

# Sponsorship Proposal



2020

Coomera Magpies Junior Football Club Inc.

Coomera Magpies Australian Football Club Inc.

# SPONSORSHIP PROPOSAL

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Coomera Magpies would like to invite you to join our fast-growing family orientated football club.

Our club is based on the values of fun, commitment and sportsmanship and we can see these align with the direction of your business. We believe we can be of mutual benefit to each other.

Coomera Magpies are currently looking to increase our local business relationships by promoting our sponsorship packages. We want to be clear we are not just after financial support, we are genuinely interested in building a relationship with you and adding value to your business. We want you to be an important member of our Australian Football family, and we want to support your business in return.

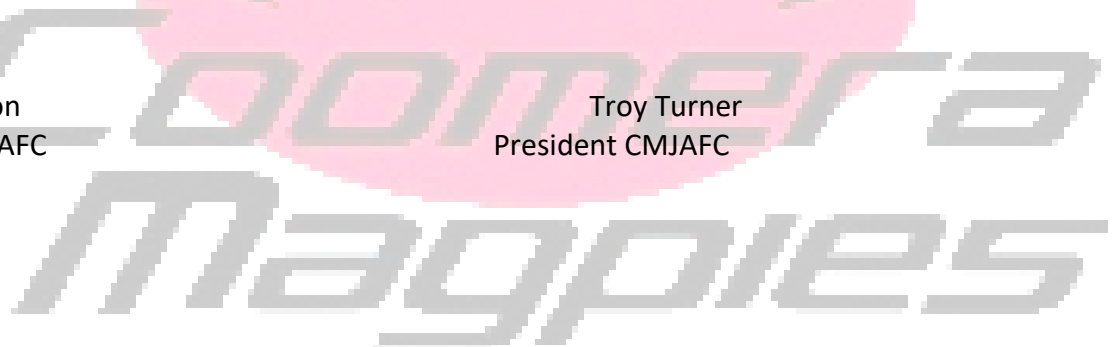
Coomera Magpies is a family focused community club, so you are important to us. We want you to be a regular at the club no matter the level of sponsorship you chose, it all helps work towards making our club successful.

Below is a brief overview of the club, and most importantly all that we can offer to you and your business as a sponsor at Coomera Magpies Football Club. We are happy to work with you to ensure we are meeting your needs in this partnership, so our sponsorship packages can be tailored to your business goals.

Coomera Magpies have worked hard to ensure our club members, family and friends stay up to date with our club and our sponsors ventures. We are currently redeveloping our website to offer even better communication options. We are extremely proud of our Club newsletter "From the Nest", as well as the Coomera Magpies Junior Australian Rules Football Club Facebook page and our very own Magpies TV.

Rob Templeton  
President CMAFC

Troy Turner  
President CMJAFC



# History of Coomera Magpies

Coomera Magpies J AFC Inc. (CMJ AFC) and Coomera Magpies AFC Inc. (CMAFC) are not for profit community based junior and senior football clubs run by members, volunteers and parents. These two clubs are known together as the Coomera Magpies.

This proud club started its history back in 1997 and was known as the Coomera River Australian Football Club, working out of the Coomera Hope Island Cricket Club. The club had one more move to Viney Park, Coomera in 1999 before moving to their current home at Beattie Street, Coomera in 2002.

During this time, the club hosted many levels of the game from Juniors, Old Boys and Ladies as well as girl's netball teams. By 2002, the Old Boys had disbanded and the Junior's separated until the need for a pathway for the juniors revived the need for a senior club 8 years later.

The CMAFC was established as its own identity on 7 September 2009, adopting the black and white colours of their Coomera Magpies Junior AFC (CMJ AFC). The two clubs work closely together and are committed to fostering and developing their current relationship to create a thriving hub for football on the Northern Gold Coast.

