



Athelstone Football
A FIRST CLASS COMMUNITY

A Powerful Partnership

The Athelstone Football Club committee, coaching staff, members, players and supporters all combine as one first class community of local family and friends in the north eastern region of Adelaide, and the support our great club receives from local and national businesses is simply fantastic!

Last season we saw a continuation in support from our core group of sponsors, in what was an interesting year with all the challenges that COVID-19 brought to the community, along with a lack of home ground for the first half of the season due. We truly thank all those sponsors for their amazing support during these unprecedented times.

In 2023, the Athelstone Football Club is committed once again to delivering a safe family environment, where kids, adults, families and friends can come out and play, barrack, cheer and celebrate the achievements of their peers, and enjoy great social events all together as the season unfolds, and we invite you to support our club financially if you can.

The sponsorship team continues to work hard to deliver for our sponsors, and they can't wait to tailor a package that suits your business. We're ready now to resign our sponsors from last year, happy to review new opportunities, and poised to create new tailored sponsorship packages for any new comers.

Attached is a guideline to what the packages consist of before we tailor them. Some of these options have already been taken, however if you have a good read you will get a clear understanding of what we can and will deliver for you.

A sponsorship with Athelstone Football Club will:

Attract new customers to your business

Increase customer loyalty

Grow your sales

Boost brand awareness

We thank you for your partnership and support for our great club, and we look forward to continuing our relationship into season 2023 and beyond.

Kind regards,

Stephen Young



President
Athelstone Football Club

Platinum Sponsorship

Inclusions

- ⦿ Oval signage (double 4.8x0.9)
- ⦿ Coach's Box signage*
- ⦿ Additional signage (with committee approval)
- ⦿ 1 x Match Day Sponsorship
- ⦿ Company logo on club letterhead, club website with links, club Facebook Page and in weekly Match Program
- ⦿ TV Screen Advertising within Clubrooms
- ⦿ Invitation to sponsor events i.e. Sponsors' Day
- ⦿ 75 game day drink vouchers
- ⦿ 6 Club Memberships

Investment

\$8,000 GST

*The club will organise sign writing at cost price or the sponsor can provide their own



Gold Sponsorship

Gold

-
- ⦿ Oval signage (double 4.8x0.9)
 - ⦿ Coach's Box signage*
 - ⦿ Company logo on club letterhead, club website with links, club Facebook Page and in weekly Match Program
 - ⦿ TV Screen Advertising within Clubrooms
 - ⦿ Invitation to sponsor events i.e. Sponsors' Day
 - ⦿ 50 game day drink vouchers
 - ⦿ 4 Club Memberships

Investment

**\$6,000 incl.
GST**

*The club will organise sign writing at cost price or the sponsor can provide their own



Silver Sponsorship

Silver

-
- Oval signage (2.4x0.9)
 - Company logo on club website with links, club Facebook Page and in weekly Match Program
 - Invitation to sponsor events i.e. Sponsors' Day
 - TV Screen Advertising within Clubrooms
 - 25 game day drink vouchers
 - 2 Club Memberships
-

Investment

**\$3,000 incl.
GST**

*The club will organise sign writing at cost price or the sponsor can provide their own



Team Selection Sponsorship

Team Selection

-
- Business name and website link on weekly Team Selection Facebook posts
 - 4 x pre-promote Facebook posts for Team Selection with logo and website link
 - 4 x branded EDM's sent to club members email database
 - 4 x Product based Facebook Posts during the season
 - Company logo on club website with links, club Facebook Page and in weekly Match Program
 - Invitation to sponsor events i.e. Sponsors' Day
 - TV Screen Advertising within Clubrooms
 - 10 game day drink vouchers
 - 1 Club Membership

Investment

**\$2,500 incl.
GST**



Facebook Scoreboard Sponsorship

Facebook Scoreboard

-
- Business name and website link on weekly Quarterly (1-3) Score Updates Facebook posts*
 - 1 x branded EDM sent to the club members email database
 - 4 x Product based Facebook Posts during the season
 - Company logo on club website with links, club Facebook Page and in weekly Match Program
 - TV Screen Advertising within Clubrooms
 - Invitation to sponsor events i.e. Sponsors' Day
 - 10 game day drink vouchers
 - 1 Club Membership

Investment

**\$3,500 incl.
GST**

* NB: All final scores will be credited to the club's major sponsor



Match Day Sponsorship

Match Day

-
- ⦿ Change room access pre-game
 - ⦿ Pre-game, halftime and post-game announcements to promote products/services
 - ⦿ 5 game day drink vouchers
 - ⦿ Presentation of after match awards at the club with access to promote products/services
 - ⦿ Company logo on club website (full year)
 - ⦿ Company logo in Match Program
 - ⦿ TV Screen Advertising within Clubrooms
 - ⦿ Home match day halftime refreshments for 4 people
-

Investment

**\$1100 incl.
GST**



Bronze Sponsorship

Bronze

-
- Company logo on club website with links, club Facebook Page and in weekly Match Program
 - Invitation to sponsor events i.e. Sponsors' Day
 - TV Screen Advertising within Clubrooms
 - 10 game day drink vouchers
 - 1 Club Membership

