



STURT FOOTBALL CLUB SPONSORSHIP PROPOSAL



Executive Summary

Since forming in 1901, Sturt Football Club has become an iconic South Australian brand and a permanent feature of the State's sporting landscape. By partnering with our club you will be part of a very proud team that has won 15 premierships and produced some of the game's greatest players.

Sturt Football Club recognises and values the important role of sponsors to its success and longevity, and it's for this reason that we are genuinely committed to ensuring you receive full value for your contribution to the club. With one of the largest supporter bases in the SANFL, Sturt Football Club represents an excellent marketing opportunity to further promote and grow your business.

We offer a diverse range of sponsorship packages to suit your marketing budget, however, we can also tailor a package specific to your business needs. As a sponsor you will have exposure to over 3,920 members, 30,000 spectators at home games, over 15,500 Facebook followers, and a website that has over 39,000 views per month.

Sturt Football Club's on-field performance is driven by what happens off the field. It is the contribution of our sponsors that plays a vital role in the daily operation of the club so that it can create and foster an environment that results in success. Through your sponsorship you will be directly contributing to this success.

For further information about becoming a member of the 'Team behind the team', please contact Renee Bartlett Business Development Manager.

We appreciate the opportunity to provide this proposal and look forward to building a long term and mutually rewarding partnership





Business Development Team



Sue Dewing - General Manager Commercial

The first female General Manager in the history of the SANFL, Sue was also the club's first female Director before accepting the role of GM. Sue has extensive experience in business development having worked in various industries and in particular hospitality management. Sue is a respected sports administrator within the South Australian sporting community and was recognised as the 2015 Sports Administrator of the Year.



Renee Bartlett - Business Development Manager

Renee has been in the position of Business Development Officer with the Club since March 2014. Prior to Sturt, Renee worked for 9 years as a Subject Matter Expert with Telstra Corporation. Renee's customer service expertise is her trademark. She epitomizes 'the heart of a servant' in all that she does and is a valuable member of the team behind the TEAM.



Phil Stone - Membership

Phil has worked in the role of membership officer since 2009. A sponsor himself, Phil outsources his membership services to the Club through his company One to One Marketing. Phil is a familiar face at Sturt during office hours and club functions including all home and away matches. His in depth knowledge of the Club's membership and sponsorship is put into practice through his database management. He is always willing to assist sponsors with our database and their needs.





The Club

The club acknowledges that successful performance and sound culture cannot be separated. In all of our efforts both on and off the field we will stay true to our culture that is the foundation of the club. It is greater than anything to do with the game and it is our choice and intent to do more than the basics.

Vision: To be acknowledged in all respects as the premier club of the SANFL.

Mission: Diligent pursuit of excellence & success through continuous, club wide improvement and creating a pathway for our players to play in the AFL or SANFL.

- Values:**
- S**teadfast in our pursuit of excellence
 - T**rust that we will achieve all our goals
 - U**nited through inclusion
 - R**espect for our Club, partners and community
 - T**eamwork both on and off field



STURT



Sturt the Numbers

Website www.sturtfc.com.au	Social Media
Visits per month - 39,000	Facebook
Unique visitors per month - 10,050	Followers - 15,600
Hits per month - 957,660	Monthly Reach - 518,865
Average page views per visit - 6	Monthly Engagement - 161,000
Average time spent on site - 4 minutes	Twitter Followers 3,500
<i>Data source: website September 2017</i>	<i>Data source: Facebook insights September 2017</i>

- Sturt has the highest membership in the SANFL - 3919 members
- Since 2010 Sturt’s membership has consistently exceeded 3000 (SANFL statistics)
- Sturt home match attendance is on average 3200 per game (season 2017 statistics)
- Sturt has the highest away attendance (SANFL data & electronic ticketing stats 2017)
- Channel 7 broadcast has an average audience of 28,018 viewers (Broadcast Stats 2017)
- 113,049 Channel 7 viewers watched the 2017 Grand Final between Port Adelaide v Sturt (Broadcast Stats 2017)
- 39,813 people attended Adelaide Oval to watch the Grand Final live between Port Adelaide v Sturt (Finals Attendance SANFL, 2017)





