



ELTHAM FOOTBALL CLUB

"Bigger, Stronger, Faster in 20 Ten"

SPONSORSHIP PACKAGES

2010

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 2010.

Our club is continuing to grow as an endorsed AFL Victoria "Quality Club" in 2010 providing a quality environment for all people associated with Australian Football and the wider community. 2010 will see us continue to work towards further development of the Central Park precinct following the ground development in 2007.

Our senior teams will continue to strive for success and set a strong pathways program for our affiliated junior club. With a number of new players 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 our journey towards the finals in 2010.

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. Our sponsorship packages offer exceptional value and opportunity. Should you decide to sponsor us, you will not be disappointed. EFC also welcomes smaller sponsorship offers whether it is a cash donation, 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 well being initiatives to our senior and junior players.

Your sponsorship automatically is associated with our clubs support of:
Vic Health's "Good Sports" program, the AFL's Respect and Responsibility - Preventing Violence Against Women Program and the Northern Football League's "Communities Working Together" program.

If you have any questions regarding any of the sponsorship packages please feel free to contact our Sponsorship Coordinator Joe Nanni on 0418 100 412 or email panthers@elthamfc.com.au 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 establish a long and successful relationship between "The Panthers", the Australian Football Team that represents the community of Eltham, yourself and your business.

Kind Regards,

Stephen Merkel

President
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. Provide improved support of the currently 3 senior and 14 junior teams associated with the Eltham Football Club.
3. Provide assistance to the many volunteers who give up their time to provide services supporting the club.
4. Assist us to remain a competitive force in Division 1 of the Northern Football League supporting their "Community Working Together" direction
5. Provide also, continued support of Community and Sporting Initiatives such as the Good Sports and Vic Healths Respect and Responsibility Programs

SPONSORSHIP PACKAGES 2010

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.

PANTHER SUPER BOX

Special offer for you, our Sponsor to Entertain up to 10 Guests with the Best View in the house from our Super Box

OPTION A - For Only \$700 you will get waiter service of drinks (Beer Wine and Soft Drinks), Food and a Great Day of Local Football

OPTION B - For Just \$1000 you can have a table of 10 at the days' Presidents Lunch, this includes a fabulous Buffet Luncheon and Drinks from 11.30am to 2pm along with quality guest speakers, after which you can then continue your day in the Super Box where 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 (Please note - OPTION B – Just 5 Opportunities throughout the upcoming season)

\$5,000 MAJOR PANTHER PACKAGE

- **Corporate luncheon entertaining**

A table for 5 people at the fully catered Eltham FC Corporate Luncheon in 2010. 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 2010.

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.

\$1,500 BLACK & RED PACKAGE

- **Corporate luncheon entertaining**

1 tickets to the fully catered Eltham FC Corporate Luncheon in 2010.

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 Sponsorship and Advertising Opportunities by Negotiation

- Playing Jumper advertising
- Playing shorts advertising
- Social event naming rights
- Marquee Day
- ¼ & ½ time banner advertising
- Trainers, Runners and/or Water Boy tops advertising

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

HELP SUPPORT ELTHAM FOOTBALL CLUBS SUPPORT AND PARTICIPATION IN THE FOLLOWING COMMUNITY INITIATIVES



Good sports aims to reduce alcohol and other drug problems, increase the viability of sporting clubs and improve the range and quality of **sport** options



VicHealth's Respect and Responsibility, Preventing Violence Against Women Program has a strong focus on primary prevention, particularly interventions to change behaviour and environments to ensure women's safety. Interventions that do not have a particular focus on violence, but address its underlying causes (such as gender inequality), are also primary prevention interventions

BROOS – Bouncing Racism out of Sport

Football leagues and clubs, like all other organisations, can be held responsible for acts of racial vilification. Football is recognised as a leader in addressing racial and religious vilification in sport, with the AFL being the first sporting body in this country to introduce rules against racism in 1995

For further information on Sponsorship Packages, please contact:

Joe Nanni - Sponsorship Coordinator

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 0418 100 412