

JOIN THE STABLE

MOOROOLBARK FOOTBALL CLUB
SPONSORSHIP PROPOSAL





MOOROOLBARK FOOTBALL CLUB

Mooroolbark Heights Reserve,
Longfellow Avenue, Mooroolbark
www.mooroolbarkfc.com.au

Reg No: A0004767D

ABN 39 195 972 577

All correspondence to:

PO Box 210, Mooroolbark 3138
mooroolbark@efl.org.au

Welcome to our club.

Season 2019 saw the Mustangs continue to grow as a unified and progressive club. While our on-field results were not what we had hoped for in our first season under the competition's restructure, the club continued to go from strength to strength off the field and laid the foundations for what is sure to be a huge 2020 both on and off the ground. A number of key players were also recognised with EFNL Team of the Year honours.

The Mustangs boast a playing list primarily of home-grown talent which in 2020 will again include former AFL player Aaron Mullett. Aaron returned to the club last season after time with North Melbourne and Carlton and has brought with him a wealth of knowledge and experience that has had a significant impact on the playing group.

The club's vision and goal is unashamedly to be the most respected, envied and successful community sporting club in the Eastern Football Netball League. This vision can only be achieved both through hard work on and off the field and through the development of a positive culture that embraces the community of which we are part and welcomes people of all walks of life through our doors. As a community-focused club, the Mustangs strive to promote the values of a healthy lifestyle and inclusion.

Our players are the core of our club and we are looking to you to assist the club in facilitating the best possible conditions for our players as they pour their heart and soul into our club – a vital part of the local community and sporting landscape. Being involved as a sponsor is a great way for local business owners and passionate supporters to increase your connection with the club and align with your favourite players while also gaining access to an extensive membership base for networking and advertising.



Sponsorships are a key source of income for the club and go toward the rising costs faced by players. All prices quoted are exclusive of GST. Our new digital scoreboard at The Heights has now opened up a range of new sponsorship opportunities.

Not only will you be an active member of the Mooroolbark Football Club community, we can offer you incredible brand exposure along with access to our close-knit membership base that is committed to supporting local businesses. With 2000 followers on Facebook – the highest of any club in the region - a brand new website and direct mailing list to members, we are able to offer sponsors tailored marketing opportunities to the local community. This is in addition to in-club advertising opportunities via signage throughout the entire season.

On behalf of the Mooroolbark Football Club, we would like to thank you for considering this proposal and we look forward to having you join the Stable in 2020. We would love to have you on board.
Go Mustangs!

SCOTT DIMITRIOU

President

0425 283 433

NEIL WELLS

Vice President

0418 105 655

CRAIG PRETTY

Sponsorship Manager

0411 868 435



CLUB INFORMATION

- Mooroolbark Football Club competes in the Eastern Football Netball League, the largest football league in the country.
- The EFNL consists of 44 clubs competing across five divisions
- Our Seniors, Reserves and U19's teams compete in Division 1
- These games are played every Saturday during the home and away season, plus standalone blockbuster games on Anzac Day and other occasions
- Junior teams who compete at various levels in the junior competition, including girls teams
- Mooroolbark Football Club also supports the local AUSKICK program scheduling occasional grid games at half time during our senior fixture.
- The Senior & Junior teams play all Home games at Heights Reserve, Longfellow Ave Mooroolbark and Kiloran Park (behind the Kilsyth Swimming Pool)
- The club is a GoodSports club
- The club has seen many junior and senior players go on to make it at AFL level. These include:
 Brownlow medallist Sam Mitchell – Hawthorn & West Coast, current Hawthorn assistant coach
 Cam Pedersen – Melbourne & North Melbourne
 Matthew Bishop – Port Adelaide
 Aaron Mullett – North Melbourne & Carlton
 Heath Hocking – Essendon
 Matthew Allen – Carlton
 Danny Noonan – Brisbane Bears
 Warren McKenzie - Carlton





PARTNER/SPONSOR PACKAGES 2020

	PARTNER	BRONZE	SILVER	GOLD	PLATINUM	D/ PLATINUM
PRICE (PLUS GST)	\$500	\$1000	\$2000	\$3500	\$5000	\$10,000
DIGITAL SCOREBOARD ADS			✓	✓	✓	✓
2.4M SIGN – FRONT OF CLUBROOMS				✓	✓	✓
1.8M GROUND SIGN	✓ (AT COST)	✓	✓			
CLUBROOM SIGN - CORFLUTE	✓	✓	✓	✓	✓	✓
EXCLUSIVE VIP NIGHT TICKETS				1	2	4
CLUB PRESENTATION NIGHT TICKETS				1	2	4
PRESIDENT'S LUNCH TICKETS	1	2	2	2	2	4
CLUB MEMBERSHIP TICKETS	1	1	1	1	2	4
SOCIAL MEDIA ADVERTISEMENTS	1 PER MONTH	1 PER MONTH	1 PER MONTH	2 PER MONTH	2 PER MONTH	3 PER MONTH
NEWSLETTER ADVERTISEMENTS	✓	✓	✓	✓	✓	✓
POLO SHIRT BRANDING						✓
SPONSOR BOARD RECOGNITION	✓	✓	✓	✓	✓	✓
HOME GAME HALF-TIME FUNCTION	✓	✓	✓	✓	✓	✓
POST SEASON SPONSORS THANK-YOU EVENT	✓	✓	✓	✓	✓	✓

SCOREBOARD SIGN – Advertisements at quarter, half and three-quarter time displayed on our new digital scoreboard.

