



ELTHAM FOOTBALL CLUB

SPONSORSHIP PACKAGES

2009

NORTHERN FOOTBALL LEAGUE

"Communities Working Together"



Dear Sir/Madam,

The Eltham Football Club, one of the most proud, professional and respected clubs in the Northern Football League, invites you to unite forces with it, for what's bound to be an exciting 2009.

Our club is continuing to grow as an endorsed AFL Victoria "Quality Club" in 2009 providing a quality environment for all people associated with Australian Football and the wider community. 2009 will see us continue with the development of the Central Park surrounding area following the ground development in 2007. Our 3 senior teams will continue to strive for success and set a strong pathways program for our affiliated Junior club. With a number of new members eager to join our club we have a strong aspiration to make the club the best it can be. We are seeking your business to help support us through the journey of 2009.

The Eltham Football Club places a great deal of importance on supporting those who support us. Donations have become a critical part of running local sporting clubs and every donation is warmly accepted and appreciated. However our sponsorship packages offer exceptional value and opportunity. Shall you decide to sponsor us, you will not be disappointed. EFC also welcomes smaller sponsorship offers whether it is a cash donation, goods for raffle or auction, or services to assist in the running of the club. Some examples include products for raffles and entertainment nights, discounts for EFC members on goods and services, or time as a volunteer to assist in the running of our community club.

What your support represents:

"An Eltham football club sponsorship provides the opportunity to promote your brand, product and service directly to the club's members and families, and to the wider community of Eltham.

Your sponsorship will be associated with a club that is a culturally inclusive club, community minded, values the environment we live in and provides a program of wellbeing initiatives to our senior and junior players.

Your sponsorship automatically is associated with our clubs support of:
Youth Beyond Blue, "Good Sports" program and the AFL Vic "Communities Working Together" direction by the Northern Football League."

If you have any questions or you would like to come to another arrangement for sponsorship, different from those offered, please feel free to contact me to negotiate a package that suits you.

I would like to thank you for taking the time to read our proposal. I look forward to hearing from you in the near future and hopefully establishing a long and successful relationship between The Panthers (the Australian Football Team that represents the wonderful community of Eltham), yourself and your business.

Kind Regards,

Greg Wilson

Sponsorship Co-ordinator
Eltham Football Club

WHAT YOUR SPONSORSHIP MEANS:

Following the redevelopment of the Eltham ground surface in 2007, any sponsorship assistance will allow us to:

1. Provide upgrades to our club facilities so that a comfortable and enjoyable environment can be provided for all the members, supporters, parents and the wider community of Eltham who attend training or games throughout the football season.
2. Ensure ongoing support and awareness to Youth Beyond Blue's program which provides assistance to the youth of our community.
3. Provide proper equipment to support the 3 senior and currently 14 junior teams associated with the Eltham Football club.
4. Provide assistance to the many volunteers who give up their time to provide services supporting the club.
5. Assist us to remain a competitive force in section 1 of the Northern Football League supporting their "Community Working Together" direction

SPONSORSHIP PACKAGES 2009

There are several sponsorship opportunities available to gain additional exposure for your business name to the members, supporters and the broader community in partnership with the Eltham Football Club.

Important Note: Our sponsorship for 2009 will be restricted in its acceptance: It is aimed to have only one sponsor within each business sector to avoid conflicting promotional interests. Where more than one business type wishes to provide sponsorship, determination will be made by our committee in consultation with the nominating sponsors.

PANTHER SUPER BOX

Special offer for you, our Sponsor to Entertain up to 12 Guests with the Best View in the house from our Super Box

For Only \$1000 you will get waiter service of drinks (Beer Wine and Soft Drinks), Food and a Great Day of Local Football

Your Business would also be our match day naming Sponsor for that day. Also, with the opportunity to promote your Goods or Services on the day.

Quick Bookings are essential as only 9 Home games, which will sell fast

\$5,000 MAJOR PANTHER PACKAGE

- **Corporate luncheon entertaining**

A table for 5 people at the fully catered Eltham FC Corporate Luncheon in 2009. Quality guest speakers, grand auction, bumper raffle and a great chance to network with over 250 other guests.

- **Merchandise**

2 club Polo shirts

- **Certificate of Acknowledgement:**

A Framed Certificate (with your name /logo) and support acknowledging your support of the Eltham Football Club

- **Permanent "billboard" advertisings**

A permanent billboard positioned either on the scoreboard, changing rooms or coaches boxes. This advertising will be highly visible during each game played at Central Park.

- **Social Club advertising**

Your business logo or advertisement displayed in the social club on an electronic billboard (plasma screen).

- **Social Club Sponsors Board**

Your business logo or advertisement displayed in the social club on our sponsor's board.

- **elthamfc.com.au advertising**

Level 1 positioning on our web-site with a link to your web-site.

- **Club Membership Tickets**

10 membership tickets entitling the holder to free membership to all Eltham home and away games.

- **Game day refreshments**

An invitation to half time refreshments and supper during the main game.

- **Club Newsletter**

Level 1 inclusion in the Eltham Panther Club newsletter.

- **N.F.L. record advertising**

Level 1 inclusion in the N.F.L. record "Eltham Sponsors" page.

