

POFNC 2022

CLUB PARTNERSHIPS

PARKORCHARDSFC.COM.AU



Welcome to Season 2022

Dear Business Owner,

A little about ourselves

The Park Orchards Football Netball Club is one of the leading and fastest-growing clubs in the eastern suburbs despite only being 11 years old. In that time, we have moved up from EFNL Division 4 to Premier Division boasting 1 x Senior men's premiership (*Plus the minor premiership in 2021*), 3 x Reserve grade premierships *Plus the minor premiership in 2021* and 8 x U19 premierships.

Proudly we provide a pathway for our junior club footballers and our local community and average around 75% 'homegrown' former junior club players playing in our senior team each week.

In 2022 we will be fielding Senior, Reserves & U19 men's football teams, 4 netball teams and a Senior Women's Football team, boasting more than 200 engaged players, members and supporters.

Season 2022

Like most businesses and sporting clubs, 2021 presented huge challenges. I am sure you were not immune. For our Club, the positive was an opportunity to embrace our community and assist in seeing everyone through the year safely. This is something that was extremely important to us as a Club.

However, the Covid lockdown also delayed the commencement of works to renovate our social rooms and change rooms. Along with council funding, each of the 3 tenant clubs (including our own) must contribute towards these works.

Whilst we are very pleased with these works are now complete and we have arguably one of the best club rooms in the EFNL, however, we were not able to capitalise on our new rooms once season 2021 was cancelled.

We are now excited and looking forward to one of the biggest upcoming seasons in our club's history as we enter the top flight Premier Division. With this comes some very big challenges that we are ready to tackle head-on, but this is also where we need your partnership!

An Opportunity for Your Business & Our Club

We truly believe our Club is the perfect avenue for you to establish a strong advertising foothold across Park Orchards and surrounding suburbs.

The coming year will present a significant Partnership opportunity for you as our community embraces local sport once again in what will be a renewed and re-energised 2022. With the current expansion and renovation of our clubrooms at Domeney Reserve now complete, we expect greater community support and larger spectator attendance in the coming season. Further, the establishment of our new internet portal, the Shark Net, will provide greater advertising exposure to a large number of local households.

Our Partnership Packages provide benefits to you through:

- Brand Exposure
- Promotional Activities
- Networking

We have a range of packages to suit every budget and have the capacity to tailor make any advertising package to address your particular needs.

Attached to this letter are more details of this package together with more extensive packages to suit your needs if appropriate.

We look forward to receiving your support and would welcome the opportunity to discuss any aspect with you. Thank you for your time. Kind regards,



Mark Leonard

Director of Club Sustainability & Partnerships
M. 0418 551 553

PLATINUM PARTNERSHIP



BRAND EXPOSURE

- Clubroom signage - Digital & Fixed
- Fence signage - Permanent
- Recognition at Major Sponsors Day
- Display of business cards in club room on Major Sponsors Day
- Website:
 - Permanent branding on all website pages
 - Home page business branding
 - Sponsors Page Directory
- Social media
 - Feature article 3 x per year
 - Brand exposure across weekly team, results & special announcements.
- Logo on all club letterhead and brochures
- Feature Logo on eNewsletters
- Newsletter - Feature article
- Preferential media Exposure

EXPERIENCE & NETWORKING

- Complimentary Domenerians Coterie Membership
- Complimentary General membership
- Complimentary Gate passes to invite guests (10 per season)
- Invites to all half time President Room Functions - home and away games, where available
- Complimentary tickets to Presidents Lunch x 2
- Complimentary tickets to Presentation night x 2
- Complimentary tickets to Sponsors Round Lunch x 2
- Tickets to major fundraiser x 2
- Tickets to POFNC Sports Lunch
- Included Player Sponsorship to your nominated player
- 10% off selected apparel
- Framed Certificate of our appreciation