sponsorship packages

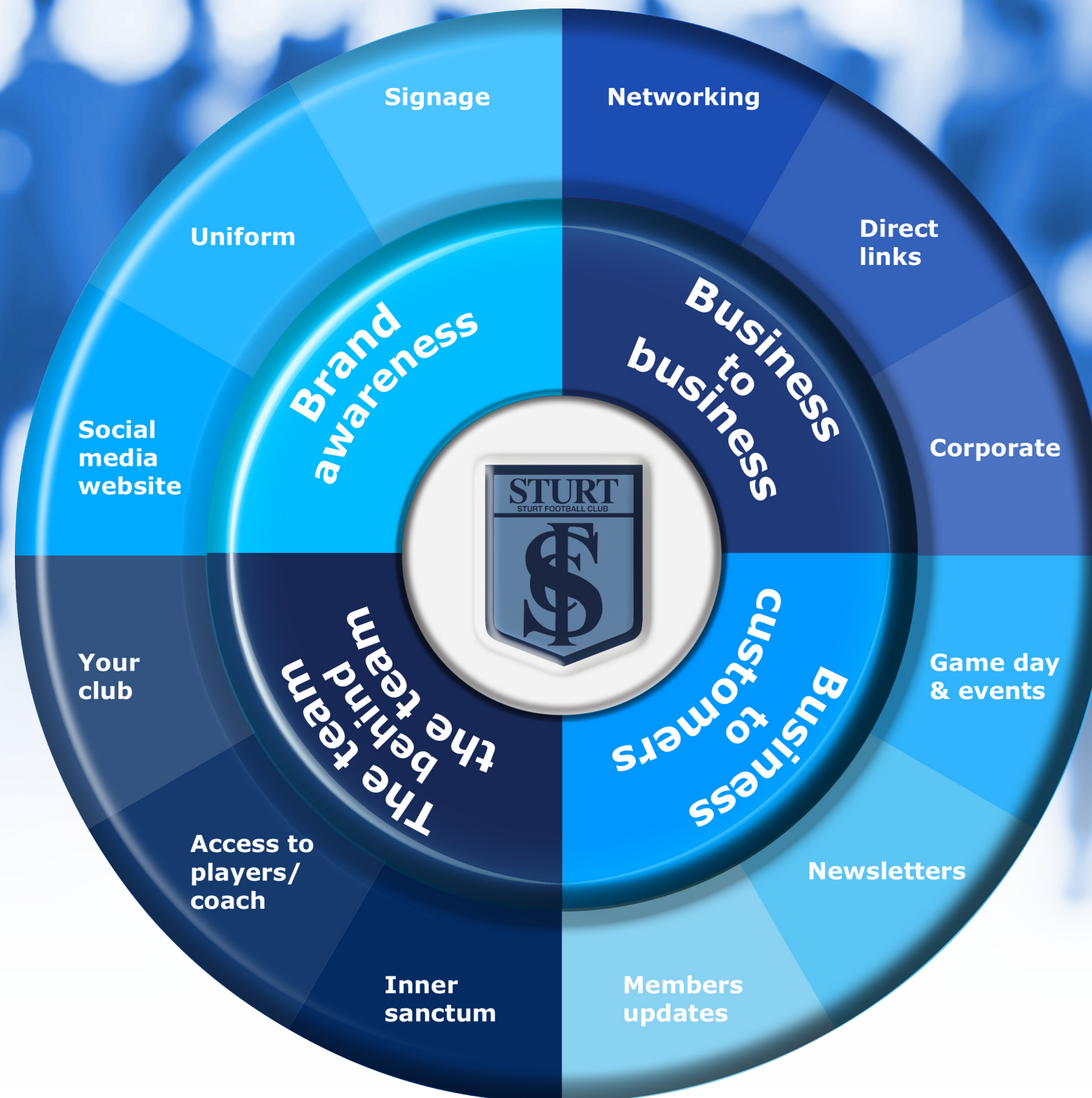
We prefer to tailor sponsorship packages to our partner's needs and understand that one size does not always fit all. However we do acknowledge that some of partners prefer this approach and present standard proposals in the following categories:

Benefits	Arena		Player		Silver		Gold		Diamond	
	Inc.	Qty.	Inc.	Qty.	Inc.	Qty.	Inc.	Qty.	Inc.	Qty.
Arena signage – sponsor to provide	✓	2 x banners			✓	2 x banners	✓	2 x banners	✓	3 x banners*
Logo Club apparel									✓	*
Logo on promotional screens in Club Rooms	✓		✓		✓		✓		✓	
Logo and company description on club's website with link to your website	✓		✓		✓		✓		✓	
Logo on club's e-newsletters with link to your website							✓		✓	
Logo featured in Club's Annual Report							✓		✓	
Recognition on Club's Facebook and/or Twitter accounts					✓		✓		✓	
Promotion over public address system at oval					✓		✓		✓	
Access to players for promotional activites			✓						✓	
Promotional DL inserts included in membership packages									✓	*
Membership	✓	1 x Home	✓	1 x Home	✓	2 x Season	✓	1 x VP	✓	2 x VP
Grandstand tickets	✓		✓		✓		✓		✓	
Car parking							✓		✓	
Home match half time hospitality	✓		✓		✓		✓		✓	
Use of corporate deck on game day							✓	*	✓	*
Home match lunches					✓	4 x tickets	✓	10 x tickets	✓	20 x tickets
Gala Ball / Wine Auction							✓	2 x tickets	✓	4 x tickets
Corporate Breakfast/Luncheons							✓	2 x tickets	✓	4 x tickets
Sponsor Marquee Days	✓	2 x tickets	✓	2 x tickets	✓	2 x tickets	✓	2 x tickets	✓	2 x tickets
Cost	Enquire with Club direct regarding cost of listed sponsorship packages									

* = conditions apply



Sturt to deliver:





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