In 2020, the club finds itself competing in the Gold Coast Junior League, junior and youth divisions as well as colts, senior and reserve grades in the AFLQ QFA Division 2 South Competition and Masters in the Brisbane South Masters Competition.

The Coomera Magpies Committees are dedicated to ensuring a family environment where members can enjoy the best possible football experience while seeking to grow opportunities within and outside the club. Our future is dependent on this vision and more importantly a relationship with your business is an important element of this outcome.

## Your Support at Coomera Magpies

Our committees have worked hard to define the goals and objectives of our two clubs over the next few years. Your sponsorship will directly invest in the development of our members, coaching staff and volunteers through targeted outcomes such as:

### Player Development

- Continuing to grow our off-season development for all levels of players
- Grow female participation within the club

### Coach and Umpire Development

- Foster the development of coach/umpire opportunities with support in coaching accreditation and education.

### Facility Development

- Support the planning and delivery of a second field for training and playing
- Support the planning and delivery of a sports club, bar, bistro renovation/new development.

## Equipment

- New equipment to support in season and off-season player and umpire programs

## Transport

- Bus hire to support junior/youth teams attend scheduled away games

## Livestreaming

- Upgrade technical support to livestream senior matches for 2020 season

# Support for Your Business

At Coomera Magpies, we understand sponsorship relationships must be mutually beneficial for the partnerships to succeed. We believe our ability to promote your business through several social media mediums, newsletters, signage and merchandise is one of our strengths. Our members, family and friends are extremely appreciative of the local community and actively support our sponsorship partners where practical.

Coomera Magpies want to work with you to develop a relationship which is committed, fun and challenged with the willingness to develop new initiatives that continue to allow us to promote your business. We want you to have value for money that brings you a return on your investment, just as much as the resources you will provide us.

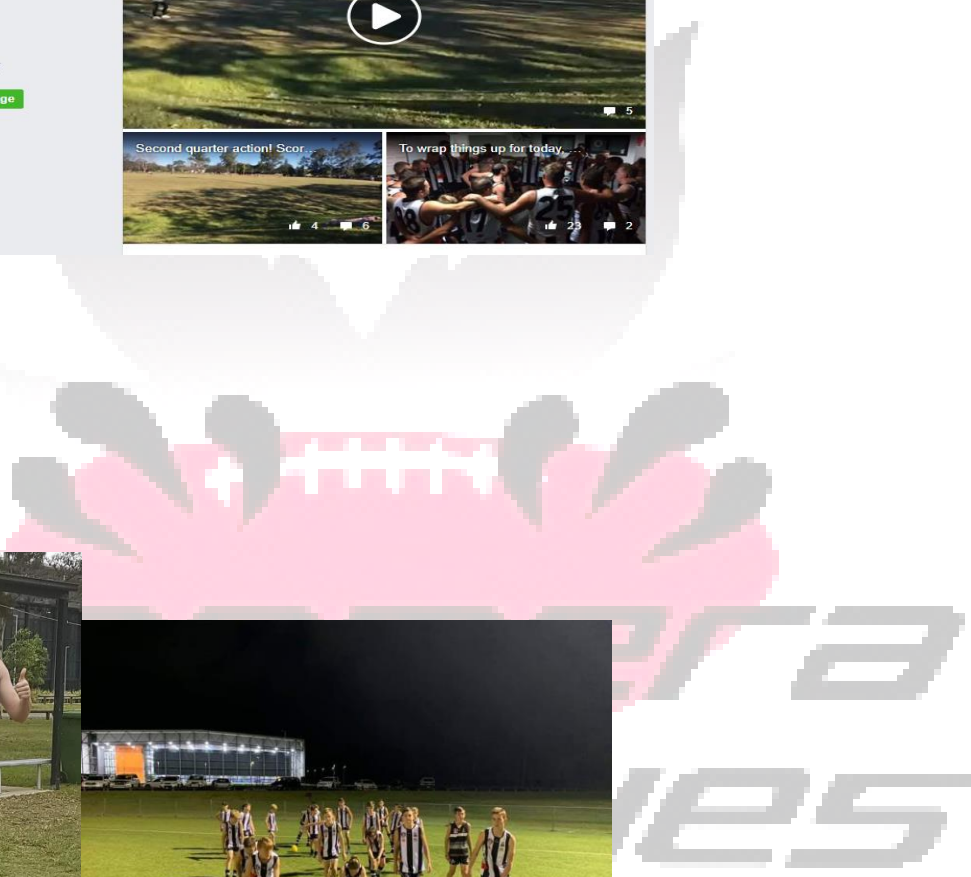
Our home ground is at Beattie Road, Coomera one of the fastest growing regions on the Gold Coast. Our club is nestled next to the newly developed Coomera Sports Centre, an integral piece of community infrastructure, and was the host venue for the 2018 Commonwealth Games.



