



Goodwood Saints Football Club Inc.

Address: Curzon Avenue, Millswood SA (PO Box 104 Goodwood SA 5034)

Phone/Fax: (08) 8297 2189 Email: gsgadmin@adam.com.au

Website: www.goodwoodsaints.com.au

Dear Sponsor,

Thank you for considering a business partnership with the Goodwood Saints Football Club through one of our sponsorship products.

Our members and players are extremely appreciative of the local community's continued support and actively patronise our Corporate Partners businesses where practical.

Whilst the club has worked hard to establish its current position, the challenge is to maintain and improve on our current status. Goodwood Saints Football Club is well positioned to continue with its success in 2017 not only on the field, but it has established a solid foundation as an outstanding corporate citizen in the local community. To do this effectively, we need the support of our business partners and others in the Goodwood business precinct.

We understand that our business partners are a key ingredient to our success not only financially but also the skills and knowledge they contribute via their association with our members and players. The club understands the importance of making contributions back to our business partners and we have developed initiatives that enable us to promote your Business and its products to our members, players and supporters. We believe that these initiatives will provide you with a cost effective advantage over your competitors. Over recent years, the club has educated members of how vital their support of our sponsors is to the longevity of the club. There is no doubt that our club community provides strong support to our business partners and will continue to do so.

Sponsorship packages can be tailored to meet your specific requirements. In addition we confirm that all sponsorship packages are tax deductible.

We appreciate the time you have taken to consider a partnership with our club and look forward to a long and mutually beneficial relationship.

Yours sincerely

Colin Shipton
Sponsorship Director
Goodwood Saints Football Club Inc.
Ph: 0431 024 364
Email: colin@alna.net.au

Goodwood Saints Football Club

Club Vision & Mission

CLUB VISION

The Goodwood Saints Football Club will be recognised as the premier football club affiliated with the South Australian Amateur Football League.

CLUB MISSION

The Goodwood Saints Football Club will provide opportunities for people of all ages to enjoy a lifetime involvement with Australian Rules football.

Players will enjoy the mateship and enjoyment of football in a professional environment and will be given the opportunity to realise their full playing potential at both junior and senior level. Players will enjoy consistent on field success and will be provided with safe, above standard facilities.

Members will enjoy their involvement with Australian Rules football in a safe, friendly, comfortable and family oriented environment. They will have the opportunity to become involved at all levels of the football club and will be rewarded with the ongoing success of the club. Members will have access to outstanding quality, reasonably priced licensed facilities to enhance their enjoyment of the club.

CLUB GOALS

Members

To encourage and develop players, members, administrators and supporters to enjoy participation in the sport of Australian Rules Football and to reach their full potential through this participation.

Standard of Competition

To remain in and be continually successful in the Division One competition of the South Australian Amateur Football League.

Junior Football Development

To provide outstanding coaching and junior development programs to enable our junior players to improve and develop their skills so that they may have the opportunity to participate at the highest standard of competition available to them.

Facilities

To provide the best possible facilities possible so that our members and supporters can enjoy their ongoing involvement with our club in a safe, clean and family friendly environment.

Administration

To develop and maintain "best in class" administration processes so that the Goodwood Saints Football Club can continue to operate effectively throughout future club generations.

Sponsors

To provide our corporate partners with value for money packages that will provide them with a commercially sound edge over their competitors. This will be achieved through direct support where practical and the ongoing promotion to our club members and supporters via various mediums.

The Goodwood Saints Football Club

The Goodwood Saints Football Club is a not for profit community based football club that is affiliated with the South Australian Amateur Football League (Ch9AFL - Seniors) and the SANFL Juniors League (Juniors).

The club was formed in 1985 following the merger of the Goodwood and St Raphael's Football Clubs. Prior to that date the clubs histories date back more than 75 years.

Since the merger to create the club we now know, the "Saints" have progressed from Division Four to be one of the most successful clubs in Division One over the past seventeen years. During that time we have won over 40 Senior Premierships at various levels, including seven Division One premierships.

During the 2017 season the club will again field four senior sides, a side for players with integration difficulties and twelve junior sides, including two girls teams. This equates to in excess of 450 registered players. Together with past players, parents and supporters the club has membership in excess of 1000 people!

Each year the club and its players commit to an intense preseason training program and fitness camp. These camps and training sessions provide our players with the ability to refocus as a playing group and ensure they are well prepared for the season ahead. This program is a testament to the commitment of our playing group and their support of the club. Over the years the club has engaged the South Australian Police and the Army to ensure the players are experiencing all facets of fitness and teamwork.

The club is committed in the Auskick program, providing facilities to ensure our local budding junior players are given the opportunity to experience this great game we call football.



Why the Goodwood Saints Football Club?

Involvement with any organisation in a commercial relationship requires a commitment to success at all levels. The relationship must be “win win” for all parties and must be worked at to be successful.

In order for sponsorship relationships to be successful the club must support our corporate partners wherever possible through direct financial support and club purchases. The club ensures the ongoing promotion of our corporate partners as well as the goods and services they provide to our members at every opportunity through various mediums.

