



Sponsorship Proposal 2023



Who we are

Golden City Football Club

Golden City Football Club was founded in 1971 and has over 50 years of history in the Bendigo region. We're a founding member of the Bendigo Amateur Soccer League.

Our club's home ground is Shadforth Park, North Bendigo, and we have a long and proud tradition in the local community.

Our mission is to be an inclusive and supportive club, where our members, families and friends develop a love of football in a welcoming, encouraging and fun environment.

We've strong female member numbers, around double the national average, and an ethnically diverse membership, with a large number of players and coaches from Bendigo's Karen community.



Lachlan Hogan

Club President

"Golden City is committed to building strong and lasting relationships with our sponsors and providing value for money. We will work with our sponsors to make your support a rewarding experience for you and our club."





Our reach

Golden City has more than 200 members playing in multiple teams across Senior, Competitive Junior and Junior competitions.

Our home ground is used by all our teams for training on Tuesday, Wednesday and Thursday nights during the season from March to September.

Our match days on Saturdays and Sundays draw large crowds from our own and visiting teams.

Signage around the ground and in our clubrooms is a wonderful brand awareness opportunity for your business.

Golden City has a large and growing social media following on:

- Facebook
- Instagram
- Twitter

We communicate with our members through our website and email newsletters.





Why sponsorship?

By sponsoring Golden City, your business is supporting a grassroots sports club and making a vital contribution to the health and wellbeing of the local community.

Grassroots sports sponsorship generates significant goodwill for your business.

Investing in local sport and contributing toward the development of our club and its members associates your business with positive community experiences.

The sponsorship of community sports clubs is tax deductible. Sponsorship is financial or in-kind support. It is not direct advertising but it promotes your company through its association with our club by:

- Building brand awareness in in your local community
- Generating goodwill for your business
- Contributing to the health and wellbeing of your local community





Sponsorship options

Golden City have number of different sponsorship options. Our sponsorship packages are based on a 3 year term.

Sponsorship option	Package option	Per year (py)	Total
Gold Sponsorship package	Men's Seniors	(\$2500py)	\$7500
	Women's	(\$2500py)	\$7500
	Men's Reserves	(\$2000py)	\$6000
	Youth	(\$2000py)	\$6000
Silver Sponsorship package		(\$1650py)	\$4950
Bronze Sponsorship package		(\$1330py)	\$3990
Junior Team Sponsorship package		(\$1000py)	\$3000
Player Sponsorship	Senior		\$500
	Junior		\$300
Match Day Sponsorship			\$800

Alternatively, we can work together to develop a custom sponsorship package that suits your needs and budget.



Packages

Gold - Sponsorship Package	Term (Yrs)	Per Year (py)	Total
Men's Senior Team	3	(\$2500py)	\$7500
Women's Team	3	(\$2500py)	\$7500
Men's Reserves Team	3	(\$2000py)	\$6000
Youth Team	3	(\$2000py)	\$6000

- Playing Kit Sponsorship - Your logo on front of shirt
- Framed Golden City shirt with your logo on front and business name on back
- Framed photo of sponsored team(s)/player(s)
- Home ground advertising
- Clubroom advertising (indoors)
- Single round, Match Day sponsorship package (see pg. 9) [1 round per year (3 years total) across sponsorship term]
- Monthly posts on the Golden City social media channels (Facebook, Instagram and Twitter) promoting your business
- Logo on all official Golden City promotional material, eg: social media graphics, event advertising & posters
- Regular posts on the Golden City social media showing teams with your logo on playing kit
- Framed certificate of appreciation
- Logo on printed team photos
- Logo, write up and link on club website
- Logo, write up and link on club email newsletter
- Golden City merchandise pack
- Acknowledgement & advertising at Golden City events
- Opportunities to market your business to club members
- End of year report on sponsorship



Packages

Silver - Sponsorship Package

3 (Yrs)

(\$1650py)

\$4950

- Home ground advertising
- Clubroom advertising (indoors)
- Single round, Match Day sponsorship package (see pg. 9) [1 round across sponsorship term]
- Monthly posts on the Golden City social media channels (Facebook, Instagram and Twitter) promoting your business
- Logo on all official Golden City promotional material, eg: social media graphics, event advertising & posters
- Framed certificate of appreciation
- Logo on printed team photos
- Logo, write up and link on club website
- Logo, write up and link on club email newsletter
- Golden City merchandise pack
- Acknowledgement & advertising at Golden City events
- Opportunities to market your business to club members
- End of year report on sponsorship





Packages

Bronze - Sponsorship Package

3 (Yrs)

(\$1330py)

\$3990

- Clubroom advertising (indoors)
- Single round, home Match Day sponsor naming package (*see Match Day package)
- Monthly posts on the Golden City social media channels (Facebook, Instagram and Twitter) promoting your business
- Framed certificate of appreciation
- Logo, write up and link on club website
- Logo, write up and link on club email newsletter
- Golden City merchandise pack
- Acknowledgement & advertising at Golden City events
- Opportunities to market your business to club members
- End of year report on sponsorship





Packages

Junior - Sponsorship Package

3 (Yrs)

(\$1000py)

\$3000

- Playing Kit Sponsorship - Your logo on front of shirt
- Framed Golden City shirt with your logo on front and business name on back
- Framed photo of sponsored teams/players
- Clubroom advertising (indoors)
- Framed certificate of appreciation
- Regular posts on the Golden City social media showing teams with your logo on playing kit
- Logo, write up and link on club website
- Acknowledgement & advertising at Golden City events
- Opportunities to market your business to Golden City members
- End of year report on sponsorship

Player Senior/Junior - Sponsorship 1 (Yrs)

\$500/\$300

- Framed photo of sponsored player(s)
- Framed certificate of appreciation





Packages

Match Day - Sponsorship

1 (Match round)

\$800

- One round, home Match Day sponsorship "naming rights"
- Temporary signage at ground for Match Day
- Sponsor named on all Match Day promotional material for that round
- Sponsor promoted via social media during during week leading up to Match Day
- VIP invitation to sponsors Match Day





Package summary

Package perks / options

Gold Silver Bronze Junior Player Match

Playing kit sponsorship	✓			✓		
Framed Golden City shirt with your logo	✓			✓		
Framed photo of sponsored team/player	✓			✓	✓	
Home ground advertising	✓	✓				
Clubroom advertising (indoors)	✓	✓	✓	✓		
Monthly social media posts on Golden City channels promoting your business	✓	✓	✓			
Logo on all official Golden City promotional material	✓	✓	✓			
Regular posts on Golden City social media showing teams with your logo on playing kit	✓			✓		
Framed certificate of appreciation	✓	✓	✓	✓	✓	
Logo printed on team photos	✓	✓				
Logo, write up & link on club website	✓	✓	✓	✓		
Logo, write up & link in club email newsletter	✓	✓	✓			
Golden City merchandise pack	✓	✓	✓			
Acknowledgement & advertising at Golden City events	✓	✓	✓	✓		
Opportunities to market your business to Golden City members	✓	✓	✓	✓		
One round, home Match Day sponsorship "naming rights"	✓	✓				✓
Temporary signs at ground for Match Day	✓	✓				✓
Sponsor named on all Match Day promotional material for that round	✓	✓				✓
Sponsor promoted via social media during week leading up to Match Day	✓	✓				✓
VIP invitation to sponsors Match Day	✓	✓				✓
End of year report on sponsorship	✓	✓	✓	✓		



Contact



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