Our social media platforms are an important component of our communication within our football community. In conjunction with our regular newsletter and website resources, our social media has a reach of over 1500 subscribers.

# Livestreaming

Coomera Magpies are extremely proud of our livestreaming services, which is another great promotional option for our sponsorship partnerships. With the intention to livestream all our senior home games in 2020, this could be the opportunity you are looking for.



# Club Packages

## Major Club Sponsor - \$25,000 p.a.

### Details

- Ground naming rights.
- Two 6x3 sponsor marquees at all home games in a designated area of sponsor choice.
- Sponsor details to be put on overall club sponsor board.
- Sponsor signage on playing field fence (premium position, cost included in package).
- Sponsor logo on club training shirt (front) for the season.
- Framed jersey at the end of the season.
- Framed club photo (inclusive of all players) printed with sponsor logo.
- Sponsor logo on back of jerseys of choice (seniors, colts, masters, youth or juniors) – first choice.
- Sponsor branded home ground major event (“sponsor name” super 8’s gala day) including all advertising for the event.

### Communications

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention at Coomera AFC home games.
- A direct link from the Coomera Magpies website to sponsors website.
- Sponsor logo on regular club newsletters.
- Sponsor is invited to showcase their business at any home ground games.
- Special sponsor trophy named in honor of your company, this award will be presented by the sponsor. Award to be agreed with sponsor prior to season start.

### Events

- Invitations to sponsors day event (x10)
- Tickets to AFLQ Awards Night (x2)

### Membership

- 2020 club membership (x6)
- 2020 club polo (x2)

**Note: If you choose this level of sponsorship package no `direct' competitor will be accepted as a sponsor.**

## Magpie Nest Cash Draw & Fence Banner - \$15 p.w. (\$780 total)

### Details

- Entry into our weekly draw for your chance to win \$400 cash each week. (\$15 weekly direct debit). Max. 100 members.
- Sponsor details to be put on overall club sponsor board.
- Sponsor signage on playing field fence (cost included in package).
- \$20 of your annual sponsorship will be donated to our 2020 charity (Rosies)

### **Communications**

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Sponsor logo on regular club newsletters.

### **Events**

- Invitations to sponsors day event (x1)

### **Membership**

- 1 x 2020 club membership (entry into home game membership draws. Must be present at club to win).

## **Magpie Nest Cash Draw - \$10 p.w. (\$520 total)**

### **Details**

- Entry into our weekly draw for your chance to win \$400 cash each week. (\$10 weekly direct debit). Max. 100 members.
- Sponsor details to be put on overall club sponsor board.

### **Communications**

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Sponsor logo on regular club newsletters.

### **Events**

- Invitations to sponsors day event (x1)

### **Membership**

- 1 x 2020 club membership (entry into home game membership draws. Must be present at club to win).

## **Magpie Business Partnership- \$250 p.a.**

### **Details**

- Sponsor details to be put on overall club sponsor board.

### **Communications**

- Sponsor logo on club website.
- Sponsor logo on regular club newsletters.

