

Club Sponsorship Packages 2023



1. Promotion

Advertise and promote your brand through mediums such as ground & scoreboard signage, club apparel, club social media & website, newsletter, club events or match day promotional activity.

2. Packages

A range of sponsorship packages to suit every marketing budget and we have the capability to tailor make any sponsorship package to address your particular business needs.

3. Community

Get your brand recognised in the local community as a preferred business. Sponsorship of a local sports club is one way to reach new potential customers & create valuable goodwill within your community.

Become a part of your community club.

Sponsorship at Heidelberg gives you the unique opportunity to support an organisation that provides sport, fitness, leadership, social skills, personal development skills and community connection. It also provides the opportunity to network with other businesses in our community who have the same values.

If you are interested in partnering our club then please contact John Sheahan, Vice President & Sponsorship on 0476 997 223 or email john@tradetechservices.com.au



Sponsorship Packages



A little bit about us

HFNC was established in 1876. It is one of the oldest Australian Rules football clubs in the country.

We play home games at Warringal Park Heidelberg fielding Under 19s, Reserves and Senior teams in first division of the strong Northern Football Netball League. In 2019 we introduced our Senior Women's Football team to our playing ranks. Unfortunately, Netball has been suspended for the 2023 season.

The Heidelberg Junior Football Club competes in the Yarra Junior Football League where we currently field 18 sides including 4 girls teams.

We have established a reputation as a successful club on the field and a progressive club off the field. Our biggest growth area at the moment is in Women's and Girls participation. This is proving to be a wonderful addition to our club, opening up opportunities for the whole family to be involved.

Community engagement is also a very important part of the club. On Anzac Day we host the Community Breakfast following the Heidelberg Dawn Service and march to the Footy Club. We then play a game preceded by a ceremony conducted in conjunction with the RSL.



Why should your business sponsor Heidelberg FNC?

- Increase awareness of your company's products and services. Each sponsorship package has benefits for the sponsor built in: signage, website advertising, company name on uniforms, etc. putting your brand in front of club supporters, players, parents, families and coaches.
- Sporting club sponsorships are a positive and engaging way to market your brand and the Community likes to see companies supporting local sports.
- Help keep the cost of sports participation for our younger players and students low. With the support from sponsors this provides additional resources which can help keep our participation fees low.
- Sporting club sponsorships can be a great value and a smart option to include into the marketing mix.
- Tax incentive. HFNC are GST registered. That is just another added benefit of sponsoring our club.

2023 Sponsorship Packages



OPTION 1. – Value \$3,000

- Tailored product offerings encouraged & promoted (discounts via HFC membership, sales, special offers advertised etc)
- Electronic promotion in Social Club.
- Company displayed on HFC website as Partner.
- Company promoted as partner via HFC text and email to adult members only (Senior football club database)

OPTION 2. – Value \$5,000

- Tailored product offerings encouraged & promoted (discounts via HFC membership, sales, special offers advertised etc)
- Electronic promotion in Social Club.
- Electronic ad on scoreboard during goals kicked. 10 second image. (Display chosen and worded by sponsor) Average local attendance – 1800 – 2000 residents.
- Static full colour electronic ad on scoreboard during breaks in play – 13 x 20 second ads on home games.
- Company displayed on HFC website as partner.
- Company promoted as partner via HFC text and email to adult members only (Senior football club database)

OPTION 3. – Value \$7,500

- Electronic promotion in Social Club.
- Electronic ad on scoreboard during goals kicked. 10 second image. (Display chosen and worded by sponsor). Average local attendance – 1800 – 2000 residents.
- Static full colour electronic ad on scoreboard during breaks in play – 13 x 20 second ads on home games.
- Individual membership to The Polly Perkins Club for season 2023. This includes:
 - A seat at 4 premium season events throughout the year which includes The Carbine Club events.
 - Full, adult membership to all regular season games.
 - 10% for all purchases at the Sir Henry Barkley Hotel, Heidelberg.
- A premium quality Polly Perkins Club Men's jacket OR Women's fashionable fleece.
- Company displayed on HFC website as partner.
- Company promoted as partner via HFC text and email to adult members only (Senior football club database)
- Prominent, printed sign fixed in Social Club match day viewing area.

VALUE ADD OPTION: -

OPTION 4. – \$1,650 (Value add to option 1 or 2 only)

- 12-month membership to Polly Perkins Club (Premium Coterie Group)
- A seat at 4 premier season social events and networking opportunities.
 - Includes The Carbine Club's 2 key events annually.
- A premium Polly Perkins Club jacket X1
- Recognition as an influential HFC member
- **This is a business networking group that provides excellent opportunities.**

These packages are just a sample & can be negotiated & tailored to suit your business needs. Additional sponsorship opportunities include club social media promotions, women's football & netball sponsorship, Coaches Corner & more

Heidelberg Football Netball Club Snapshot



FACEBOOK
1818 Followers



TWITTER
682 Followers



INSTAGRAM
784 Followers



WEBSITE

**ELECTRONIC
SCOREBOARD**
Home Games –
attendance avg 1500

**GROUND
SIGNAGE**
365 Days

Electronic & Ground Signage gives a continual and subtle visual display of your business through the season. Coaches Box & Scoreboard signage at Warringal Park continues through the summer cricket season as well, with the Heidelberg Cricket Club utilising the facilities

HFNC has 3 Men's football teams, 1 Women's football team & 0 Women's netball teams.



**FEMALE
PARTICIPANTS**

0 Netballers & 30+ Footballers



**MALE
PARTICIPANTS**

120 Footballers



**MEMBERS
& SUPPORTERS**

HFNC has over 500 members – Club Partners, Families, Supporters, Volunteer Officials We are also closely affiliated with our Junior club with 18 teams of players, 120 Auskickers, families & supporters