



# St Kilda Women's Football Club

## 2017 Sponsorship Proposal





# Who we are:

The St Kilda Women's Football Club, The Sharks was established in 1992 in the heart of St Kilda giving women the opportunity to play Football in what was the only women's Football League at the time.

In 2015 The St Kilda Women's Football Club made club history by fielding 3 senior Women's teams: VFL (top league in Victoria), Premier Division and Division 2

In 2016 the club celebrated it's 25<sup>th</sup> anniversary making us one of the longest standing and highest clubs in the VWFL.

With over **75 registered players**, **13 players currently playing in the AFL** national competition, this is a fantastic opportunity to become involved in our great club.



Western Bulldogs



Collingwood



Carlton



Collingwood



Collingwood



Melbourne



Western Bulldogs



GWS



Western Bulldogs



Collingwood



Carlton



Carlton



# What does your sponsorship mean?

The St Kilda Women's Football Club has established itself as one of the prominent clubs in Women's Football. With three teams we are one of the biggest clubs in Victoria. The success of our club on field is credited to the dedication off the field as a not for profit voluntarily managed club.

As a senior club we endeavor to provide pathways and opportunities for junior footballers. Through our community programs we work in partnership with junior girls clubs and schools further developing the clubs services and the future of the club.

All sponsors funding is directly invested into the sport and used to manage and improve the clubs operations and offer more opportunities for participation.



St Kilda Sharks has designed tiered packages which will give your business the opportunity to support the club at all levels. Please see over the next pages for various sponsorship packages available.



# Platinum Package:

This sponsorship package is perfect for Businesses looking for maximum exposure across the women's VFL and beyond.

## Advertising Benefits

- Your business logo on the back of all VFL playing jumpers
- Your business logo on game day attire (polo and pants)
- Your business displayed on 2 x 2m banners at home games in St Kilda
- Your business logo on all club correspondence (eg; monthly newsletter)

## Digital

- Your logo featured on the top banner of the club website
- A dedicated page on our sponsors section of the website with links to your business website
- Regular social media posts including links to your business
- Your business logo featured on the monthly club newsletter

## General

- Framed VFL jumper signed by players and team staff
- Invitation to attend the St Kilda F.C sponsors luncheon
- Photo opportunities for your business with our AFL players
- Invitation to the St Kilda Women's FC presentation night



**\$15,000 ex GST (2 years)**

\$10k year 1, \$5k year 2

**ONLY 1 AVAILABLE**



# Gold Package:

This sponsorship package is perfect for Businesses looking for maximum exposure at training, game day and beyond

## Advertising Benefits

- Your business logo featured on the back of the official training singlet with over 70 registered players
- Your business displayed on 2 x 2m banners at home games in St Kilda
- Your business logo on all club correspondence (eg monthly newsletter)

## Digital

- Your logo featured on the front page of the club website
- A dedicated page on our sponsors section of the website with links to your business website
- Regular social media posts including links to your business
- Your business logo featured on the monthly club newsletter

## General

- Framed VFL jumper signed by players and team staff
- Invitation to attend the St Kilda F.C sponsors luncheon
- Photo opportunities for your business with our AFL players
- Invitation to the St Kilda Women's FC presentation night



**\$10,000 ex GST (1 year)**

**ONLY 1 AVAILABLE**



# Silver Package:

This sponsorship package is perfect for Businesses looking for maximum exposure across the women's football leagues and beyond.

## Advertising Benefits

- Your business logo featured on the playing shorts for 3 teams
- Your business displayed on 2 x 2m banners at home games in St Kilda
- Your business logo on all club correspondence (eg monthly newsletter)

## Digital

- Your logo featured on the front page of the club website
- A dedicated page on our sponsors section of the website with links to your business website
- Regular social media posts including links to your business
- Your business logo featured on the monthly newsletter



## General

- Framed VFL jumper for players and team staff
- Invitation to attend the St Kilda Women's FC sponsors luncheon
- Photo opportunities for your business with our AFL players
- Invitation to the St Kilda Women's FC presentation night

**SOLD**

**\$5,000 ex GST (1 year)**

**1 SOLD - 0 REMAINING**



**#3teams1dream**

**#refusetolose**

# Bronze Package:

This sponsorship package is perfect for Businesses looking for maximum exposure on game days at St Kilda home games

## Advertising Benefits

- Your business displayed on 1 x 2m banner at home games in St Kilda

## Digital

- Your logo featured on the front page of the club website
- A dedicated page on our sponsors section of the website with links to your business website
- Regular social media posts including links to your business
- Your business logo featured on the monthly club newsletter

## General

- Invitation to attend the St Kilda F.C sponsors luncheon
- Photo opportunities for your business with our AFL players
- Invitation to the St Kilda Women's FC presentation night

**\$3,000 ex GST (1 year)**

**1 SOLD, 2 REMAINING**



# Community Partnerships:

The St Kilda Sharks are looking for opportunities to partner with local businesses and services to improve your business exposure and improve the quality of our club programs.

## Possible Business and Services:

- Sports and fitness therapists and services
- Sports equipment and first aid suppliers
- Catering and hospitality
- Food and beverage suppliers
- Stationery
- Prizes and giveaways

## Possible Advertising benefits

- Game day signage
- Your logo featured on the club website
- A dedicated page on our sponsors section of the website with links to your business website
- Social media posts with links to your business

## Possible General Benefits

- Framed VFL jumper signed by all players and team staff
- Invitation to attend the St Kilda F.C sponsors luncheon
- Photo opportunities for your business with our AFL players
- Invitation to the St Kilda Women's FC presentation night

**Negotiable investment**