



FLAGSTAFF HILL FOOTBALL CLUB

2023 Sponsorship Prospectus

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From its humble origins on the Adelaide Plains in 1963, the Flagstaff Hill Football Club has evolved into a highly respected powerhouse in the Southern Districts, on and off the field. Our culture is based on inclusion, respect, development and community support. Every club member and supporter is embraced as a highly valued member of our 'Flaggy Family'.

An amazing amount of work has already been done in preparation for the upcoming season, including the appointment of SANFL icon Zane Kirkwood as our A Grade men's coach. And it is equally exciting to have reigning premiership coach Michael Hegarty returning to lead our A Grade Women in their quest for a fourth consecutive flag. We have also undertaken a strategic and targeted player recruitment campaign, highlighted by the signing of Crows legend Sam 'Sauce' Jacobs as a Falcon.

In the last decade, our club has achieved great success on and off the field, culminating in six A Grade Men's premierships and three consecutive A Grade Women's flags. Not to mention the Southern Football League Champion Club of the Year on four occasions.

Our junior development program continues to be our greatest strength, from Auskick, to sub-juniors and right through to our under 17.5 boys and U17 girls. Not only have we enjoyed enormous success on the field, we have also witnessed the consistent rise of these kids as the future senior football stars of not just the SFL, but the SANFL, SANFLW and AFL.

But none of the club's growth and success could have been achieved without the generous assistance of our amazing Business Partners. It takes a lot of cash to run a community football club like ours. The support of our sponsors not only reduces the financial impact on our members and their families, it also helps us to consistently invest into the ongoing growth of our development programs.

Please find in this document details of our premium Business Partner Packages for the upcoming season. Whilst these are our benchmark arrangements, we are more than happy to discuss tailoring a package to suit specific requirements and requests.

So please contact me anytime on 0408 390 211 or fhfcpres@gmail.com to chat about how we can establish a mutually beneficial partnership.

There are exciting times ahead. We hope you can join us to help the Falcons Soar higher in Season 2023.

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-David Heard, FHFC President



OUR COMMUNITY

“The togetherness of the whole club and the want for others to succeed has been great to be a part of. The people within the club have been welcoming to me and my family, the one club approach is evidence of how supportive the FHFC community really is.”

Zane Kirkwood – A-Grade Men's Coach

“I am enjoying my time at FHFC, the entire football community has made me and my family very welcome and we love the care everyone has for the club.”

Sam Jacobs – Senior Player

"I love FHFC because of the camaraderie with my teammates and leading pathway opportunities that FHFC have provided me with."

Mel Anderson - Senior & SANFLW Player

“Flagstaff Hill Football Club is full of genuine people and a place you always feel at home.”

Sam Willoughby - Olympic Silver Medalist

“The family club. I loved my days playing at FHFC and I equally love coming back and seeing the familiar faces and families who have made the club so special for all these years.”

Alex Carey – Australian Cricket Player

“I love that FHFC has such a great sense of community throughout all the playing groups, volunteers and supporters.”

Michael Shearer - Senior Player, 2 x SFL Mail Medallist & FHFC Life Member



PLATINUM SPONSOR– \$10,000 (3 Yr min.)

Benefits:

- Number 1 Ticket Holder
- Free Entry to all home games
- 2 x FHFC Membership
- Invitation to Premium Sponsor Day Luncheon
- 2 tickets to Club Best & Fairest
- 2 Tickets to a FHFC Senior Presentation Night
- 1 x Home Game VIP Experience
- Framed Certificate
- Framed Guernsey Signed by A Grade Men's and Women's Captain & Coach (First Year Only)
- 4 x Sponsor of Senior Players

Advertising:

- Falcons TV in Club Rooms, Club Presentations, Major Club Events, Scoreboard, Weekly Newsletter and Sponsor Page, Team Page and Business Directory on Website
- Logo on selected FHFC club merchandise
- 2 x Ground Signage (premium locations & signs up all year)