Investment

**\$1,500 incl.
GST**



Under 18 Match Report Sponsorship

-
- Company logo on club website with links, club Facebook Page and in weekly Match Program
 - Invitation to sponsor events i.e. Sponsors' Day
 - TV Screen Advertising within Clubrooms
 - 10 game day drink vouchers
 - 1 Club Membership
-

Investment

**\$1,500 incl.
GST**



Player Sponsorship

Bronze

-
- Company logo on club website with links, club Facebook Page and in weekly Match Program
 - Invitation to sponsor events i.e. Sponsors' Day
 - Social media promotion of business
 - TV Screen Advertising within Clubrooms

Investment

**\$600 incl.
GST**



Junior Trophy Sponsorship

-
- Company logo on club website with links, club Facebook Page
 - Invitation to sponsor events i.e. Sponsors' Day
 - Trophies named for team sponsored and recognition on presentation night
 - Social media promotion of business
 - TV Screen Advertising within Clubrooms

Investment

**\$600 incl.
GST**



Oval Signage Pricing

Oval Signage

 Single	\$1,100 per season incl. GST*
 Double	\$1,650 per season incl. GST*

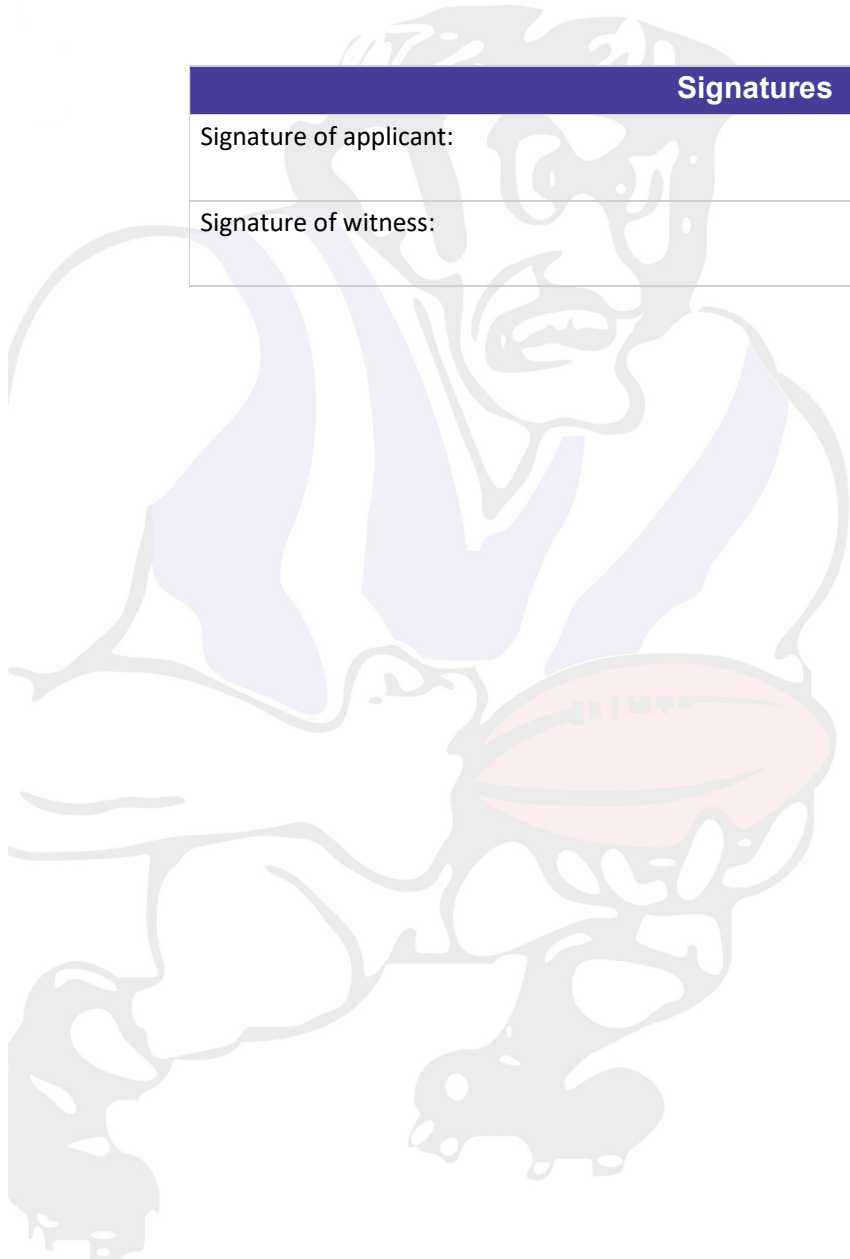
*The club will organise sign writing at cost price or the sponsor can provide their own



Registration Form

Business Details		
Applicant Name:		
Business Name:	Phone:	
Address:		
Suburb:	State:	Postcode:
Sponsorship Package(s)		
Nominated Package(s):	Costs(s):	

Signatures	
Signature of applicant:	Date:
Signature of witness:	Date:



ATHELSTONE FOOTBALL CLUB

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