



Sponsorship Packages Season 2022

Support the “Mighty Roos”





About the East Ringwood Football Club

- Founded in 1929, currently celebrating ninety years of history
- Ranked third highest premiership winners in EFL Division 1 history
- Founding member of the Eastern Football League
- Founding member of the Eastern Region Girls Football League
- Currently fielding Men's (Seniors, Reserves & U19's) & Women's (Seniors) teams comprising 120 plus players
- Two finals appearances in first two years for our senior women's team
- Senior Club Members – 350 plus
- Large/expanding junior football club presently comprising:
 - 23 teams – mixture of boys and girls (600 plus players)
 - U17's Premiers 2019
 - 5 x Eastern Rangers players to date
- Successful Auskick program – the Junior Roos;
- Modern facilities including the purpose built Coopersmith Pavilion
- Ground used by the EFNL for junior & senior finals (opportunity for greater sponsorship exposure)
- Affiliated with East Ringwood Netball Club
 - 6 Junior teams
 - 3 Senior teams







About our Sponsorship Packages/ Your potential brand promotion & audience

- 43 home games per season
- Minimum six major social functions
- Nine half-time ERFC coterie functions & 18 selection night dinners
- Professionally managed Facebook page incorporating regular sponsorship postings (In excess of 1,900 followers & 13,000 personal contacts per month)
- 700 newsletter subscribers receiving 30 issues per annum
- Re-vamped website anchoring all club news & communication for ERFC supporters to be launched in early 2021
- Major directory promoting all club sponsors, opportunities for sponsor merchandise links
- State of the art, full colour high resolution electronic scoreboard advertising, incorporating 172 game breaks & approx 800 goals scored per season
- Ground/scoreboard fixed advertising displayed throughout both the football & cricket seasons
- Major Pavilion Banner – opportunity for sponsor to hold the ground naming rights for 2021





Community Business Sponsorship

FOOTBALL	FOOD & BEVERAGE/SOCIAL	BRAND PROMOTION/EXPOSURE
<ul style="list-style-type: none"> 1 x Club full membership 1 x scarf, key-ring car sticker & lanyard 	<ul style="list-style-type: none"> Provision of three burger & refreshment vouchers 	<ul style="list-style-type: none"> 1 x framed valued sponsor certificate Listing in the annual ERFC Business Directory, incorporation within the ERFC website sponsorship page
 <p>Car Stickers</p>	 <p>Scarf</p>	<p>\$500 per annum plus GST</p>

Bronze Sponsorship

FOOTBALL	FOOD & BEVERAGE/SOCIAL	BRAND PROMOTION/EXPOSURE
<ul style="list-style-type: none"> 1 x Club full membership 1 x scarf, key-ring car sticker & lanyard 	<ul style="list-style-type: none"> Provision of finger – food/beverages in the Coopersmith Pavilion at the half-time interval in all senior men's home games 	<ul style="list-style-type: none"> 1 x framed valued sponsor certificate Listing in the annual ERFC Business Directory (Hard copy booklet, flyer, poster), incorporation within the ERFC website sponsorship page plus 1 x new Facebook post per month/featured articles in the weekly newsletter Logo inclusion within all game day matches half-time score-board sponsorship video (i.e. Usually 3 x matches per day) Logo inclusion in all game day match functions portable background displays



Player selection night



Key Ring

from \$1,000
per annum plus GST

Sample Promotional Banner



Sponsor promotion



Silver Sponsorship

FOOTBALL

- 1 x Club full membership
- 1 x ERFC polo t-shirt, scarf, key-ring & lanyard

FOOD & BEVERAGE/SOCIAL

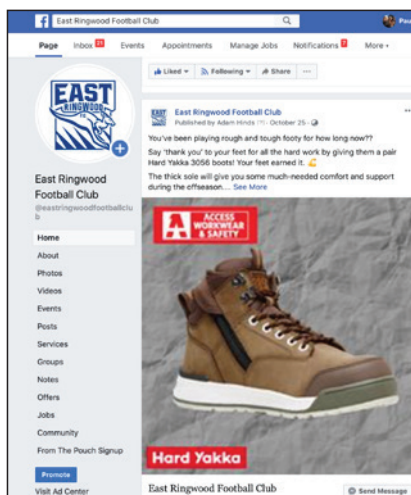
- Provision of finger – food/beverages in the Coopersmith Pavilion at the half-time interval in all senior men's home games
- Provision of three selection night dinner vouchers
- 2 x complimentary tickets to one designated major club function or event throughout the season

BRAND PROMOTION/EXPOSURE

- 1 x framed valued sponsor certificate
- Listing in the annual ERFC Business Directory (Hard copy booklet, flyer, poster), incorporation within the ERFC website sponsorship page plus 1 x new Facebook post per month/featured articles in the weekly newsletter
- 1 x ground perimeter fence signage
- Logo inclusion within all game day matches half-time score-board sponsorship video (i.e. Usually three matches per day)
- Logo inclusion in all game day match functions portable background displays



Club Email Newsletter



Facebook posts

from \$2,000
per annum plus GST



Scoreboard / Fence signage



Gold Sponsorship

FOOTBALL

- 2 x Club full membership
- 1 x ERFC Senior Club Jumper (signed by members of the senior men's team)
- 2 x ERFC polo t-shirts, scarfs, key-rings, & lanyards