\$2,750 PREMIER PANTHER PACKAGE

- **Corporate luncheon entertaining**
2 tickets to the fully catered Eltham FC Corporate Luncheon in 2009.
Quality guest speakers, grand auction, bumper raffle and a great chance to network with over 250 other guests.
- **Permanent "billboard" advertising**
A permanent billboard positioned either on the scoreboard, changing rooms or coaches boxes. This advertising will be highly visible during each game played at Central Park.
- **Certificate of Acknowledgement:**
A Framed Certificate (with your name /logo) and support acknowledging your support of the Eltham Football Club
- **Social Club advertising**
Your business logo or advertisement displayed in the social club on a electronic billboard (plasma screen).
- **Social Club Sponsors Board**
Your business logo or advertisement displayed in the social club on our sponsor's board.
- **elthamfc.com.au advertising** (level 2)
Level 2 positioning on our web-site with a link to your web-site.
- **Club Membership Tickets**
5 membership tickets entitling the holder to free membership to all Eltham home and away games.
- **Game day refreshments**
An invitation to half time refreshments and supper during the main game
- **Club Newsletter** (level 2)
Level 2 inclusion in the Eltham Panther Club newsletter.
- **N.F.L. record advertising** (level 2)
Level 2 inclusion in the N.F.L. record "Eltham Sponsors" page.

PANTHER SUPER BOX

Special offer for you, our Sponsor to Entertain up to 12 Guests with the Best View in the house from our Super Box

For Only \$1000 you will get waiter service of drinks (Beer Wine and Soft Drinks), Food and a Great Day of Local Football

Your Business would also be our match day naming Sponsor for that day. Also, with the opportunity to promote your Goods or Services on the day.

Quick Bookings are essential as only 9 Home games, which will sell fast

\$1,500 BLACK & RED PACKAGE

- **Corporate luncheon entertaining**
1 tickets to the fully catered Eltham FC Corporate Luncheon in 2009.
Quality guest speakers, grand auction, bumper raffle and a great chance to network with over 250 other guests.
 - **Certificate of Acknowledgement:**
A Framed Certificate (with your name /logo) and support acknowledging your support of the Eltham Football Club
 - **Permanent "billboard" advertising**
A permanent external billboard. This advertising will be highly visible during each game played at Central Park.
 - **Social Club advertising Plasma**
Your business logo or advertisement displayed in the social club on a electronic billboard (plasma screen).
 - **Social Club Sponsors board**
Your business logo or advertisement displayed in the social club on our sponsor's board.
 - **elthamfc.com.au advertising (level 3)**
Level 3 positioning on our web-site with a link to your web-site.
 - **Club Membership Tickets**
3 membership tickets entitling the holder to free membership to all Eltham home and away games.
- Also included are:
- **Game day refreshments**
 - **Club Newsletter (level 3)**
 - **N.F.L. record advertising (level 3)**

\$600 COMMUNITY PACKAGE

- **Permanent "external" advertising**
An external signboard. This advertising will be highly visible during each game played at Central Park.
 - **Social Club advertising**
Your business logo or advertisement displayed in the social club on a electronic billboard (plasma screen).
 - **elthamfc.com.au advertising (level 3)**
Level 3 positioning on our web-site with a link to your web-site.
 - **Club Membership Tickets**
2 membership tickets entitling the holder to free membership to all Eltham home and away games.
- Also included are:
- **Game day refreshments**
 - **Club Newsletter (acknowledgement)**
 - **N.F.L. record advertising (acknowledgement)**

\$300 COTERIE PACKAGE

- **Club Membership Ticket**

1 membership tickets entitling the holder to free membership to all Eltham home and away games.

- **Merchandise**

1 club Polo shirt

Also included are:

- **Game day refreshments**
- **Coterie Pin**

\$200 PLAYER SPONSORSHIP

- **Club Membership Tickets**

1 membership ticket entitling the holder to free membership to all Eltham home and away games.

- **Personal or Business name featured**

On a photo display of your player on a presentation on a Plasma Screen and permanently in the Social Rooms

- **Players Sponsors Day / Evening**

A chance to enjoy the Clubs hospitality and also meet your player and other sponsors

Additional Opportunities by Negotiation

- Playing Jumper advertising
- Playing shorts advertising
- Training Footballs advertising
- Social event naming rights
- Naming rights on weekly Best clubman Award
- Marquee Day
- Pie Boy Advertising
- ¼ & ½ time banner advertising

NOTE – Once a Sponsorship Package has been finalized a Sponsorship Agreement form will be drawn up and signed by both Parties

“WIPE OFF 5” PROGRAM

ALL SPONSORSHIPS ARE ENTITLED TO PARTICIPATE IN OUR “**WIPE OFF 5**” PURCHASE PROGRAM THAT ENCOURAGES CLUB MEMBERS TO USE THE BUSINESS SERVICES OF OUR SPONSORS. THIS ENTITLES THE PRESENTER OF A VALID EFC MEMBERSHIP CARD A 5% DISCOUNT ON THE PURCHASE OF A SPONSORS GOODS OR SERVICES, WITH A 5% DONATION ALSO GOING TO THE CLUB.

“WIPE OFF 5”

**ELTHAM FOOTBALL MEMBERS ARE ENTITLED TO A 5%
DISCOUNT ON THEIR PURCHASES AND THIS ORGANISATION
WILL ALSO CONTRIBUTE 5% TO THE FOOTBALL CLUB ON YOUR
BEHALF.**

**THE FOOTBALL CLUB AND THIS ORGANISATION THANK YOU
FOR YOUR SUPPORT**

For further information on Sponsorship Packages, please contact:

Greg Wilson

Sponsorship Co-Ordinator

Address: *Eltham Central Park, Panther Place, Eltham*

Postal Address: *P.O. Box 823 Eltham VIC 3095*

E-Mail Address: panthers@elthamfc.com

Phone number: Mobile 0438328919



**Depression and anxiety can affect anyone,
anywhere, at any time.**