

2022
SPONSORSHIP PROPOSAL



www.facebook.com/sawtellsaintsAFL





LETTER FROM THE EXECUTIVE COMMITTEE

On behalf of the Club, we would like to thank you for considering sponsoring the Sawtell/ Toormina Australian Rules Football Club.

Community sport has an extraordinary number of benefits to not just its players and officials but to the community at large. In 2015 the Weekly Times conducted a study. *'The study found that for every dollar spent on community football generated at least a \$4.40 return in social return in terms of social connectedness, wellbeing, mental health status, employment outcomes, personal development and physical health. Community football clubs' reach extended to 10 people for every one player, and the clubs are three times more useful for developing social networks than work, education or other community group networks.'*

This has never been truer than at our football club. We recognise football is what bring us all together. We acknowledge the rich history of success we have had in the past and strive to have in the future. But, for many, this football club represents a comradeship they cannot gain in other parts of their lives. It is the place they learn life lessons such as commitment, disappointment, loyalty, heartache and of course elation. Its where for three times a week they can come together for a greater cause and work together for the ultimate goal.

Our Football club celebrates diversity, promotes inclusion but mostly cares for our teammates, officials, volunteers and our community. Its greater than football.

As a non-profit organisation we operate on grants, sponsorships, donations, member fees, and self-funded participation by players.

To reach our projected goals of increased membership, greater awareness of mental health of our members and community, improved facilities and continued community support, sponsorships and partnerships are vital for our growth.

Even with our current successes, we cannot reach our goals without your help! Thank you for your interest in the Sawtell/Toormina Australian Rules Football Club.

I look forward to speaking with you on how we can reach our goals together.

**Sawtell/ Toormina Australian Rules Football Club
2022 Executive Committee**

Sponsorship Co-ordinator: Matthew Flynn.

Phone: 0411 454 305

Email: sawtellaf1@hotmail.com



HISTORY/OVERVIEW

The Sawtell/ Toormina Saints AFL Club, is a local not for profit sporting club, founded in 1985. The Club now in its 37th year, making 'The Saints' one of the oldest clubs in North Coast AFL. Sawtell Saints is a vibrant club that brings together players, friends, families and local business to support its members and local community.

With a proud history of success on the field winning a North Coast AFL record Ten Senior Premierships since 1997. four senior runners up titles, Five Reserve Grade premierships, One Senior Women's premiership and Two Under 18 Premierships.

CURRENT STATUS

The club participates in the North Coast AFL competition, fielding Senior Men's, Reserves, Senior Women's & U17's teams. The Club provides over 250 footballers and their families the chance to play and support the game they love each weekend. Our planning is focused on being a competitive and prominent force in the League in the 2022 season and into the future as well as providing a great experience for our community and younger players.

JUNIOR DEVELOPMENT

We are tightly aligned with the Sawtell/ Toormina Saints Junior AFL which field junior teams from Auskick (under 9's) through to under fifteens. This ensures a huge number of players, parents, relatives and friends are attending Richardson Park on a regular basis, providing great exposure and advertising opportunities.

FACILITIES

The Club, based at picturesque Richardson Park Sawtell, has undoubtedly some of the best facilities in local sport, with a \$500,000+ upgrade to playing fields and facilities not long ago and is only 2km from Sawtell's Main Street. In conjunction with the Coffs Harbour City Council Richardson Park gained full field lighting, which has allowed the possibilities to host for night-time games and increased ability for training facilities and utilisation.

THE FUTURE

Sawtell/ Toormina Australian Rules Football Club is building for the future. The Club has a long-term plan to become one of the power clubs of North Coast AFL Football and to continue to foster development of Australian Football on the North Coast of New South Wales.

The Club is actively seeking ways to best utilise its facilities by forming partnerships with other sporting groups and associations to further improve sport and recreation in the region. The Saints have a long and proud history of working with other community clubs and organisations to provide recreation, sport and healthy lifestyle options for our local population. Richardson Park will undoubtedly be a place for all sports to call home in the future.

BENEFITS OF BECOMING A SPONSOR

Partner with Sawtell/Toormina Australian Rules Football Club and associate your business with the most successful, highly motivated & supportive group of players & supporters with a strong emphasis on community.

By becoming a sponsor of the Saints, you have the opportunity to:

- reach over 250 club members plus family,
- expose your organisation to a wide cross section of the community,
- publicise your credentials and corporate social responsibility,
- show your support for a not-for-profit local sporting club,
- An opportunity to use the sponsorship, or reference to it, in agreed corporate advertising.

INVITATION TO SPONSORS

Sponsor benefits will be based on the categories described below but can be tailored to suit the needs of your organisation. If you would like your organisation to become a sponsor of the Saints AFL Club for the 2022 season, we will draft an agreement for you. This document will clearly outline the benefits you will receive as a sponsor, as well as the details of your commitment for the season.

The accompanying sponsorship package has been specifically designed with the intention of offering enhanced benefits to businesses. These benefits include; increased brand awareness, marketing and promotional opportunities, better client and customer relationships, and growing your community profile.

Your contributions, whether they be cash, supply of products or services, in-kind donations or other means of support will be targeted exclusively to achieve the Sawtell/ Toormina Saints AFL Club's aims of:

- increasing membership numbers
- increasing awareness and acceptance of mental health barriers
- providing quality facilities, programs and experiences
- provide a family friendly, supportive atmosphere for the local AFL community
- Engaging and providing support for our extended Sawtell / Toormina Community.

As a sponsor of the 'Saints' you will not only be contributing to the development of AFL in Sawtell, but you will be investing in the growth of the community at large.

The committee invites you to read in detail the accompanying sponsorship proposal and select an appropriate package or contact the Club via email at sawtellafi@hotmail.com to discuss alternative ways you can become involved in the Saints AFL Club for the 2022 season.



SPONSORSHIP PACKAGES

Sponsor Category	Major Sponsor	Platinum Sponsor	Gold Sponsor	Silver sponsor	Bronze sponsor
Contribution	\$15,000+ 1 year sponsorship commitment	\$5,000 + 1 year sponsorship commitment	\$2,500+ 1 year sponsorship commitment	\$1,000+ 1 year sponsorship commitment	\$500+ 1 year sponsorship commitment
Benefits	Cash Only	Cash Only	Cash/Vouchers	Cash/Vouchers	Cash/Vouchers
<u>Club Shirt</u> Sponsors logo displayed on 2022 Club Shirt	✓ Logo displayed on the front/breast	✓ Logo displayed on the back	✓ Small Logo displayed on club shirt	✓ Small Logo displayed on club shirt	
<u>Training Singlet</u> Sponsors logo displayed on the 2022 Club training singlet	✓ Logo displayed on the front/breast	✓ Logo displayed on the back	✓ Logo displayed on the back		
<u>Playing Jumper</u> Sponsor logo on the back of one club grade's playing jumpers, i.e., Seniors, Reserves, U17's & Women's	✓ Logo displayed on the front/breast of all Jerseys and back of Senior grade	✓ Logo displayed on the back of 1 grade			
<u>Playing Shorts</u> Sponsor logo on the front leg of playing shorts	✓				
<u>Boards & Banners</u> Sponsors logo on club banner and sandwich boards (displayed at home games)	✓	✓	✓	✓	✓ Sandwich board only
<u>Game Day Advertisement</u> Opportunity to display signage at home games	✓	✓	✓	✓	✓

Sawtell/ Toormina Saints Australian Football Club Inc

<u>Social Media</u> Benefit from social media promotion – reach hundreds online & their wider networks	✓ Weekly post, photos tagging business + sharing of events	✓ Fortnightly post, photos tagging business + sharing of events	✓ Fortnightly posts + photos tagging business	✓ Monthly posts + photos tagging business	✓ Acknowledgment post
<u>Grand Final Tickets</u> Two tickets to the 2022 North Coast AFL Grand Final	✓	✓	✓		
<u>Social Events</u> Free to attend Club Social events throughout the season	✓	✓	✓	✓	✓
<u>Merchandise</u> Club Polo Shirt Provided	✓ 1-3 shirts	✓ 1-2 shirts	✓ 1 shirt		

Playing Jumper Example



Training Singlet Example



Club Shirt Example





Sawtell/ Toormina Saints Australian Football Club Inc



Sponsorship Registration Form **2022 North Coast AFL Season**

Please complete and return this form by either post to PO Box 255 Toormina 2452 or Email to sawtell afl@hotmail.com

Sponsor Details

Organisation:	
First Name:	
Last Name:	
Title:	
ABN:	
Mailing Address:	
City:	
State:	
Postcode:	
Phone:	
Fax:	
Mobile:	
Email:	

Funding Support Offered (GST not applicable)		
Sponsorship Opportunities		Amount Agreed (or value of in-kind support)
Major Sponsor	\$15,000+	
Platinum Sponsor	\$5,000+	
Gold Sponsor	\$2,500+	
Silver Sponsor	\$1,000+	
Bronze Sponsor	\$500+	

Total payment

\$

Sponsorship is not confirmed until payment is made

Payment Options:

☐ I/We have made a Direct Deposit to Sawtell/Toormina Saints AFL Club: ANZ Bank
BSB: 012 848 A/C No: 2243 79873 **Please use Spon2022 and your business name in the reference.**

☐ I/We have posted a cheque (payable to the **Sawtell/Toormina Saints AFL Club**)
Mailed to: The Treasurer, Sawtell/Toormina Saints AFL Club, PO Box 255 Toormina NSW 2452

☐ I/We have discussed and organised delivery of non-monetary sponsorship support.

Date:

Signature:

An invoice will be sent to you on receipt of this form and funds. If you do not receive this within 30 days of sending your registration form, please phone the Sponsorship Co-ordinator Matthew Flynn on 0411 454 305. Thank you.