

Weston Creek Soccer Club



WESTON CREEK

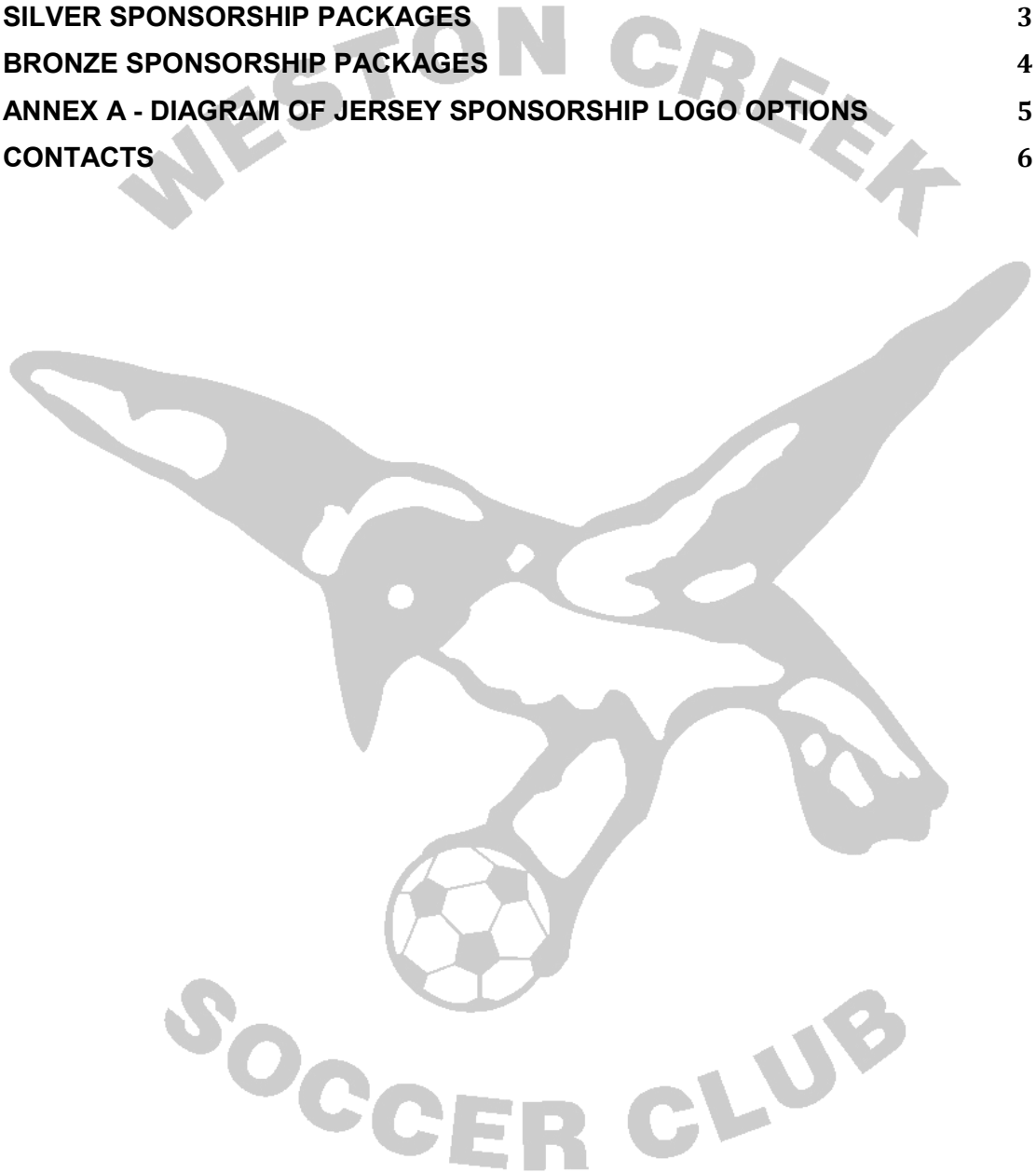
SPONSORSHIP PROSPECTUS

2012

SOCCER CLUB

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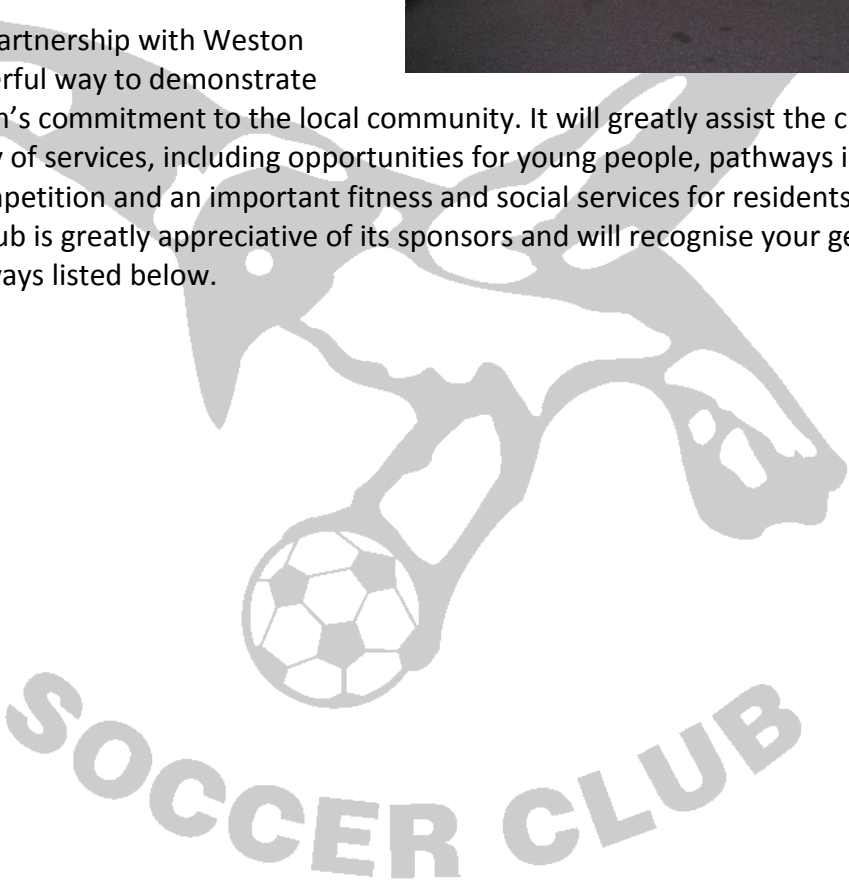
ABOUT THE CLUB

Weston Creek Soccer Club is a sporting organisation with more than 1000 members. The club has existed for forty years, servicing Waramanga, Weston, Duffy, Holder, Rivett, Stirling, Chapman and Fisher. It will also cover the new Molonglo area, which construction will commence on shortly.

The club is run entirely by volunteers and was formed to appeal to the social and fun elements of playing football, together with promoting strong community leadership and engagement. Weston Creek teams currently compete in the ACT Federation Cup, Women's Premier League and Men's First Division competitions. We also field teams in a variety of lower grades and junior leagues.



Entering into a partnership with Weston Creek is a wonderful way to demonstrate your organisation's commitment to the local community. It will greatly assist the club in offering a variety of services, including opportunities for young people, pathways into professional competition and an important fitness and social services for residents of south Canberra. The club is greatly appreciative of its sponsors and will recognise your generosity in a number of ways listed below.



GOLD SPONSORSHIP PACKAGES

The Gold Sponsorship Package is the premium package that the club offers to business. The club views such packages as an integral **partnership**, providing financial assistance to the club and enabling it to deliver its services while supporting businesses by increasing their **exposure** to a specific market. The agreement offers numerous opportunities for promotion through the club, including:



- Your logo on jerseys for the Women’s Premier League squad (First Team, Reserves and U/19s) or Men’s State League high performance group (Divisions 1-4);
- Advertisement in our annual suburban mailout, which is delivered to more than 5800 households in our catchment area;
- Advertisement in our monthly newsletter delivered to all club members;
- Recognition in the club yearbook and website as a key Gold Sponsor; and
- Tickets to the club’s annual Presentation Night.

The club understands that a return on your **investment** is paramount. We enter into agreements seeking to develop strong relationships, founded on a shared interest in servicing the community and mutual benefit. Depending on the nature of the business, the club provides business opportunities including:

- Club social events such as presentation nights, trivia nights and weekly post-match sessions at sponsor facilities;
- High, targeted exposure to a specific audience with little competition and ‘advertising cluster’ – at a level of football that enjoys significant interest;
- Establishment of associations between the major sponsor and the football community – particularly in the high performance stream; and
- Development of community goodwill towards the sponsor through their association with community events and participation.

COST OVER 2 YEARS (SEE ANNEX A FOR DIAGRAM OF SPONSORSHIP LOGO POSITIONS)		
	Women’s PL squad	Men’s SL high performance
Main front sponsor logo	\$4500	\$5000
Back sponsor logo	\$1200	\$1500
Shoulder sponsor logo	\$900	\$1000

SILVER SPONSORSHIP PACKAGES

The Silver Sponsorship Package is the medium package offered by the club. It recognises that diversity of sponsorship agreements in the ACT sporting environment is critical for clubs to become prominent in the community. Accordingly, it seeks to enable local businesses and organisations to become involved in the sponsorship market without the financial burden associated with major sponsorship.

There are significant **opportunities** associated with the Silver Sponsorship Packages for local business. While the club has represented the Weston Creek area for over forty years, it will be expanding its reach to the new Molonglo suburbs which are currently being developed. Accordingly, sponsorship of WCSC represents a major opportunity to develop an early presence in the new Molonglo market with positive community associations.



For their investment in a Silver Sponsorship Package, partners can expect:

- Your logo on the jerseys of one of our social football team groups (Women's and Men's Masters Divisions; Women's State League Divisions; or Men's State League Divisions 5-10)
- Advertisement on the club website;
- Advertisement in our monthly newsletter;
- Recognition in the club yearbook and website as a Silver Sponsor; and
- Tickets to the club's annual Presentation Night.

The club relishes opportunities to develop relationships with partners in the community. As part of negotiations, we are open to exploring creative avenues of maximising investment potential for both parties.

COST OVER 2 YEARS (SEE ANNEX A FOR DIAGRAM OF SPONSORSHIP LOGO POSITIONS)			
	Two teams	Three teams	Four teams
Main front sponsor logo	\$1400	\$2000	\$2700
Back sponsor logo	\$550	\$800	\$1100
Shoulder sponsor logo	\$400	\$600	\$800

Enquire with the club to find out how many teams are currently seeking sponsorship.

BRONZE SPONSORSHIP PACKAGES

The Bronze Sponsorship is particularly targeted at small businesses, local community groups or even individual donors. It recognises that not all organisations have the resources to become a major jersey sponsor, and provides flexibility for new sponsorships in between jersey production.



For a modest financial commitment, you or your organisation can gain significant recognition on all of the club's communication materials which are provided to thousands of recipients.

