



KEILOR PARK FOOTBALL CLUB

2023 SPONSORSHIP PACKAGES

enquiries to-
secretary@keilorparkfc.com.au

2022 DIVISION 2 PREMIERS



**BE PART OF THE FAMILY
AS WE AIM FOR
DIVISON 1 GLORY**

CLUB HISTORY

Keilor Park Football Club was established in 1975 and is part of the Essendon District Football League.

The club has a proud history and recently celebrated our 40-year anniversary with a Hall Of Fame night to celebrate its past champions along with the senior premiership seasons of 1990, 2001 and most recently 2022. The Devils have produced many outstanding players, including AFL stars, Joe Misiti, Mark Mecuri, Damien Peverill and Paul Koulouriotis.

Although the club has struggled at different times throughout the past decade, the community has been incredibly supportive of returning the club to a position of strength. In 2022, we welcomed the return of many past players that formed the basis of a fourth men's team, providing great support and energy to our senior, reserves and thirds men teams as they battled for premiership success. The club also has a vibrant junior program highlighted by an Auskick program made up of 50% girls, which we aim to field our first junior girl's team ever in 2023.

In total this covers in excess of 250 men, women and children playing football each weekend.

The club continues to grow and will thrive into the future with the continued financial support of the community.





CLUB VISION

While the Club was able to take huge strides forward in 2022, we are aware that the job is never done, and we still have much more to achieve to become the community #1 sporting team.

Key 2023 Objectives:

- Reestablish our Women Team after an absence in 2022
- Support all our teams to give them the best chance of winning Premierships
- Keep expanding our Junior numbers, with a key focus on the growth of junior girls
- Support a vibrant and social environment with an increase and diversity of events.
- Increase our revenue by 20% to support the continual growth

Supported by our recent 2022 Achievements:

ON FIELD

- Premierships in Senior & Reserve grade competition, whilst our thirds team played finals
- We reestablished our proud Senior Men football brand in the community.
- We established 2 thirds men team for the first time in our history
- Our Social Media continue to grow with posts reaching in excess 10,000 people.
- Our players won the League B&F in U10 & Seniors Captain & Coach
- Five Men were awarded with EDFL Team of the Year representation.

OFF FIELD

- Celebrated Good Friday with our Round 1 extravaganza against Coburg Districts
- Sellout at our Pre-Season Launch, Junior Bingo and awards functions
- Our amazing NEW Electronic Scoreboard is now ready for season 2023
- Our 2nd oval will have lights to support extra playing numbers at training



SPONSORSHIP PACKAGES (Monetary, Products or Services)

We are proud and supportive of all who sponsor the club and aim to show our appreciation through constant promoting and regular patronage.

Although we offer a standard set of sponsorship packages ranging from \$500-\$15,000 and beyond, we also understand every sponsor is quite unique, so every sponsorship package is tailored to what best suits the sponsor and club.

Our network of supporters is extensive, so we also look to promote sponsors products, specials, discounts etc.. to our members as a further enticement to promote our sponsors and increase patronage. No one knows a successful market approach like our sponsors, so we are always open to ideas on promoting them better, just let us know.

All sponsors also receive free football membership and all related benefits, as they are more than just sponsors, they are part of the footy family

All Sponsors

- Promoted on our extensive social media network
- Advertised on digital TV's in the club room
- Event(s) at sponsors location (if applicable)
- Receive invite to sponsor events at club
- Receive free Football Club Membership
- Receive free raffle tickets appropriate to package



Community Reach

- 1,500 membership database emailed weekly
- 50,000 web site hits per year
- 1,500 facebook followers (10,000 weekly reads)
- 300 instagram followers to KPDEVILS
- 200 Twitter followers
- 2,000+ players & supporters at ground every home game weekend



**Support the families of the local community.
Become a sponsor today**

Monetary, Products or Services



\$500 - \$2,000 Starter Pack

- ☐ **Player Sponsor \$500**
Refer to Player Sponsor brochure
- ☐ **Sign Sponsor \$1,000**
\$1,000 per boundary sign anywhere
2400*800 or 3600*800
- ☐ **Goal Post \$2,000**
Choose your end and its all yours
- ☐ **Video Sponsor \$500**
\$500 per game or \$2,000 season.
Have your logo embedded into each match day video for life on the web

\$2,000 - \$5,000 Tailored Packages

- ☐ **Support Sponsor \$2,000**
Choose your support team to sponsor (eg: Mascot, Coaches, Trainers) and logo branding.
- ☐ **Event Sponsor \$2,000**
Naming rights to major events, includes extensive pre-promotions.
- ☐ **Team Sponsor \$5,000**
Team sponsorship of Juniors or Women teams. Includes jumper, apparel & boundary branding.

\$5,000+ Scoreboard Partner

- ☐ Company logo shown regularly on scoreboard.
- ☐ Goal sponsor. Add logo to every GOAL celebration
- ☐ 15 second video played directly before each game and during breaks. We can even record one for you.

Options to promote sponsors here are extensive, so let your imagination run wild.

\$15,000+ Major Sponsorship

- ☐ Senior Team Jumper & other Branding
- ☐ Boundary line signage
- ☐ Scoreboard Signage (fixed or electronic)
- ☐ All Apparel branding
- ☐ Tickets to ALL club events

SPONSORSHIP COMMITMENT (secretary@keilorparkfc.com.au)

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

Custom Package:

Contribution: \$ _____ To be paid by (in full or installments): _____

Business Company Name: _____

Contact:

Name(s): _____

Address: _____ Suburb: _____ Postcode: _____

Mobile: _____ Email: _____

Company Website: www. _____

Club Commitments *(How can the club promote and support you better?)*

Signed for / on behalf of:

Sponsor

Name: _____

Signature: _____

Date: _____

KeilorPark Football Club

Name: _____

Position : _____

Signature: _____

Date: _____



Thank You