### **Events**

- Invitations to sponsors day event (x1)

### **Membership**

- 1 x 2020 club membership (entry into home game membership draws. Must be present at club to win).

# Senior Sponsorship Packages

## Platinum Partnership - \$10,000 p.a.

### Details

- One 6x3 sponsor marquees at all senior home games in a designated area of sponsor choice.
- Sponsor details to be put on overall club sponsor board.
- Sponsor signage on playing field fence (premium position, cost included in package).
- Sponsor logo on senior club training shirt (rear) for the season.
- Framed senior jersey at the end of the season.
- Framed senior club photo (inclusive of all players) printed with sponsor logo.
- Sponsor logo on back of senior jerseys of choice (seniors, colts or masters) – second choice after platinum sponsor.

### Communications

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention at Coomera AFC senior home games.
- A direct link from the Coomera Magpies website to sponsors website.
- Sponsor logo on regular club newsletters.
- Sponsor is invited to showcase their business at any senior home games.
- Special sponsor trophy named in honour of your company, this award will be presented by the sponsor. Award to be agreed with sponsor prior to season start.
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### Events

- Invitations to sponsors day event (x10)
- Tickets to AFLQ Awards Night (x2)

### Membership

- 2020 club membership (x6)
- 2020 club polo (x2)

**Note: If you choose this level of sponsorship package no 'direct' competitor will be accepted as a sponsor.**

## Gold Partnership - \$7,000 p.a.

### Details

- One 3x3 sponsor marquee at all senior home games.
- Sponsor details to be put on overall club sponsor board.
- Sponsor signage on playing field fence (cost included in package).
- Sponsor logo on senior club training shirt (rear) for the season.
- Framed senior jersey at the end of the season.
- Framed senior club photo (inclusive of all players) printed with sponsor logo.
- Sponsor logo on back of senior jerseys of choice (seniors, reserves, colts or masters) – third choice after platinum and gold.



## Communications

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention at Coomera AFC senior home games.
- A direct link from the Coomera Magpies website to sponsors website.
- Sponsor logo on regular club newsletters.
- Sponsor is invited to showcase their business at any senior home games.
- Special sponsor trophy named in honour of your company, this award will be presented by the sponsor. Award to be agreed with sponsor prior to season start.

## Events

- Invitations to sponsors day event (x4)

## Membership

- 4 x 2020 club membership (entry into home game membership draws. Must be present at club to win).
- 2020 club polo (x2)

## Silver Partnership - \$5,000 p.a.

### Details

- Sponsor details to be put on overall club sponsor board.
- Sponsor signage on playing field fence (cost included in package).
- Sponsor logo on senior club training shirt (rear) for the season.
- Framed senior jersey at the end of the season.
- Framed senior club photo (inclusive of all players) printed with sponsor logo.
- Sponsor logo on back of senior jerseys of choice (seniors, reserves, colts or masters) – fourth choice after platinum, gold and silver.

## Communications

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention at Coomera AFC senior home games.
- A direct link from the Coomera Magpies website to sponsors website.
- Sponsor logo on regular club newsletters.
- Sponsor is invited to showcase their business at any senior home games.

## Events

- Invitations to sponsors day event (x2)

## Membership

- 2 x 2020 club membership (entry into home game membership draws. Must be present at club to win).
- 2020 club polo (x2)

## **Bronze Partnership - \$3,000 p.a.**

### **Details**

- Sponsor details to be put on overall club sponsor board.
- Sponsor signage on playing field fence (cost included in package).
- Sponsor logo on senior club training shirt for the season.
- Framed senior jersey at the end of the season.

### **Communications**

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention at Coomera AFC senior home games.
- A direct link from the Coomera Magpies website to sponsors website.
- Sponsor logo on regular club newsletters.
- Sponsor is invited to showcase their business at any senior home games.