FOOD & BEVERAGE/SOCIAL

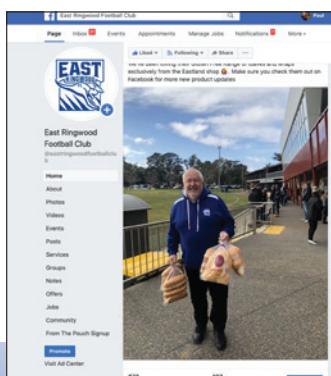
- Provision of finger – food/beverages in the Coopersmith Pavilion at the half-time interval in all senior men's home games
- Provision of 3 x Thursday selection night dinner vouchers
- 2 x complimentary tickets to two designated major club functions or events throughout the season

BRAND PROMOTION/EXPOSURE

- 1 x framed valued sponsor certificate
- Subject to availability, sponsorship of any unallocated men's team logo spots at the following rates per season:
 - Front of men's jumper company logo \$1,500
 - Rear of men's jumper company logo \$1,500
 - Plus goal-post padding company logo x 4 \$3,000
- **(Minimum Two-Year Agreement)**
- Provision of electronic scoreboard advertising at game day home matches scheduled on a structured rotating basis, plus inclusion within all ERFC game day half-time score-board sponsorship videos (i.e. Usually three matches per day)
- 1 x ground perimeter fence signage
- Selected speaking opportunities at designated club functions & events
- A prominent listing (a larger scale advertisement) in the annual ERFC Business Directory (Hard copy booklet, flyer, poster), incorporation within the ERFC website sponsorship page, plus 2 x Facebook posts & 2 x reposts per month/featured articles in the weekly newsletter
- Logo inclusion in all game day match functions portable background displays



Sample Promotional Banner



Facebook posts

from \$5,000
per annum plus GST



Platinum Sponsorship

FOOTBALL

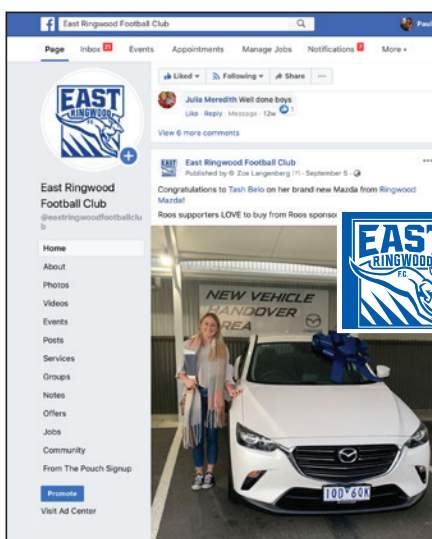
- 2 x club full memberships per annum
- 1 x ERFC Senior Club Jumper (signed by members of the senior means team) enclosed in glass cabinet
- 2 x ERFC polo t-shirts, scarfs, key-rings, & lanyards

FOOD & BEVERAGE/SOCIAL

- Provision of finger – food/beverages in the Coopersmith Pavilion at the half-time interval in all senior men's home games
- Provision of 3 x Thursday selection night dinner vouchers
- 2 x complimentary tickets to two designated major club functions or events throughout the season

BRAND PROMOTION/EXPOSURE

- 1 x framed valued sponsor certificate
- Subject to availability, sponsorship of any unallocated men's team logo spots at the following rates per season:
 - Front of men's jumper company logo \$1,500
 - Rear of men's jumper company logo \$1,500
 - Plus goal-post padding company logo x 4 \$3,000
- **(Minimum Two-Year Agreement)**
- Provision of electronic scoreboard advertising at game day home matches post every home team goal scored, plus inclusion within all ERFC game day half-time score-board sponsorship videos (i.e. Usually three matches per day)
- 1 x Coopersmith pavilion balcony banner, 1 x ground perimeter fence signage; Quarter/three quarter time player surround
- Logo included in all game day match function portable A-Frame displays
- A prominent listing (larger scale advertisement) in the annual ERFC Business Directory (Hard copy booklet, flyer, poster), incorporation within the ERFC website sponsorship page plus four new Facebook posts & two reposts per month/featured articles in the weekly newsletter
- Speaking opportunities at designated major club functions & presentation night



Facebook posts



Car Stickers



Polo Shirt



Framed jumper signed by players



Key Ring



from \$10,000
per annum plus GST

(Two-Year Contract)



Additional sponsorship opportunities

The five sponsorship packages (Community Business, Bronze, Silver, Gold & Platinum) as outlined on previous pages stipulate the primary benefits sponsors shall receive for the duration of their agreement. By agreement with the club, sponsors may additionally seek to:

- Sponsor a major club function, event or awards program
- Purchase a “block” of tickets for a major club-function or event
- Sponsor a major product display in a prominent ground location
- Sponsor and supply an agreed range of Club merchandise;

(An additional/specified fee will be charged by agreement).

Payment arrangements

Once your sponsorship package has been fully developed and confirmed, you can elect to make payment via one of the following three options:

- An up-front, lump-sum payment equal to 100% of the stated package price
- An up-front 50% payment of the stated package price upon commencement with the remaining 50% being paid six months thereafter
- An up-front 50% payment of the stated package price upon commencement, a further 25% payment six months thereafter and a final 25% payment nine months from agreement commencement

ERFC supporters sponsorship benefits

In negotiating either a new sponsorship agreement or the renewal of an existing agreement, an important element in the process involves club representatives exploring the opportunity to provide the East Ringwood Football Club Community with special benefits that create additional incentive for them purchase from the designated sponsor after providing their ERFC membership card.

Contact us

For more information or to confirm your sponsorship package, please contact: -

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