Alloway FC

December 2014

Alloway Football Club 2014/2015

Sponsorship Proposal

Dear Potential Sponsor,

Thank you for taking the time in reading our sponsorship proposal for the promising 2014/2015 campaign for Alloway Football Club.

Please see the attached information that includes details of our club and a breakdown of the opportunities we have available to help develop a healthy relationship between our family orientated club and your organisation.

We have a variety of club and individual team sponsorship opportunities available to fit your organisations advertising budget. We believe this is a great opportunity as not only will it provide us with great exposure to advertise your business branding across the Wide Bay region, but also enable opportunities for personal networking.

Please take the time to read our proposal, if you have any questions or would like to discuss which of these proposals would best suit your organisation please do not hesitate in contacting me personally on 0435898808. We look forward to hearing from you and working closely with your organisation in the near future.

Kind Regards,

Christopher Pye

Treasurer

Alloway Football Club

Alloway Football Club Inc.
963 Goodwood Road
Bundaberg
Queensland
Tel: 0448268249
Email: president@allowayfc.asn.au
Website: http://www.allowayfc.asn.au
@alloway_fc
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Alloway FC - Who We Are:

Alloway football club was founded in the late 1940's and early 1950's when a Methodist Church youth club formed a soccer club. The club has over 100 junior football representatives in the Bundaberg Soccer Competition from the ages of Under 6 all the way up until the age of Under 13, an Under 16 Ladies team and Under 19 men's team competing.

We also have a strong senior football representation with our 1st, 2nd and 3rd Division Senior Men and 1st Division Senior Ladies team representing the club in the Wide Bay Region 4 Cities Competition and the local Bundaberg Soccer League.

As of this season we have also laid foundations in creating an opportunity for disabled members of the community to get involved in playing the world's most popular sport.

We have a passionate and dedicated committee that continually strive to improve the club and ensure it is a successful part of the community. It is our goal to continually improve the club's achievements on and off the field and to encourage the whole community to get involved with our beloved sport and join our family.

Why Alloway?

Alloway Football Club is an established football club in the region, with teams in most junior and senior ranks we are able to provide children with the opportunity to progress into competitive football with a spirit of camaraderie and sportsmanship whilst ensuring they are having fun.

As a club we have doubled a participating juniors for the 2013/2014 season. Junior football includes the active participation of families of Alloway Football Club and the opposition in the roles of spectators and performing match day duties. These families and spectators will be actively engaged by our sponsor brands throughout the football season.

With the Senior 1st Divisions Men's and 1st Divisions Ladies participating in the Wide Bay Four Cities Competition meaning coverage of the sponsoring brand is visible throughout the Wide Bay Region including regional News Broadcasts and News Articles.

Finally sponsoring our community filled family club enhances community perception, creates awareness and encourages general enquiries for your organisation from members, supporters and opposition.

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Sponsorship Packages

Listed below are a range of sponsorship opportunities that we offer. The wide variety of options enable your organisation to tailor a sponsorship package that is best suited to your needs as an organisation.

Club Sponsors

Platinum Sponsorship - $2000 for 1 Year

- Logo, Brand Message and Link on our Club Website
- Certificate of appreciation
- Full Page donated to you in our end of season year book
- Business Logo in our regular newsletter correspondence
- Logo in our Pre-Season Handout
- 10 x Opportunities to promote your business through our social media threads.
- Complimentary Ticket and One Free Drink at Alloway FC home games
- Distribution of your promotional material at social events
- Banner at Alloway FC Home Ground (additional cost please contact for quote)
- If your child plays for Alloway FC receive a 10% Discount on playing fees.

Gold Sponsorship - $1000 for 1 year

- Logo, Brand Message and Link on our Club Website
- Certificate of appreciation
- Half Page donated to you in our end of season year book
- Business Logo in our regular newsletter correspondence
- Logo in our Pre-Season Handout
- 5 x Opportunities to promote your business through our social media threads
- Distribution of your promotional material at social events
- Banner at Alloway FC Home Ground (additional cost please contact for quote)
- If your child plays for Alloway FC receive a 10% Discount on playing fees.

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Silver Sponsorship - $600 for 1 year

- Logo, Brand Message and Link on our Club Website
- Certificate of appreciation
- Quarter Page donated to you in our end of season year book
- Logo in our Pre-Season Handout
- Distribution of your promotional material at social events
- Banner at Alloway FC Home Ground (additional cost please contact for quote)

Bronze Sponsorship – Gifts and Donations for 1 year

- Logo, Brand Message and Link on our Club Website
- Certificate of appreciation

Team Sponsor (Age Group or Team to Be Nominated)

Main Team Sponsorship – Men's or Women's Senior Teams - $2000 each

Main Team Sponsorship – Junior Teams - $1000 each

- Business Branding on front of playing jerseys
- Business Branding on front of warm up jerseys
- Complimentary Ticket and One Free Drink at Alloway FC home games
- Framed Team Photo with your organisations branding
- Logo, Brand Message and Link on our Club Website
- Logo in our Pre-Season Handout
- Logo on all team correspondence
- Invitation to present award at End Of Season Awards Ceremony
- If your child plays for Alloway FC receive a 10% Discount on playing fees.

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Secondary Team Sponsorship – Senior Teams - $750 each

- Business Branding on Back or either sleeve of playing jerseys
- Complimentary Ticket and One Free Drink at Alloway FC home games
- Framed Team Photo with your organisations branding
- Logo, Brand Message and Link on our Club Website
- Logo in our Pre-Season Handout
- If your child plays for Alloway FC receive a 10% Discount on playing fees.

If you're able to support our community club in other way we are more than welcome to entertain any proposals so we can tailor a package that suits your organisation.

We are also looking for sponsorship and for upcoming Alloway Disability FC a proposal for this is being planned if you are interested please do not hesitate in contacting us.

If you happy to commit to the sponsor Alloway Football Club please complete the form below and return to our Club Treasurer.

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Alloway Football Club Inc.

Alloway FC

The Treasurer
Alloway Fottball Club
Po Box 772, Bundaberg, QLD, 4670
treasurer@allowayfc.asn.au

Sponsorship Agreement Alloway Football Club

Name:
Organisation:
I…….. of ……
Hereby agree to sponsor Alloway Football Club for the 2014/2015 season.
I understand and agree to the terms outlined in the Alloway Football Club sponsorship proposal.

I will commit to the following Club Sponsorship Proposal

- ☐ Platinum Sponsorship Package at a cost of $2000
- ☐ Gold Sponsorship Package at a cost of $1000
- ☐ Silver Sponsorship Package at a cost of $600
- ☐ Bronze Sponsorship Package at a cost of Gifts or Donations

I will commit to the following Team Sponsorship Proposal

- ☐ Main Senior Team Sponsorship Package at a cost of $2000
- ☐ Main Junior Team Sponsorship Package at a cost of $1000
- ☐ Secondary Senior Sponsorship Package at a cost of $750

Please Nominate Age Group…….or Team…….
Please send invoice for the amount indicated to:
Addressee:
Business Name:
Business Address:
Telephone:
Email:
Signature: **Date:**
Please in close brief description how we may assist in promoting your business: