



2017

SPONSORSHIP PROPOSAL



Introduction

2016 saw the Dingoes stamp our authority on the Southern Football Netball League with the club claiming back-to-back senior football titles for the first time in our history, while also claiming our fourth successive SFNL Champion Club award on the back of outstanding on field results which saw 9 of our 12 sides compete in finals action, including 4 Grand Final appearances. Our playing group continued to grow as we added two Under 19 netball side, and our development program continued to pay dividends with premierships to our U16 and U17 footballers and 15 of our 22 senior premiership players having come from our junior ranks.

Our goal, unashamedly, is to be the most respected, envied and successful community sporting club in metropolitan Melbourne. This goal will be achieved both through hard work on and off the field and through the development of a positive culture that embraces the community of which we are a part and welcomes persons from all walks of life through our doors.

As the only football club in Victoria, outside of the AFL or VFL, to have greater than 2500 Facebook followers, the Dingoes can offer prospective sponsors unmatched brand exposure. When you consider this in the context of Dingley already having the largest player and supporter base in the SFNL it is easy to see that your sponsorship dollars not only assist in supporting the entire club, but you are guaranteed the widest marketing reach of all clubs within the SFNL.

In order to excel in the 2017 season, the Dingoes are seeking the involvement of your company as a sponsor to share our vision and benefit from being a part of the Dingo Pack. As a community focused club, the Dingoes strive to promote the values of a healthy lifestyle and inclusion for all. Our focus for our sponsorship agreements is to ensure that you are more than just a financial contributor, by involving you as an active member of our club community and ensuring that you see a return on your investment through increased business and a sense of belonging. Dingley Football Netball Club's unique blend of senior and junior football, netball and continued community involvement also provides considerable depth in the marketing message presented; a depth that would be hard to find in most other sporting organisations with only single age or single sport participation.

On behalf of the Dingley Football Netball Club, I would like to thank you for considering this proposal. We would be most grateful to have you as part of our club for the 2017 season.

Go Dingoes!

Colin Craney

President

0417 350 016

president@dingleyfc.com.au



Dingley Dingoes 2017

Sponsorship Packages

The Dingoes are seeking support from your organisation as a Sponsor for the 2017 season, around which we will push our advertising and marketing efforts. This sponsorship is aimed at all 4 sections within the club, comprising Senior Football (Seniors, Reserves, Thirds, U/19s and Supers), Junior Football (U/9's through to U/17's), Auskick and Netball. Through use of our shared licensed premises, your advertising reach will also include members of other community and sporting groups within Dingley and the surrounding areas. We believe that the Dingoes can assist you to grow your business through participation as a sponsor of our club, and as such request your consideration to the range of sponsorship and marketing packages that that we have available, to determine the best fit for your business.

Sponsorship Level	Contribution Value*
Club	\$550 Inc GST
Bronze	\$1,100 Inc GST
Silver	\$2,200 Inc GST
Gold	\$3,300 Inc GST
Major	\$5,500 Inc GST
Corporate	\$11,000 Inc GST

*Payment as lump sum or monthly contribution





Corporate Sponsor

Includes:

A dedicated member of the sponsorship committee focussed on management of your sponsorship package throughout 2017, to provide direct feedback, present further opportunities and champion any campaigns being held throughout the year.

Exclusive marketing to all members, supporters & sponsors of our community based sporting & recreation club.

- Company Advertising Signage on Souter Oval Arena Fencing during 2017
- Complimentary club membership and merchandise
- **2x** complimentary tickets to annual Sponsors Luncheon
- **2x** complimentary tickets to annual Club Presentation night
- **4x** complimentary tickets to exclusive VIP event
- Registration fees waved for Children/Family members of managing directors
- Company Advertising Signage on club LCD television within Dingley Sports and Recreation Club Premises during 2017
- Advertising on the Dingley Football Netball Club website and Facebook page during 2017
- First right of refusal for other marketing opportunities which may arise over the course of the year (may involve additional fee)
- Recognition of Sponsorship on Club Newsletters and within SFNL Football Record throughout 2017
- Corporate logo on player uniforms (3 year minimum commitment period)
- Corporate logo on club merchandise (by negotiation)

Yearly Investment: \$11,000 Inc GST



Major Sponsor

Includes:

A dedicated member of the sponsorship committee focussed on management of your sponsorship package throughout 2017, to provide direct feedback, present further opportunities and champion any campaigns being held throughout the year.

Exclusive marketing to all members, supporters & sponsors of our community based sporting & recreation club.

- Company Advertising Signage on Souter Oval Arena Fencing during 2016
- Complimentary club membership and merchandise
- **2x** complimentary tickets to annual Sponsors Luncheon
- **2x** complimentary tickets to annual Club Presentation night
- **3x** complimentary tickets to exclusive VIP event
- Company Advertising Signage on club LCD television within Dingley Sports and Recreation Club Premises during
- Advertising on the Dingley Football Netball Club website and Facebook page during 2017
- Opportunity to present your business at the annual Sponsors Luncheon
- Recognition of Sponsorship on Club Newsletters and within SFNL Football Record throughout 2017
- Corporate logo on club merchandise (by negotiation)

Yearly Investment: \$5,500 Inc GST



Gold Sponsor

Includes:

A dedicated member of the sponsorship committee focussed on management of your sponsorship package throughout 2017, to provide direct feedback, present further opportunities and champion any campaigns being held throughout the year.

Exclusive marketing to all members, supporters & sponsors of our community based sporting & recreation club.

- Company Advertising Signage on Souter Oval Arena Fencing during 2016
- Complimentary club membership and merchandise
- **1x** complimentary tickets to annual Sponsors Luncheon
- **1x** complimentary tickets to annual Club Presentation night
- **2x** complimentary tickets to exclusive VIP event
- Company Advertising Signage on club LCD television within Dingley Sports and Recreation Club Premises during
- Advertising on the Dingley Football Netball Club website, Facebook and within SFNL Football Record during 2017

Yearly Investment: \$3,300 Inc GST



Silver Sponsor

Includes:

A dedicated member of the sponsorship committee focussed on management of your sponsorship package throughout 2017, to provide direct feedback, present further opportunities and champions any campaigns being held throughout the year.

Exclusive marketing to all members, supporters & sponsors of our community based sporting & recreation club.

- Company Advertising Signage on Souter Oval Arena Fencing during 2017
- Complimentary club membership and merchandise
- **1x** complimentary tickets to annual Sponsors Luncheon
- **1x** complimentary tickets to annual Club Presentation night
- **1x** complimentary VIP tickets to exclusive VIP event
- Company Advertising Signage on club LCD television within Dingley Sports and Recreation Club Premises during
- Advertising on the Dingley Football Netball Club website, Facebook page and within SFNL Football Record during 2017

Yearly Investment: \$2,200 Inc GST



Bronze Sponsor

Includes:

A dedicated member of the sponsorship committee focussed on management of your sponsorship package throughout 2017, to provide direct feedback, present further opportunities and champion any campaigns being held throughout the year.

Exclusive marketing to all members, supporters & sponsors of our community based sporting & recreation club.

- Company Advertising Signage on Souter Oval Arena Fencing during 2017
- Complimentary club membership and merchandise
- **1x** complimentary tickets to annual Sponsors Luncheon
- **1x** complimentary tickets to exclusive VIP event
- Company Advertising Signage on club LCD television within Dingley Sports and Recreation Club Premises during
- Advertising on the Dingley Football Netball Club website, Facebook page and within SFNL Football Record during 2016

Yearly Investment: \$1,100 Inc GST



Club Sponsor

Includes:

A dedicated member of the sponsorship committee focussed on management of your sponsorship package throughout 2017, to provide direct feedback, present further opportunities and champion any campaigns being held throughout the year.

Exclusive marketing to all members, supporters & sponsors of our community based sporting & recreation club.

- Company Advertising Signage on Souter Oval Arena Fencing during 2017
- Complimentary club membership and merchandise
- **1x** complimentary tickets to annual Sponsors Luncheon
- Company Advertising Signage on club LCD television within Dingley Sports and Recreation Club Premises during
- Advertising on the Dingley Football Netball Club website, Facebook page and within SFNL Football Record during 2017

Yearly Investment: \$550 Inc GST

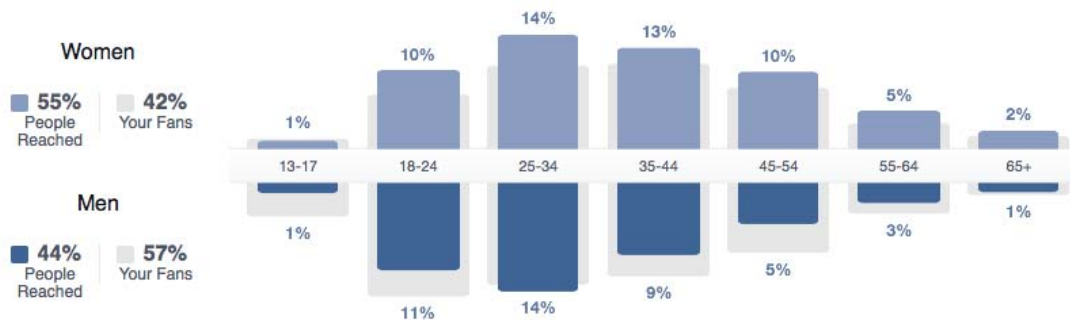
Demographics (Dingley Football Netball Club)



The Dingley Football Club has the most 'liked' Facebook page in all of Victorian non-AFL/VFL affiliated football clubs and our very own dedicated club smart phone app from which your organisation Facebook pages or websites can be linked.

Our advertising reach via Facebook is unrivalled and is best demonstrated by the following traceable data:

The number of people your post was served to in the past 28 days.



Country	People Reached	City	People Reached	Language	People Reached
Australia	19,235	Melbourne, VIC, Australia	14,612	English (US)	14,288
United Kingdom	366	Frankston, VIC, Australia	709	English (UK)	5,765
United States of America	101	Brisbane, QLD, Australia	250	German	27
New Zealand	79	Sydney, NSW, Australia	235	Thai	26
Canada	69	Perth, WA, Australia	216	Dutch	24

Total Page Likes as of Today: 2,546



SPONSORSHIP

Special Opportunities

In addition to our standard sponsorship offerings, the Dingoes also have a number of special opportunities available to prospective sponsors to obtain great exposure within the community. These include:

Shorts Sponsor – Display your logo on the playing shorts of our senior football sides. This opportunity requires a three year commitment at \$2,200 (incl. GST) per season and includes display of logo on both home and away sets of shorts. Shorts are worn by players during games and training as well as often during summer months or in the gym.

Coaches Sponsor – Display your logo on the match day apparel worn by our senior coaching staff throughout the season. Coaches sponsor logos are also prominently displayed on the home and away coaches boxes at The Den throughout the season. \$1,650 (incl GST) per season

Football Huddle Wrap – Display your logo on the huddle wrap displayed on the ground during the quarter and three quarter time break for all of our senior sides. These wraps are prominently displayed on the ground during all breaks and provide significant exposure. \$2,200 (incl GST) per season

Netball Huddle Wraps – Display your logo on the huddle wrap used by one of our senior netball teams during all breaks of their matches each week and displayed beside the court during the game. Wraps are unique to a particular side and are smaller than the football huddle wrap. These wraps offer high exposure within the community to members of many clubs simultaneously as all matches are played at the Rowan Road netball complex. \$330 (incl GST) per team per season

Bag Sponsor – Display your logo on our players' equipment bags, used by players for all training sessions and match days. This opportunity requires a three year commitment at \$550 (incl. GST) per season.



A little thanks from our Sponsors



The Dingley Football Club has been a major part of my life since 1971 and now as a local business owner it is a pleasure to continue my association with the club as a Sponsor.

An unexpected, but pleasing, benefit of my sponsorship has seen some significant business opportunities materialise along the way.

The Club does amazing work with the local community and Tranzworks is proud to be on board again in 2017.

Go Dingoes!!!

**Chris Smith,
Managing Director
Tranzworks**

As a longstanding, major partner of the club, we recognise the value of being associated with an organisation which displays similar ethics to our own and we look forward to another stellar season. Go Dingoes!

**Anne McAllister
Dingley Village Community Branch Manager
Bendigo Bank.**

After our first year of Sponsorship we have grown to understand what an important organisation the Dingley Football Netball Club is to our community. As an organisation we have certainly benefited with our brand being recognized and contacted due to our support. We are looking forward to many more years as partners.

**Jason Garlick, Director
Buxton Real Estate (Dingley Village)**