Cost: From \$10,000

GOLD PARTNERSHIP

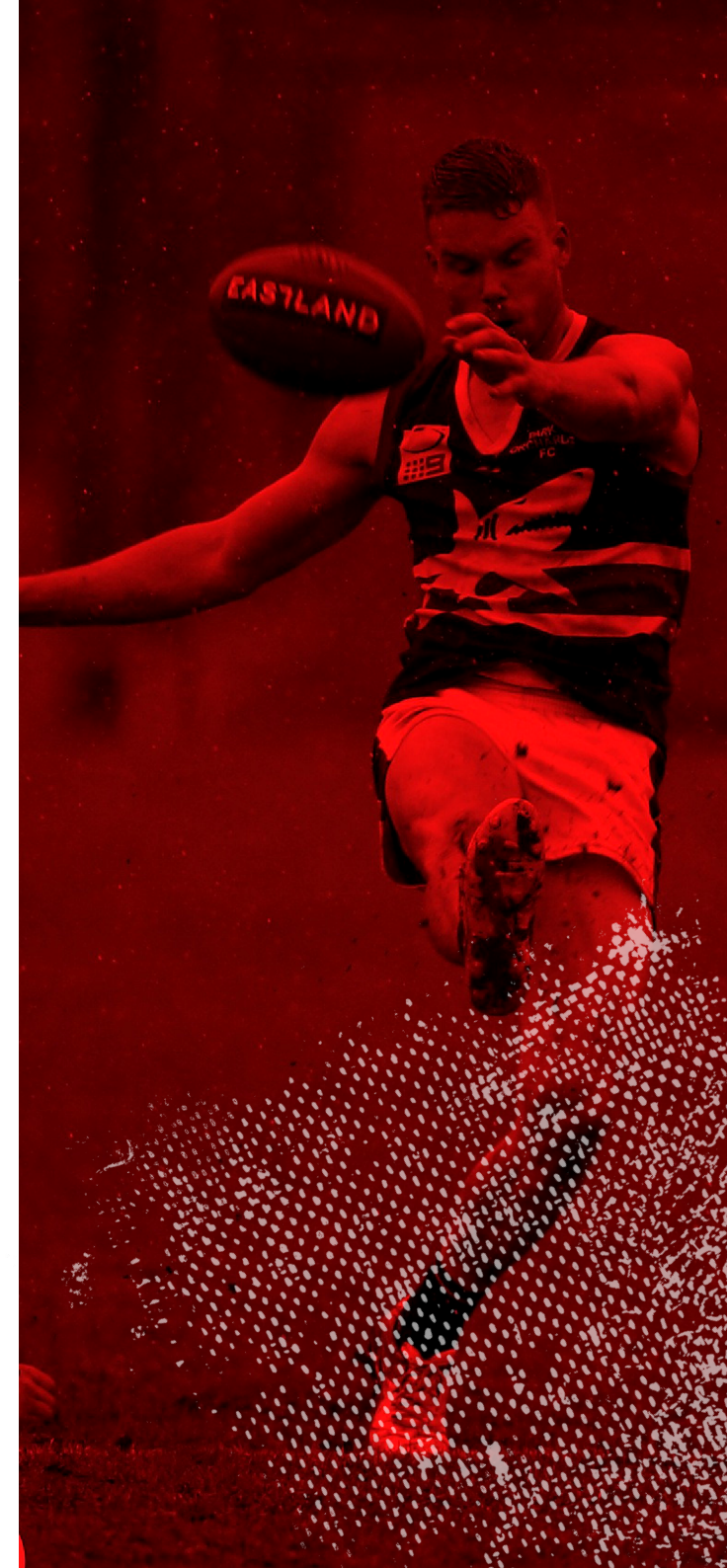
BRAND EXPOSURE

- Clubroom signage - Digital & Fixed
- Fence signage - Permanent
- Recognition at Major Sponsors Day
- Display of business cards in club room on Major Sponsors Day
- Website:
 - Home page exposure - Logo Banner
 - Sponsors Page Directory
- Social media
 - Feature article 3 x per year
 - Brand exposure across weekly team, results & special announcements.
- Logo on all club letterhead and brochures
- Logo on eNewsletters
- Newsletter - Feature article

EXPERIENCE & NETWORKING

- Complimentary Domenerians Coterie Membership
- Invites to all half time President Room Functions - home games
- Complimentary Gate passes to invite guests (5 per season)
- Complimentary ticket to Presidents Lunch
- Complimentary ticket to Presentation night
- Complimentary Ticket to major fundraiser
- Included Player Sponsorship to your nominated player
- 10% off selected apparel
- Framed Certificate of our appreciation

Cost: From \$8,000





SILVER PARTNERSHIP

BRAND EXPOSURE

- Clubroom signage - Digital
- Fence signage - Game Day
- Recognition at Sponsors Day
- Display of business cards in club room on Major Sponsors Day
- Website:
 - Sponsors Page Directory
- Social media
 - Feature article 3 x per year
 - Brand exposure across weekly team, results & special announcements *
- Logo on eNewsletters