In order to maximise the financial rewards as a result of the club’s efforts, our corporate partners have enjoyed further rewards by becoming involved with the club thus creating further opportunities whilst networking with other Goodwood Saints supporters.

Through a committed effort we can demonstrate that the Goodwood Saints Football Club has achieved great benefits to our valued sponsors over a number of years. Why not become part of this success?

As detailed the Goodwood Saints Football Club has an extensive membership base providing our sponsors with the opportunity to actively market to ensure a financial return on their investment. The Goodwood Saints membership demographic can be broken down as follows:

	Age Profile	Registered Members
Senior Players	30 years +	25
	25-30 years	35
	20-25 years	45
	18-20 years	65
Junior Players	Under 18 years	350
Non-Playing Members	60 years +	95
	50-60 years	150
	40-50 years	330
	30-40 years	478
	Under 30 years	20

“Community sporting and recreational organisations are essential components to ensure that healthy and active lifestyle opportunities are provided for all South Australians. It is vital to support these organisations at grassroots level to strengthen and sustain active communities, thereby increasing the community’s access to quality sport and active recreation activities and facilities.”

***Michael Wright, MP
Former Minister for Recreation, Sport and Racing***

Sponsorship Benefits

Sponsorship of the Goodwood Saints Football Club can bring many benefits to your business. We aim to provide you with value for money packages that can bring many returns for your investment. These benefits include effective brand advertising with exposure to a targeted local market as well as wider exposure via our website and other social media. This exposure enhances your business image and heightens awareness and recognition of your company name and its contribution to the local community. A dedicated 50 inch LG TV continually highlights our main sponsors businesses from your requirements and a loyalty card is utilised for players, partners and families to show when they visit your business

We would like to invite you to become a key ingredient to our ongoing success by becoming a sponsor of the Goodwood Saints for the 2017 season and beyond. Various packages are available that can be tailored to meet your organisations specific needs. These packages are detailed in annexure A to L. Some of these offers may have already been committed to by current sponsors but do become available again as their agreement finishes and the package offers provides another opportunity to raise your business's profile.

All corporate sponsorships are tax deductible.



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Annexure A

PLATINUM SPONSOR- 2017 / 2018

1. Signage on Sponsor dedicated TV in Clubrooms.
2. Details of your business included on our Website.
3. Business name/logo on Goodwood Saints van.
4. Business name/logo on all match day programs.
5. Special inclusion of your business details in our monthly and weekly newsletters (if circulated).
6. Automatic player sponsorship including your business name displayed on your sponsored players photo in our clubrooms.
7. Framed "Certificate of Appreciation".
8. Your business card on our sponsors Business Card Board and display of other promotional material in club as required.
9. Free BBQ and drinks at sponsor's day.
10. Invitation to all games and official functions.
11. 2 tickets to all club social functions.
12. 2 tickets to SAAFL annual presentation dinner.

COST - MINIMUM SPONSORSHIP TERM – 24 MONTHS

LUMP SUM \$12,500.00 per annum (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF THE TERM OR ONE UPFRONT PAYMENT OF \$2,500.00 PLUS 5 MONTHLY PAYMENTS OF \$2,000.00

NB All sponsorships are TAX DEDUCTIBLE.



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Annexure B

MAJOR SPONSOR

1. Signage on Sponsor dedicated TV in Clubrooms.
2. Your Business name/logo on the Goodwood Saints van.
3. Business name/logo on **either** Senior or Junior Guernseys.
4. Details of your business included on our Website.
5. Business name/logo on all match day programs.
6. Special inclusion of your business details in our monthly and weekly newsletters (if circulated).
7. Automatic player sponsorship including your business name displayed on your sponsored players photo in our clubrooms.
8. Framed "Certificate of Appreciation".
9. Your business card on our sponsors Business Card Board and display of other promotional material in club as required.
10. Free BBQ and drinks at sponsor's day.
11. Invitation to all games and official functions.
12. 2 tickets to annual presentation dinner.

COST – MINIMUM SPONSORSHIP TERM – 24 MONTHS

LUMP SUM \$5,000.00 per annum (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF EACH TERM OR ONE UPFRONT PAYMENT OF \$2,000.00 PLUS 3 MONTHLY PAYMENTS OF \$1,000.00

NB All sponsorships are TAX DEDUCTIBLE.



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Annexure C

GOLD SPONSOR

1. Details of your business included on our Website and Sponsor dedicated TV in Clubrooms.
2. Business name/logo on all match day programs.
3. Special inclusion of your business details in our monthly and weekly newsletter (if circulated).
4. Automatic player sponsorship including your business name displayed on your players photo in our Clubrooms.
5. Framed "Certificate of Appreciation".
6. Your business card on our sponsors Business Card Board.
7. Free BBQ and drinks at sponsor's day.
8. Invitation to all games and official functions.

