

EAST GEELONG FOOTBALL AND NETBALL CLUB

“The city club with the country feel”



2024 CORPORATE SPONSORSHIP PACKAGES

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CLUB HISTORY

The East Geelong Football and Netball Club – the Eagles – are proud to present this proposal to potential sponsors.

The club was formed in 1879 as part of the first competitive football competition in Geelong. We have continuously and successfully represented the East Geelong community since then and are now affiliated with the Geelong and District Football League for Senior football and all netball, along with AFL Barwon for Junior football. The Club has won 23 senior football premierships, the first coming in 1893, and the most recent in 2009.

The Club are the reigning U17 and U15 Netball premiers, and in 2023 reached the A Grade netball and Reserves football grand finals. The Club was crowned the GDFNL Champion Team for the last 2 years.

The EGFNC aims to field teams in all age groups in Junior Football, along with running a growing Auskick program. Season 2024 also sees the continued growth of girls' football following our inaugural year in 2023.

The Netball program comprises four senior sides along with five junior teams (U11, U13, U15 U17 and U19, along with a popular NetSetGO! program.

The East Geelong Football and Netball Club is recognised as a valuable and important institution and is committed to be the Geelong and District Football & Netball League's most welcoming, successful and family friendly club; providing equal opportunities for all to participate in football and netball.

**CONTINUOUSLY AND
SUCCESSFULLY
REPRESENT THE EAST
GEELONG COMMUNITY**

OUR SPONSORS

You can be confident that your contribution will be used in accordance with sound financial principles that further the development of the Club, its players, members and the broader community.

This framework is supported by our hard-working volunteers and the generosity of our sponsors. A planned program is in place to ensure our sponsors are adequately and appropriately acknowledged within the Club and wider community.

We encourage patronage of sponsors businesses with the intent of increasing trade and providing a satisfying social experience and enjoyment for sponsors, their staff and families.

**SPONSORS ARE ADEQUATELY AND APPROPRIATELY
ACKNOWLEDGED WITHIN THE CLUB AND THE WIDER
COMMUNITY**

Sponsors will be satisfied to know their contribution is directly benefiting this innovative and competitive organisation as it continues its program of growth and development.



LETS GET SOCIAL

Social media is a great way to keep in touch with the East Geelong Football & Netball Club. We're connected with friends and family through our social media platforms, regular in season Newsletters, website updates and our functions.

Our Club and Junior Facebook pages both have over 1,500 followers and the Instagram page has over 1,000 followers. Our regular Newsletters are distributed to over 600 individuals. The Club website has almost 4,000 users view the site with over 14,000 individual engagements with the site (Google Analytics).



[EASTGEEELONGFNC](#)



[EGFNC](#)



www.eastgeelongfnc.com.au

82.7%

of Australians maintain a Social Media account*

1hr 57min

Average time per day Australians use social media per day*

96%

of the internet users between 16-60 access social Media*

* source: GENROE

To be the Geelong and District Football & Netball League's most welcoming, successful and family friendly club; providing equal opportunities for all to participate in football and netball.



OUR PRIORITIES 2022-2027

PARTICIPATION AND INCLUSION

To provide opportunities to grow participation across all ages, genders and abilities in football and netball

SUSTAINABILITY

Excellent administration that demonstrates financial, social and environmental responsibility.

ENGAGEMENT

Foster and drive partnerships and communication with current, prospective and former members, stakeholders and sponsors.

LEADERSHIP

Through strong leadership, continually improve club culture and the creation of a welcoming environment that sets us apart from the rest.

SUCCESS

To be respected, competitive and fair in all on field performances, positioning us as one of the GDFNL's most successful clubs.

SPONSORSHIP PACKAGES

PLATINUM

Key Benefits:

- ❖ Number one ticket holder
- ❖ Hospitality at half time of home games (4 guests)
- ❖ Logo on selected club apparel
- ❖ Recognition at half- time and after game presentations
- ❖ Double-pass to all club functions
- ❖ Family membership
- ❖ Scoreboard signage
- ❖ Ground signage (x2)
- ❖ Promotion on Social Media
- ❖ Logo on all event flyers
- ❖ Links on club website

GOLD

Key Benefits:

- ❖ Hospitality at half time of home games (2 guests)
- ❖ Family membership
- ❖ Signage within clubrooms
- ❖ Double pass to all club functions
- ❖ Ground signage (x1)
- ❖ One Major Draw ticket
- ❖ Promotion on scoreboard
- ❖ Promotion on Social Media
- ❖ Links on club website

SILVER

Key Benefits:

- ❖ Hospitality at half time of home games.
- ❖ Family membership
- ❖ Signage inside clubrooms
- ❖ Double pass to all club functions
- ❖ Ground signage (x1)
- ❖ One Major Draw ticket
- ❖ Promotion on scoreboard
- ❖ Links on Club website

BRONZE

Key Benefits:

- ❖ Hospitality at half time of home games.
- ❖ Family membership
- ❖ Signage inside clubrooms
- ❖ Double-pass to Presentation Night and Sponsors' Day
- ❖ One Major Draw ticket
- ❖ Promotion on scoreboard
- ❖ Links on Club website

MAROON

Key Benefits:

- ❖ Family membership
- ❖ Signage inside clubrooms
- ❖ Double pass to Presentation Night and Sponsors' Day
- ❖ One Major Draw ticket
- ❖ Promotion on scoreboard
- ❖ Links on club website

The above packages are a sample of the options available. Sponsorship Packages can be tailored to your individual needs and budget. Please Contact our Sponsorship Co-Ordinator or President to discuss.

