAREL OPPORTUNITIES INCLUDE:

- ✓ Playing shorts - front and back
- ✓ Club polo - sleeve, front and back
- ✓ Club Jacket - front and back
- ✓ Player Warm up tops - front and back



## MEMBERSHIP DONATIONS:

**You can also support the club and the wider Wyndham community by donating memberships to disadvantaged families.**

For just \$150, you can provide a family of four (two adults and two children) with access to all 10 Werribee home games along with all the other benefits of club membership.

Discounted rates are also available for multiple membership donations.







Avalon Airport Oval, Chirnside Park  
Watton Street, Werribee VIC 3030  
PO Box 2049, Werribee VIC, 3030  
(03) 97416688

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