COST- MINIMUM SPONSORSHIP TERM – 12 MONTHS

***LUMP SUM \$2,500.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF THE TERM
OR ONE UPFRONT PAYMENT OF \$700.00 PLUS 3 MONTHLY PAYMENTS OF \$600.00***

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Annexure D

SILVER SPONSOR

1. Details of your business included on our Website and Sponsor dedicated TV in Clubrooms
2. Business name/logo on every second match day program.
3. Laminated "Certificate of Appreciation".
4. Your business card on our sponsors Business Card Board.
5. Free BBQ and drinks at sponsor's day.
6. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 12 MONTHS

LUMP SUM \$1,500.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF THE TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450.***



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Annexure E

GOAL POST SPONSOR

1. Your business name/logo on the Goal and Point post padding at Goodwood Oval.
2. Details of your business included on our Website and Sponsor dedicated TV in Clubrooms.
3. Business name/logo on every second match day program.
4. Laminated "Certificate of Appreciation".
5. Your business card on our sponsors Business Card Board.
6. Free BBQ and drinks at sponsor's day.
7. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 36 MONTHS

LUMP SUM \$2,500.00 per annum (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF EACH TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450.***



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Annexure F

VAN SPONSORSHIP

1. Your Business name/logo on the Goodwood Saints van.
2. Signage on Sponsor dedicated TV in clubrooms.
3. Details of your business included on our Website.
4. Business name/logo on every third match day program.
5. Laminated "Certificate of Appreciation".
6. Your business card on our sponsors Business Card Board and display of other promotional material in club as required.
7. Free BBQ and drinks at sponsor's day.
8. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 24 MONTHS

LUMP SUM \$1,300.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF THE TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450***



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Annexure G

SCOREBOARD SPONSORSHIP

2016/2017 agreement current with Voiceoversonthenet

1. Your Business name/logo on the Goodwood Oval Scoreboard.
2. Signage on Sponsor dedicated TV in clubrooms.
3. Details of your business included on our Website.
4. Business name/logo on every third match day program.
5. Laminated "Certificate of Appreciation".
6. Your business card on our sponsors Business Card Board and display of other promotional material in club as required.
7. Free BBQ and drinks at sponsor's day.
8. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 24 MONTHS

LUMP SUM \$2,500.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF EACH TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450***



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Annexure H

BBQ SPONSORSHIP

1. Your Business name/logo on the Goodwood Saints BBQ.
2. Signage on Sponsor dedicated TV in clubrooms.
3. Details of your business included on our Website.
4. Business name/logo on every third match day program.
5. Laminated "Certificate of Appreciation".
6. Your business card on our sponsors Business Card Board and display of other promotional material in club as required.
7. Free BBQ and drinks at sponsor's day.
8. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 24 MONTHS

LUMP SUM \$2,500.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF EACH TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450***



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Annexure I

BRONZE SPONSOR

1. Details of your business included on our Website and Sponsor dedicated TV in Clubrooms.
2. Your business card on our sponsors Business Card Board.
3. Business name/logo on every three match day programs.
4. Laminated "Certificate of Appreciation".
5. Free BBQ and drinks at sponsor's day.
6. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 52 WEEKS

LUMP SUM \$990.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF THE TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450.***



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Annexure J

SENIORS PRE-SEASON SINGLET SPONSOR-

2016/2017 agreement current with King William Road Chiropractic- PPI Merchandise- DCM Services

1. Your Business name/logo on the Seniors Pre-Season Singlets.
2. Details of your business included on our Website and Sponsor dedicated TV in Clubrooms.
3. Your business card on our sponsors Business Card Board.
4. Business name/logo on every three match day programs.
5. Laminated "Certificate of Appreciation".
6. Free BBQ and drinks at sponsor's day.
7. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 24 MONTHS

LUMP SUM \$1250.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF EACH TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450.***



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Annexure K

JUNIORS PRE-SEASON SINGLET SPONSOR-

2016/2017 agreement current with: Ironfish- Fidelis Financial Solutions- Alabricare

1. Your Business name/logo on the Juniors Pre-Season Singlets.
2. Details of your business included on our Website and Sponsor dedicated TV in Clubrooms.
3. Your business card on our sponsors Business Card Board.
4. Business name/logo on every three match day programs.
5. Laminated "Certificate of Appreciation".
6. Free BBQ and drinks at sponsor's day.
7. Invitation to all games and official functions.

COST – MINIMUM SPONSORSHIP TERM – 24 MONTHS

LUMP SUM \$2,000.00 (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF EACH TERM

NB All sponsorships are TAX DEDUCTIBLE.

**** Player sponsorship adds \$450.***



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Annexure L

PLAYER SPONSOR

1. Your business name displayed on your players' photo in our Clubrooms.
2. Laminated photo of your sponsored player featuring your business name.
3. Your business card on our sponsors Business Card Board.
4. Free BBQ and drinks at sponsor's day.
5. Invitation to all games and official functions.
6. Your business name on Player Sponsor page on 50" sponsor TV in clubrooms

COST – MINIMUM SPONSORSHIP TERM – 52 WEEKS

LUMP SUM \$450.00 per player (GST INCLUSIVE) PAID AT THE COMMENCEMENT OF THE TERM

NB All sponsorships are TAX DEDUCTIBLE.