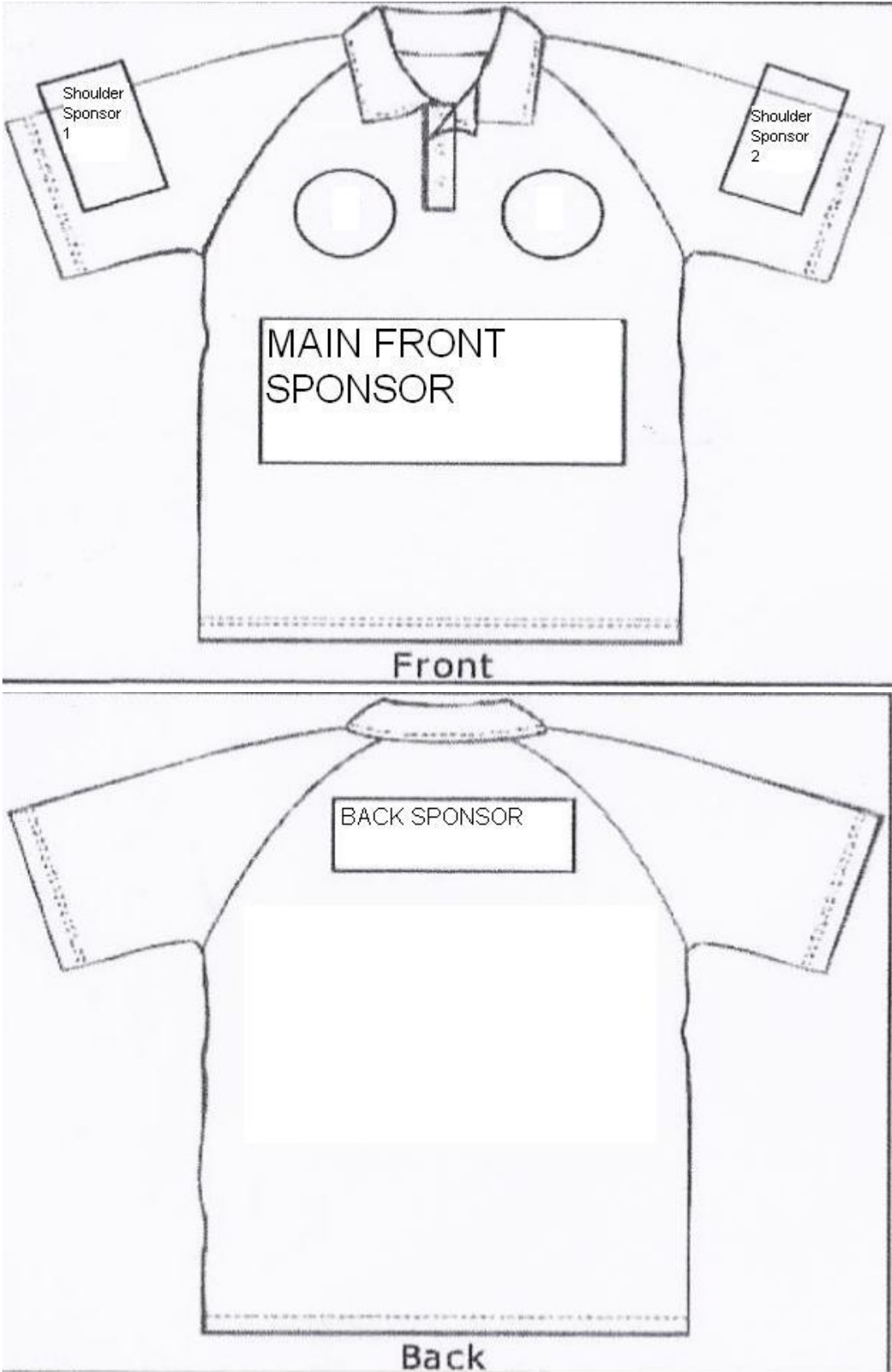
Becoming a Bronze Sponsor will provide you with the following benefits:

- Advertisement on the club website;
- Advertisement in our monthly newsletter; and
- Recognition in the club yearbook and website as a Bronze Sponsor.

Cost: \$500 per year.

SOCCER CLUB

ANNEX A – DIAGRAM OF JERSEY SPONSORSHIP LOGO OPTIONS



CONTACTS

If you require any further information or would like to arrange a meeting please contact:

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