IN FRONT OF CLUBROOMS SIGN – A 1800x900/2400x900 sign located directly in front of clubrooms.

CORFLUTE SIGN – A corflute sign 450x600 to be displayed in clubrooms. Business cards may be left at the bar area.

PRESIDENT'S LUNCH – An invitation to our President/Sponsor lunch with guest speaker(s). Fully catered from 12.00 - 3.00pm with guest speaker(s)

MEMBERSHIP – One full season membership ticket.

SOCIAL MEDIA/WEBSITE– Sponsors will be actively promoted on our Facebook page. Currently we have almost 2000 followers and receive more than 25,000 visits during the peak of the season. We also have a brand new website with a dedicated presence for sponsors and an active following on Instagram.

NEWSLETTER – Promotion in our weekly newsletter "The Mustang Messenger" which is emailed direct to 500 email addresses for both Senior and Junior members and supporters with hard copies are available at the club for distribution.

POLO SHIRTS – Players are encouraged to wear club polo shirts as part of the team uniform and promotion of club sponsors. These are also available to supporters.

SPONSOR BOARD – We will recognise sponsors on a board inside the clubrooms and also via two TV screens.

HOME GAME HALF-TIME FUNCTION – A chance to socialise with Life Members and fellow sponsors during the half time break at every home game with beer, wine and finger food included

Please Note: All sponsorship pricing documented in this proposal is exclusive of GST



DOUBLE PLATINUM SPONSOR

2020

YOU WILL RECEIVE:

- Advertisements on our new digital scoreboard throughout all home games
- 2.4m sign in front of clubrooms
- Clubroom sign
- Polo shirt branding
- 4 x VIP night tickets
- 4 x Club presentation night tickets
- 4 x President's lunch tickets
- 4 x Club memberships
- Fortnightly social media advertisements
- Weekly newsletter presence
- Half-time function at every home game
- Post-season thank you event

\$10,000 plus GST



PLATINUM SPONSOR

2020

YOU WILL RECEIVE:

- Advertisements on our new digital scoreboard throughout all home games
- 2.4m sign in front of clubrooms
- Clubroom sign
- 2 x VIP night tickets
- 2 x Club presentation night tickets
- 2 x President's lunch tickets
- 2 x Club membership
- Fortnightly social media advertisements
- Weekly newsletter presence
- Half-time function at every home game
- Post-season thank you event

\$5,000 plus GST



GOLD SPONSOR

2020

YOU WILL RECEIVE:

- Advertisements on our new digital scoreboard throughout all home games
- 2.4m sign in front of clubrooms
- Clubroom sign
- 1 x VIP night tickets
- 1 x Club presentation night tickets
- 2 x President's lunch tickets
- 1 x Club membership
- Fortnightly social media advertisements
- Weekly newsletter presence
- Half-time function at every home game
- Post-season thank you event

\$3,500 plus GST



SILVER SPONSOR

2020

YOU WILL RECEIVE:

- Advertisements on our new digital scoreboard throughout all home games
- 1.8m sign at ground
- Clubroom sign
- 2 x President's lunch tickets
- 1 x Club membership
- Monthly social media advertisements
- Weekly newsletter presence
- Half-time function at every home game
- Post-season thank you event

\$2,000 plus GST



BRONZE SPONSOR

2020

YOU WILL RECEIVE:

- 1.8m sign at ground
- Clubroom sign
- 2 x President's lunch tickets
- 1 x Club membership
- Monthly social media advertisements
- Weekly newsletter presence
- Half-time function at every home game
- Post-season thank you event

\$1,000 plus GST



PARTNER SPONSOR

2020

YOU WILL RECEIVE:

- 1.8m sign at ground (at cost)
- Clubroom sign
- 1 x President's lunch ticket
- 1 x Club membership
- Monthly social media advertisements
- Weekly newsletter presence
- Half-time function at every home game
- Post-season thank you event

\$500 plus GST



SPECIAL SPONSORSHIP OPPORTUNITIES

JUMPER SPONSOR

Display your logo on the playing guernsey of our senior football sides (seniors, reserves and Under 19s). Includes display of company logo on both home & away jumpers which are worn both on match days and at training. All matches are streamed via the EFNL website, meaning your logo will always be visible to both those at the ground and those watching at home.

Cost: \$5000 per season, a minimum three-year commitment

SHORTS SPONSOR

Display your logo on the playing shorts of our senior football sides. Includes display of company logo on both home & away shorts which are worn both on match days and at training. All matches are streamed via the EFNL website, meaning your logo will always be visible to both those at the ground and those watching at home.

Cost: \$2000 per season, a minimum three-year commitment

COACHES SPONSOR

Display your logo on the match day apparel worn by our senior coaching staff throughout the season. Coaches sponsor logos are also prominently displayed on the home and away coaching boxes at The Heights ground throughout the season.

Cost: \$1500 per season

HUDDLE WRAPS

Display your logo on our Huddle Wrap displayed on the ground around the playing group during the quarter and three quarter time break for all of our senior sides. The wraps are predominantly displayed on the ground during all breaks and provide significant exposure.

Cost: \$2000





SPONSORSHIP FORM 2020

Business/Individual: _____

Contact: _____

Address: _____

Phone No: _____

Email: _____

ABN: _____

Package: _____

Other: _____

The Mooroolbark Football Club thanks you for your support in 2020