

Player 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 Martin Heffernan: 0414 704 463



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 girl's 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 youth 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 Player Sponsorship Packages



By sponsoring a Heidelberg Football Netball Club Player, you assist:

1. The player by covering their registration fees for the 2023 NFNL Season which includes club membership, registration & affiliation fees, player insurance, match-day apparel.
2. The club in assisting in the cost of getting each team onto the ground each week with playing kits, training & medical support & umpire fees.

Senior Football Players Sponsorship - \$660 to \$726 + GST

- Pays players registration fees for season
- Player Sponsor on HFNC Website.
- Player Sponsor on TV slideshow in club rooms on home games & Thursday Nights.
- Listing in Club Business Directory.
- 1 x Membership Card – entry to all home & away games.
- Recognition certificate.

Regular Reserves Player Sponsorship - \$510 - \$561 + GST

- Pays players registration fees for season
- Player Sponsor on HFNC Website.
- Player Sponsor on TV slideshow in club rooms on home games & Thursday Nights.
- Listing in Club Business Directory.
- Business cards displayed in clubrooms.
- 1 x Membership Card – entry to all home & away games.
- Recognition certificate.

Under 19s & Women's Football Player Sponsorship - \$410 - \$451 + GST

- Pays players registration fees for season
- Player Sponsor on HFNC Website.
- Player Sponsor on TV slideshow in club rooms on home games & Thursday Nights.
- Listing in Club Business Directory
- 1 x Membership Card – entry to all home & away games.
- Recognition certificate

Netball Sponsorship- \$350 - \$385 + GST

- Pays players registration fees for season
- Player Sponsor on HFNC Website.
- Player Sponsor on TV slideshow in club rooms on home games & Thursday Nights.
- Listing in Club Business Directory.
- Option of Club Membership card - entry to home & away football games or club polo
- Recognition certificate.



Slide for Clubroom TV Display

Oliver Peacock – Number 48



Sponsor Website: performancearchitects.com.au

Website Listing Display

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

