



ABERFELDIE
SPORTS CLUB



HEART SETS US APART

Aberfeldie Sports Club
Sponsorship Opportunities

ABOUT ABERFELDIE



Aberfeldie Sports Club is a local community based sporting club fielding teams in the following 3 associations:

- Essendon District Football League (EDFL)
- The Victorian Turf Cricket Association (VTCA)
- North West Cricket Association (NWCA)

Our club competes at an elite level in their respective competitions. Aberfeldie is successful, well respected and proud to represent more than 500 families.

Proud Historical Dates

The roots of the current Aberfeldie Sports Club date back to 1948 when Aberfeldie Football Club was formed and entered competitive teams in the Essendon District Football League (EDFL). Originally, the Aberfeldie Men's Club was founded in 1944. It was responsible for creating Clifton Park on a pound for pound arrangement with the former Essendon City Council. It fostered a projects committee, community centre, singing committee, public relations office, social committee, tennis, bowls, swimming, cricket, gymnasium and of course junior football.

Our cricketers pre-date the club history, having first entered a competition known as the Northern District Progress Cricket Association in 1928. Both the Cricket and Football Clubs continue with its rich local history of sporting involvement, co-existing with the Bowls and Tennis Clubs within the Clifton Park sporting precinct.

Colloquially known as Abers we field teams in:

Football

5 senior and 17 junior teams representing

OVER 500 PLAYERS

Cricket

5 senior and 20 junior teams representing

OVER 300 PLAYERS

CHAIRMAN'S MESSAGE



Dear Prospective Sponsor,

I often hear it said around the club, 'You are not just part of Aberfeldie Sports Club, you are part of our family'. Our Slogan 'Heart Sets us Apart' means just that. When you join Abers you join an extended, warm, nurturing family.

Gone are the days of a local sports club being a part time amateur venture. At Aberfeldie, we are dedicated to the provision of a professional, well run, structured sporting club that not only nurtures our Junior footballers, but provides a platform for their future and great marketing opportunities for local businesses and the corporate community as a whole.

Senior football competitiveness and success is the key aspect of maintaining a brand that is sought after and of value. Achieving this takes considerable resources and Sponsors are a vital component of such success.

Our Sponsorship document provides flexible, value for money, measured packages tailored to your needs.

It is imperative that you, our corporate Sponsor achieves value for money, high exposure and return on your investment.

The Board and I sincerely thank you for your time to consider our sponsorship packages and we look forward to having you become part of this great sports club we call Abers.

Jim Pound
Chairman
Go Abers.

SPONSORSHIP OPPORTUNITY BRONZE CLUB

\$2,000 Networking Opportunity

Members at this level will receive the following benefits.

- Clubroom signage
Club Signage through electronic media screens within the Clubrooms
- Acknowledgement of your company's contribution through various club functions throughout the year by a senior member of the Aberfeldie Club Board or Committee
- 2 VIP tickets to your choice of any two home game luncheons.

**BRONZE CLUB
AVAILABLE AT AN
INVESTMENT OF
ONLY \$2,000** EX. GST



ABERFELDIE
FOOTBALL

SPONSORSHIP OPPORTUNITY

SILVER CLUB

\$4,000 Networking Opportunity

Members at this level will receive the following benefits.

- ▶ Ground signage
High quality sign approx 3m x 1m strategically placed (around the ground) in up to 9 home ground Senior Football matches
- ▶ Clubroom signage
Club signage through electronic media screens within the clubrooms placed within clubrooms

- ▶ Acknowledgement of your company's contribution at various club events via the Master of Ceremonies – usually a senior member of Aberfeldie Committee
- ▶ 2 tickets to the Aberfeldie Annual Ball and 2 VIP tickets to your choice of any two home game luncheons
- ▶ Exposure on the club website.

**SILVER CLUB
AVAILABLE AT AN
INVESTMENT OF
ONLY \$4,000** EX. GST



SPONSORSHIP OPPORTUNITY GOLD CLUB

\$6,000 Networking Opportunity

This Gold Club covers a full 12 month calendar period for the **Senior Football Teams**

Members at this level will receive the following benefits.

- ▶ Ground signage
High quality sign approx 3m x 1m permanently placed on the ground for 12 months
- ▶ Prominent high quality illuminated sign strategically placed within the clubrooms
- ▶ Exposure on the club website
- ▶ 2 tickets to the Aberfeldie Sports Club annual ball and 2 VIP tickets to all home game luncheons.

**GOLD CLUB
AVAILABLE AT AN
INVESTMENT OF
ONLY \$6,000** EX. GST



ABERFELDIE
FOOTBALL

SPONSORSHIP OPPORTUNITY

PLATINUM CLUB

\$10,000 High Level Exposure

This top of the range Platinum Club covers a full 12 month calendar period for the Senior Football Teams.

Members at this level will receive the following benefits.

- ▶ Ground signage
High quality sign approx 3m x 1m permanently placed on the clubroom side of the ground for 12 months
- ▶ Clubroom signage
High quality illuminated sign predominantly placed within clubrooms and displayed through electronic media screens within the clubrooms

- ▶ Scoreboard signage or coaches box signage (choice of either)
- ▶ Exposure on the club website
- ▶ 4 tickets to all home game luncheons and 4 tickets to Annual Sports Club Ball.

**AVAILABLE AT AN
INVESTMENT OF
ONLY \$10,000** EX. GST



ABERFELDIE
FOOTBALL



SPORTS CLUB