### **Events**

- Invitations to sponsors day event (x2)

### **Membership**

- 2 x 2020 club membership (entry into home game membership draws. Must be present at club to win).
- 2020 club polo (x2)

## **Player Sponsor - \$1,000 p.a.**

### **Details**

- Sponsor details to be put on overall club sponsor board.
- Sponsor signage on playing field fence (cost included in package).

### **Communications**

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention when team plays at senior home games.
- Sponsor logo on regular club newsletters.
- Player photo and appreciation certificate from sponsored player.

### **Events**

- Invitations to sponsors day event (x1)

### **Membership**

- 1 x 2020 club membership (entry into home game membership draws. Must be present at club to win).

# Youth & Junior Sponsorship Packages

## Youth Teams Partnership - \$1,000 p.a.

### Details

- Sponsor one of our youth teams
- Sponsor details to be put on overall club sponsor board.
- Temporary fence sponsor sign around the ground at junior & youth home games (cost included in package).

### Communications

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention when team plays at home games.
- Sponsor logo on regular club newsletters.

### Events

- Invitations to sponsors day event (x2)

### Membership

- 1 x 2020 club membership (entry into home game membership draws. Must be present at club to win).

## Junior Teams Partnership - \$750 p.a.

### Details

- Sponsor one of our junior teams
- Sponsor details to be put on overall club sponsor board.
- Temporary fence sponsor sign around the ground at junior & youth home games (cost included in package).

### Communications

- Sponsor logo in all media distribution.
- Sponsor logo on club website.
- Special mention when team plays at home games.
- Sponsor logo on regular club newsletters.

### Events

- Invitations to sponsors day event (x2)

### Membership

- 1 x 2020 club membership (entry into home game membership draws. Must be present at club to win).

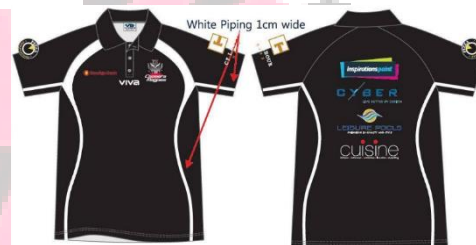
## Around the Ground Sponsorship

Coomera Magpies have Naming Rights and Company Logo availability within the club facilities. Areas available for branding include:

- Field Naming Rights
- Canteen
- Bar
- Coaches Boxes
- Black Shed Side Wall

*Prices for these sponsorships are by negotiation*

## Sponsorship Images



# SPONSORSHIP ACCEPTANCE FORM

## MAJOR CLUB SPONSOR

\$25,000.00

- MAGPIE BUSINESS PARTNERSHIP \$250
- CASH DRAW & FENCE BANNER \$15 per week - Total \$780.00
- MAGPIE NEST CASH DRAW \$10 Per week – Total \$520.00

## SENIOR SPONSORSHIP CATEGORIES

- PLATINUM SPONSOR \$10,000.00
- GOLD SPONSOR PACKAGE \$ 7,000.00
- SILVER SPONSOR PACKAGE \$ 5,000.00
- BRONZE SPONSOR PACKAGE \$ 3,000.00
- PLAYER PARTNERSHIP PACKAGE \$ 1,000.00

## JUNIOR SPONSORSHIP CATEGORIES

- YOUTH TEAMS PARTNERSHIP \$1000.00 P/A
- JUNIOR TEAMS PARTNERSHIP \$750.00 P/A
- AROUND THE GROUND PACKAGE TO BE NEGOTIATED

**I commit to provide sponsorship of the Coomera Magpies AFC in 2020:**

Sponsorship Category: \_\_\_\_\_

Sponsorship Value: \$ \_\_\_\_\_

Organisation / Business Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Contact Name: \_\_\_\_\_ Position Title: \_\_\_\_\_

Address: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Please note: Upon acceptance an invoice will be issued with bank details for payment due within 14 days**