



KEILOR PARK FOOTBALL CLUB | 2017

SPONSORSHIP

#BeADevil



CLUB HISTORY

Keilor Park Football Club was established in 1975, and is part of the Essendon District Football League. In 2015 celebrated it's 40 year anniversary with a Hall Of Fame night to celebrate its past champions along with the senior premiership seasons of 1990 and 2001. The Devils have produced many outstanding players, including AFL stars, Joe Misiti, Mark Mecuri, Damien Peverill and Paul Koulouriotis.

At the end of 2015, the club was in a bit of trouble, with a debt to pay off and not looking like it could field a senior side. However through the return of many ex juniors, and the appointment of 300 game player Marcus Barclay as coach, The club was able to get 2 sides on the park, and what's more, with a fresh committee and new culture in place, was able to turn a 2 win season in 2015 into 4th and a finals appearance in 2016.

Our Junior program also took another huge leap forward, with increased numbers on the previous year, once again achieved, along with a Premiership for the Under 12's and a Runners Up finish for the U10's. The Club also saw 6 girls mix it with the boys in our junior teams, along with our first ever Female Auskick Coach.



CLUB VISION

While the Club was able to take huge strides forward in 2016, we are aware that the job is never done, and we still have much more to achieve.

Key 2016 Off Field Achievements:

- Biggest attendance for our Annual Ladies Day in recent History.
- A Stand Alone Anzac Eve Twilight Fixture, with all Junior and Senior teams competing on the same day.
- The Past Player/Legends Game Day which saw another huge crowd roll into Keilor Park.
- Taking our Facebook page from 200 followers in December 2015 to its current mark just under 600.

Key 2017 Objectives:

- Keep expanding our Junior numbers, with a key focus on the growth of women in football.
- Field 2 competitive Senior Teams, holding our spot in the finals and expanding our core group of players between the ages of 19-25.

While the on field participation and functions have been back to the Keilor Park of old, we have no illusion that this is just the cream on top of the cake, and without solid Sponsorship backing from Companies within our local community, It makes achieving these goals almost impossible.

SPONSORSHIP PACKAGES

Below is a guide to our Sponsorship Packages for Season 2017. As we believe each individual Sponsor will require something personalised and unique, we like to work with our Partners to come up with the perfect solution for both parties. Our main method of giving back through Advertising is with our Club Facebook page, where our reach has grown from 200 to almost 600 people in the last 10 months. We find this much more effective to bring exposure to your Business than say a sign on a fence, that can only be seen by our supporters on game days. Club functions and other events at your Business are another very effective way we can give back to you directly.

While dollars in the bank has to be our number 1 priority and is essential for our survival to pay for league fees, equipment, etc, Other non-financial support can also help boost your Sponsorship Package to the next level. Some Apparel Sponsorships may also still be available.

SPONSOR LEVEL	Major	Platinum	Gold	Silver	Bronze	Club
CONTRIBUTION	\$ 15,000.00	\$ 7,500.00	\$ 5,000.00	\$ 2,500.00	\$ 1,000.00	\$ 500.00
Advertising Included						
Logo on playing surface under Airport flight path	YES					
Coaches Box Sign	YES					
MEGA Boundary Line Fence (16' x 3')	YES	YES	YES			
LARGE Boundary Line Fence (12' x 3')				YES		
MEDIUM Boundary Line Fence (8' x 3')					YES	
Clubrooms Sponsors Boards	6 x A4 Ads	4 x A4 Ads	2 x A4 Ads	1 x A4 Ad	1 x A4 Ad	1 x A4 Ad
Clubrooms Digital Slideshow	6 in every 20 Slides	4 in every 20 Slides	2 in every 20 Slides	1 per rotation	1 per rotation	1 per rotation
Club Junior Newsletter	Half Front Page	1/4 Page	1/4 Page	1/8 Page	1/8 Page	1/8 Page
Club Website	Home Page Front Banner	Home Page Footer	Home Page Footer	Sponsors Page	Sponsors Page	Sponsors Page
Facebook Post advertising (600 local followers)	Fortnightly	Monthly	1 every 6 weeks	1 every 3 months	1 every 6 months	1 per season
Additional Value						
Framed Appreciation Jumper	YES	YES	YES			
Appreciation Certificate				YES	YES	YES
Keilor Park Sports Club Membership	YES	YES	YES	YES	YES	
2 x Tickets to Season Launch	YES	YES	YES			
2 x Tickets for Reverse Draw (\$4,999 prize)	YES	YES	YES	YES		
\$100 Sports Bar Drink Card	YES	YES	YES			

CONTRACT

I would like to support the Keilor Park Football Club with a sponsorship:

(Please circle)

Major / Platinum / Gold / Silver / Bronze / Club

Custom Package: _____

Contribution : \$ _____ To be paid by _____

Business Company Name: _____

Contact

Name(s): _____

Address: _____ Suburb: _____

Postcode: _____

Phone: _____

Mobile: _____

Email: _____

Website: _____

Signed for/on behalf of:

Partner/Sponsor

Keilor Park Football Club

Name: _____

Name: _____

Signature: _____

Signature: _____

Date: _____

Date: _____