Additional Options

- 30 Second Ad on Scoreboard to be shown game days – to be supplied by client
- 2 x Falcons Branded E-Newsletter Mailouts (supplied by client)
- 6 x Newsletter Ads (supplied by client)
- 4 x Facebook / Instagram (best match to organisation) shout outs





GOLD SPONSORSHIP \$5,000

A-Grade Team Sponsor, Scoreboard Sponsorship, Preseason Merchandise, Coaches Sponsor,
Sub-Junior Teams Sponsor



A-GRADE TEAM SPONSOR - \$5,000

Benefits:

- 2 x FHFC Membership which includes Free Entry to all home games
- Invitation to Premium Sponsor Day Luncheon
- 2 x tickets to Senior Presentation Night
- 1 x Home Game VIP Experience
- Framed Guernsey with logo Signed by Captain & Coach (First Year Only)
- 2 x Senior Players Sponsor

Advertising:

Recognition as A-Grade Sponsor on:

- Falcons TV in Club Rooms, Club Presentations, Major Club Events and Team Page and Business Directory on Website
- Logo on A-Grade Home and Away Guernsey's
- 1 x Ground Signage (sign up all year)

Additional Options

- 30 Second Ad on Scoreboard to be shown game days (to be supplied by client)
- 1 x Falcons Branded E-Newsletter Mailouts (supplied by client)
- 2 x Newsletter Ads (supplied by client)
- 2 x Facebook / Instagram (best match to organisation) shout outs



PRESEASON MERCHANDISE - \$5,000

Benefits:

- Free Entry to all home games
- 2 x FHFC Membership
- Invitation to Premium Sponsor Day Luncheon
- 2 x tickets to Senior Presentation Night
- 1 x Home Game VIP Experience
- Framed Guernsey Signed by A Grade Men's and Women's Captain & Coach (First Year Only)
- 2 x Senior Players Sponsor

Advertising:

Recognition as Pre-Season Merchandise Sponsor on:

- Falcons TV in Club Rooms, Sponsor Page and Directory on Website
- Family Fun Day Naming Rights (Registration Day) / Home Trial Games
- 1 x Ground Signage (sign up all year).

Additional Options

- 30 Second Ad on Scoreboard Game days (supplied by client)
- 1 x Falcons Branded E-Newsletter Mailouts (supplied by client)
- 2 x Newsletter Ads – Copy to be supplied by client
- 2 x Facebook / Instagram (best match to organisation) shout outs throughout Season with links to client account



SUB-JUNIOR SPONSOR - \$5,000

(Minimum Two-Seasons)

Benefits:

- Free Entry to all home games
- 2 x FHFC Membership
- Invitation to Premium Sponsor Day Luncheon
- 2 tickets to Best & Fairest
- 1 x Home Game VIP Experience
- 2 x Senior Players Sponsor

Advertising:

Recognition as Sub-Junior Sponsor on:

- Falcons TV in Club Rooms, Sub Junior Presentations, Major Club Events, Sponsor Page, Team Page and Directory on Website
- Logo on all Sub-Junior Team Guernsey's (U8's, U10's & U12's)
- 1 x Ground Signage (sign up all year)

Additional Options

- 30 Second Ad on Scoreboard to be shown game days (supplied by client)
- 1 x Falcons Branded E-Newsletter Mailouts (supplied by client)
- 2 x Newsletter Ads (supplied by client)
- 2 x Facebook / Instagram (best match to organisation) shout outs



COACHES SPONSOR - \$5,000

Benefits:

- Free Entry to all home games
- 2 x FHFC Membership
- Invitation to Premium Sponsor Day Luncheon
- 2 x tickets to Senior Best & Fairest
- 1 x Home Game VIP Experience
- Framed Guernsey Signed by A Grade Men's and Women's Captain & Coach (First Year Only)
- 2 x Sponsor of Senior Players
- Invitation to Networking Event

Advertising:

Recognition as Coaches Sponsor on:

- Falcons TV in Club Rooms, Club Presentations, Major Club Events, Sponsor Page and Directory on Website
- Coaches match day uniform
- 1 x Coaches Box Signage (sign up all year)

Additional Options:

- 30 Second Ad on Scoreboard Game days (supplied by client)
- 1 x Falcons Branded E-Newsletter Mailouts (supplied by client)
- 2 x Newsletter Ads (supplied by client)
- 2 x Facebook / Instagram (best match to organisation) shout outs
- throughout Season with links to client account
- Opportunity to sell products at club event



SCOREBOARD SPONSOR - \$5,000

Benefits:

- Free Entry to all home games
- 2 x FHFC Membership
- Invitation to Premium Sponsor Day Luncheon
- 2 tickets to Senior Best & Fairest
- 1 x Home Game VIP Experience
- Framed Guernsey Signed by A Grade Men's and Women's Captain & Coach (First Year Only)
- 2 x Sponsor of Senior Players

Advertising:

- Recognition as Scoreboard Sponsor on:
- Falcons TV in Club Rooms, Major Club Events, Sponsor Page and Directory on Website
- 1 x Scoreboard Signage (sign up all year)

Additional Options:

- 1 x Falcons Branded E-Newsletter Mailouts (supplied by client)
- 2 x Newsletter Ads – Copy to be supplied by client
- 2 x Facebook / Instagram (best match to organisation) shout outs throughout Season with links to client account
- Opportunity to sell products at club event



SILVER SPONSOR - \$2,500 min.

Opportunities:

Women's A-Grade Team Sponsor, Home Game Naming, Major Event Naming, B-Grade Team Sponsor, Under 17.5 Team Sponsor, End of Year Presentation Events

Benefits Include:

- Free Entry to all home games
- 1 x FHFC Membership
- Invitation to Premium Sponsor Day Luncheon
- 2 x Tickets to Event (if Event Sponsor)

Advertising Opportunities From:

Recognition as Silver Sponsor on:

- Sponsor Signage in Clubrooms, Falcons TV in Club Rooms, Sponsor Page, Team Page (if relevant) and Directory on Website
- Club Presentations (If Team Sponsor)
- Major Club Events (If Event Sponsor)
- Team Sponsor Only - Logo on Team Guernsey
- Event Sponsor Only - Branding assigned to that Function
- Home Game Sponsor Only - Branding assigned to that Home Game
- 1 x Ground Signage (sign up all year)
- Logo and acknowledgement in Members' weekly newsletter

Additional Options:

- 1 x Newsletter Ads (supplied by client)
- 2 x Facebook / Instagram (best match to organisation) shout outs
- throughout Season with links to client account
- Opportunity to sell products at club event



BRONZE SPONSOR - \$1,250 min.

Opportunities:

Under 13, Under 15 , Under 14 and Under 17 Girls, C Grade, Trainers Sponsor, Ladies Day, Past Players Day, Club 125

Benefits May Include:

- 1 x FHFC Membership
- Free Entry to all Home Games
- Invitation to Premium Sponsor Day Luncheon

Advertising:

Recognition as Bronze Level Sponsor on:

- Falcons TV in Club Rooms, Sponsor Page, and Directory on Website
- Team Page (if Team Sponsor)
- Club Presentations (if Team Sponsor)
- Minor Club Events (if Event Sponsor)
- Team Sponsor Only – Logo on Team Guernsey
- Event Sponsor Only – Branding assigned to that Function

Additional Options:

- 1 x Facebook / Instagram (best match to organisation) - shout-outs throughout Season with links to client account
- Opportunity to sell products at club event





SENIOR PLAYER SPONSOR - \$200 min.

Opportunities:

Direct sponsorship of Senior players.

Benefits May Include:

- Free Entry to all home games
- 1 x FHFC Membership
- Sponsored player photograph to displayed at business

Advertising Opportunities From:

Recognition as Player Sponsor on:

- Club Presentations (If Sponsored Player named in best)
- Falcons TV in Club Rooms, Sponsor Page, and Directory on Website