EXPERIENCE & NETWORKING

- Complimentary Domenerians Coterie Membership
- Invites to all half time President Room Functions - home games
- Included Player Sponsorship to your nominated player
- 10% off selected apparel
- Framed Certificate of our appreciation

Cost: From \$5,000

BRONZE PARTNERSHIP

BRAND EXPOSURE

- Clubroom signage - Digital
- Recognition at Sponsors Day
- Display of business cards in club room on Major Sponsors Day
- Website:
 - Sponsors Page Directory
- Social media
 - Feature article 1 x per year
 - Brand exposure across weekly team, results & special announcements *

EXPERIENCE & NETWORKING

- Complimentary General Membership
- 10% off selected apparel
- Framed Certificate of our appreciation

Cost: From \$2,000



WOMEN'S SPORT PARTNERSHIP



BRAND EXPOSURE

- Clubroom signage - Digital & Fixed
- Fence signage - Permanent
- Recognition at Major Sponsors Day
- Display of business cards in club room on Major Sponsors Day
- Website:
 - Permanent branding on all website pages
 - Home page business branding
 - Sponsors Page Directory
- Social media
 - Feature article 3 x per year
 - Brand exposure across weekly team, results & special announcements.
- Logo on all club letterhead and brochures
- Feature Logo on eNewsletters
- Newsletter - Feature article
- Preferential media Exposure

EXPERIENCE & NETWORKING

- Complimentary Domenerians Coterie Membership
- Complimentary General membership
- Complimentary Gate passes to invite guests (10 per season)
- Invites to all half time President Room Functions - home and away games, where available
- Complimentary tickets to Presidents Lunch x 2
- Complimentary tickets to Presentation night x 2
- Complimentary tickets to Sponsors Round Lunch x 2
- Tickets to major fundraiser x 2
- Tickets to POFNC Sports Lunch
- Included Player Sponsorship to your nominated player
- 10% off selected apparel
- Framed Certificate of our appreciation

Cost: From \$10,000

Appendix A

In 2022 we are making major updates to our website, to better embed our club partners and sponsors throughout the website for greater commercial outcomes. Some new features will include:

- New Sponsors Directory
- More sponsored advertising space
- Further integration of clubs social media & website platforms
- Better Mobile experience



Appendix B

2022 Social media exposure opportunities:

- Weekly team announcements
- New Recruit signings
- Player Sponsorships
- Game Results
- News & announcements



PARTNERSHIPS SUMMARY

BRAND EXPOSURE	PLATINUM	GOLD	SILVER	BRONZE
• Clubroom signage	✓	✓	✓	✓
• Fence Signage - Permanent	✓	✓	•	•
• Fence Signage - Game Day	•	✓	•	✓
• Recognition at Major Sponsors Day	✓	✓	✓	✓
• Display of business cards in club room on Major Sponsors Day	✓	✓	✓	•
• Website: <i>(all sponsors will be listed on the sponsors directory)</i>				
◦ Permanent branding on all website pages	✓	•	•	•
◦ Home page business branding	✓	✓	•	•
◦ Dedicated business page to promote your business	✓	✓	•	•
• Social media				
◦ Feature Article/Posts	x 5	x4	x3	x2
◦ Brand exposure across weekly team, results & special announcements.	✓	✓	✓	•
• Logo on all club letterhead and brochures	✓	✓	•	•
• Feature Logo on eNewsletters	✓	✓	•	•
• Newsletter - Feature article	✓	✓	✓	•
• Preferential media Exposure	✓	✓	•	•
EXPERIENCE & NETWORKING				
• Complimentary Domenerians Coterie Membership	✓	✓	✓	•
• Complimentary General membership	•	•	•	✓
• Complimentary Gate passes to invite guests	10	5	•	•
• Invites to all half time President Room Functions - home games	✓	✓	✓	•
• Complimentary tickets to Presidents Lunch & Presentation night	x2	x1	•	•
• Tickets to major fundraiser	x2	x1	•	•
• Included Player Sponsorship to your nominated player	✓	✓	•	•
• 10% off selected apparel	✓	✓	✓	✓
• Framed Certificate of our appreciation	✓	✓	✓	✓

CONTACT US



PARTNERSHIPS TEAM

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