PLATINUM SPONSOR - \$8,000 (ex GST)

- ❖ Number 1 Ticket Holder
- ❖ Naming rights to Richmond Oval
- ❖ Hospitality - Platinum sponsors and up to 4 guests will receive complimentary drinks and finger food at half time of Senior Football at home games..
- ❖ Recognition at half-time and after game presentations.
- ❖ Opportunity to have Business logo on selected Club merchandise.
- ❖ Extensive promotion on Electronic Scoreboard at all Senior and Junior matches.
- ❖ Regular promotion on Club Social Media.
- ❖ Acknowledgment in all media coverage and advertising, including print media and exposure on local radio.
- ❖ Promotion in each edition of the GDFNL football record (available at all GDFNL games each week) and links on Club website.
- ❖ Verbal acknowledgment at all Club functions, hospitality and associated functions attended by officials of the East Geelong Football and Netball Club.
- ❖ Family Membership.
- ❖ Ticket to Major Draw fundraiser
- ❖ Membership to Buckley's Gaming Centre.
- ❖ Hiring of social rooms for functions at discounted rate during the football season.
- ❖ Double pass to all Club functions, including Presentation Night, Sponsors' Day and GDFL Melbourne Cup Calcutta.
- ❖ Weekly email outlining forthcoming events and season results.

YEAR ROUND PROMOTION AT RICHMOND OVAL

- ❖ Naming rights to Richmond Oval, have our home ground named after your Business for the year.
- ❖ Prominently displayed sign inside club rooms.
- ❖ Signage on electronic scoreboard
- ❖ Regular promotion on all Club social media pages.

GOLD SPONSOR - \$5,000 (ex GST)

- ❖ Hospitality for Sponsor and up to two guests consisting of complimentary drinks and finger food at half time of senior football at all home games.
- ❖ Recognition at half-time and after game presentations.
- ❖ Ground signage (3m x 1m) at Richmond Oval
- ❖ Acknowledgment in all media coverage and advertising, including print media and exposure on local radio.
- ❖ Extensive promotion on electronic scoreboard at Senior and Junior matches
- ❖ Regular promotion on Club social media sites.
- ❖ Promotion in each edition of the GDFNL football record (available at all GDFNL games each week) and links on Club website.
- ❖ Verbal acknowledgment at all Club functions, hospitality and associated functions attended by officials of the East Geelong Football and Netball Club.
- ❖ Family Membership.
- ❖ One ticket to Major Draw fundraiser.
- ❖ Membership to Buckley's Gaming Centre.
- ❖ Hiring of social rooms for functions at discounted rate during the football season.
- ❖ Double pass to all Club functions, including Presentation Night and Sponsors' Day.
- ❖ Weekly email outlining forthcoming events and season results.

YEAR ROUND PROMOTION AT RICHMOND OVAL

- ❖ Prominently displayed ground signs (3m x 1m) at Richmond Crescent.
- ❖ Prominently displayed sign inside club rooms.
- ❖ Regular promotion on Club social media sites.
- ❖ Extensive promotion on electronic scoreboard during all Senior and Junior matches.



SILVER SPONSOR - \$2,500 (ex GST)

- ❖ Hospitality for two people consisting of complimentary drinks and finger food at half time of Senior football at all home games.
- ❖ Ground sign (3m x 1m) at Richmond Crescent.
- ❖ Prominently displayed sign inside Club rooms.
- ❖ Extensive promotion on electronic scoreboard at Senior and Junior matches
- ❖ Regular promotion on Club social media sites.
- ❖ Recognition at half-time and after game award presentations.
- ❖ Promotion in each edition of the GDFNL football record (available at all GDFNL games each week) and links on Club website.
- ❖ Verbal acknowledgment at all Club functions, hospitality and associated functions attended by officials of the East Geelong Football Club.
- ❖ One Family Membership.
- ❖ One ticket to Major Draw fundraiser.
- ❖ Membership to Buckley's Gaming Centre.
- ❖ Hiring of social rooms for functions at discounted rate the during football season.
- ❖ Double pass to all Club functions, including Presentation Night and Sponsors' Day
- ❖ Weekly email outlining forthcoming events and season results.

BRONZE SPONSOR - \$1,500 (ex GST)

- ❖ Hospitality for one person consisting of complimentary drinks and finger food at half time of Senior football at home games.
- ❖ Ground sign (3m x 1m) available to purchase at cost price.
- ❖ Sign displayed inside club rooms.
- ❖ Promotion on Electronic Scoreboard and all Club Social Media sites.
- ❖ Recognition at after game award presentations.
- ❖ Promotion in each edition of the GDFNL football record (available at all GDFNL games each week) and on club website.
- ❖ Double pass to club presentation night and annual sponsors day.
- ❖ One family membership.
- ❖ One ticket to Major Draw fundraiser.
- ❖ Membership to Buckley's Gaming Centre.
- ❖ Weekly email outlining forthcoming events and season results.



MAROON SPONSOR - \$750 (ex GST)

- ❖ Ground sign (3m x 1m) available to purchase at cost price.
- ❖ Sign displayed inside club rooms.
- ❖ Recognition at after game award presentations.
- ❖ Regular promotion on Electronic Scoreboard and Club Social Media sites.
- ❖ Promotion in each edition of the G&DFL football record (available at all G&DFL games each week) and on club website.
- ❖ Double pass to club Presentation Night and annual SponsorsDay.
- ❖ One family membership.
- ❖ One ticket to Major Draw function
- ❖ Membership to Buckley's Gaming Centre.
- ❖ Weekly email outlining forthcoming events and season results.



CONTINUED GROWTH IN JUNIOR AND FEMALE COMPETITIONS AND PROGRAMS INCLUDING AUSKICK AND NETSETGO!





CONTACT US

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Thank you for considering East Geelong Football & Netball Club.

We would love to welcome you to be a part of the East Geelong family.

