



**Ellenbrook United F.C. (Inc.)**

**Junior & Senior  
Club Sponsorship Packages  
Season 2018**



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Ellenbrook United F.C. (EUFC) established in 2008, is a junior and senior football (soccer) club providing football to boys, girls, men and woman from social to elite junior and Amature Senior competiton with the intent on promotion to a semi-professional football club.

EUFC's aim is to produce footballers from our junior program through to our youth development giving opportunity for boys and girls to potentially play for club, state and country.

EUFC is 10 years in 2018, in this short space of time we have become one of the larger clubs in the Swan area and metro WA and one of the first clubs to pioneer modern football development strategies.

**EUFC's commitment is to**

- **Junior Football Development**
- **Elite Junior Football (National Premier League NPL)**
- **Growth of Our Junior & Senior Squads**
- **Woman's Football Development**
- **Quality Coaching**
- **Professional Approach to Club Business and Operation.**
- **Community**

Our commitment has seen EUFC earn a valued reputation as a club that has grand potential and vision with success on and off the pitch.

Our club started at grass roots with a drive to carry the club into junior, senior boys and girl's competition. **Active in our local community EUFC promote football for all!** Ensuring players of all ages can play and enjoy their football experience with EUFC. Our aim is to be the **#1 code in the Ellenbrook and Surrounds area.**

With a rapid growth rate and year on year member increase we have gone from an inaugural member count of 150 to a 2017 membership count of 605, ***with new facilities providing more space our projections we will see us surpass 750 in 2018.***

Our new home the Ellenbrook Sports Hub boasts state of the art FIFA certified artificial playing surface and player amenities being one of the best facilities for football in WA.

***With a large member bases, new grounds and a social media following of over 1600 like's , we look forward to the new and exciting times ahead for season 2018***

All this hard work cannot be achieved without the support of our volunteers and sponsor partners.

We appreciate you time in reviewing our sponsorship proposal and trust you see value in becoming a partner of Ellenbrook United F.C.

I would be delighted to discuss the sponsorship opportunities with you should you be interested or have any further queries. Please contact me any time.

Kind Regards  
Fonz Tenaglia  
President  
Ellenbrook United F.C.  
0403 276 933  
[president@eufc.org.au](mailto:president@eufc.org.au)  
[www.eufc.org.au](http://www.eufc.org.au)





## Club Information

Ellenbrook United F.C. (Inc.)  
PO Box 2267, Ellenbrook LPO WA 6069  
Incorporated Association No. A101 3621X  
ABN 86 466 525 608  
[www.eufc.org.au](http://www.eufc.org.au)  
[info@eufc.org.au](mailto:info@eufc.org.au)  
Established 2008

## Contact Information

Name: Fonz Tenaglia  
Position: President  
Postal Address: PO Box 2267, Ellenbrook LPO WA 6069  
Email: [president@eufc.org.au](mailto:president@eufc.org.au)  
Mobile No. 0403 276 933

## Our Values

- Effort/Enthusiasm
- Uniformity and Team Play
- Fairness Respect and Leadership
- Competitiveness

## Our Vision

The vision for Ellenbrook United is to continually improve as a club professionally and culturally by positive coaching and leadership. Ensure all participants enjoy their football and produce quality footballers.

Ellenbrook will strive to play in the highest leagues possible in all age groups, being successful on and off the pitch

## Mission Statement

Become the number 1 club in the Ellenbrook and Surrounds Area.

Be competitive in all levels of competition,

Continue to change and evolve to better ourselves and our club.

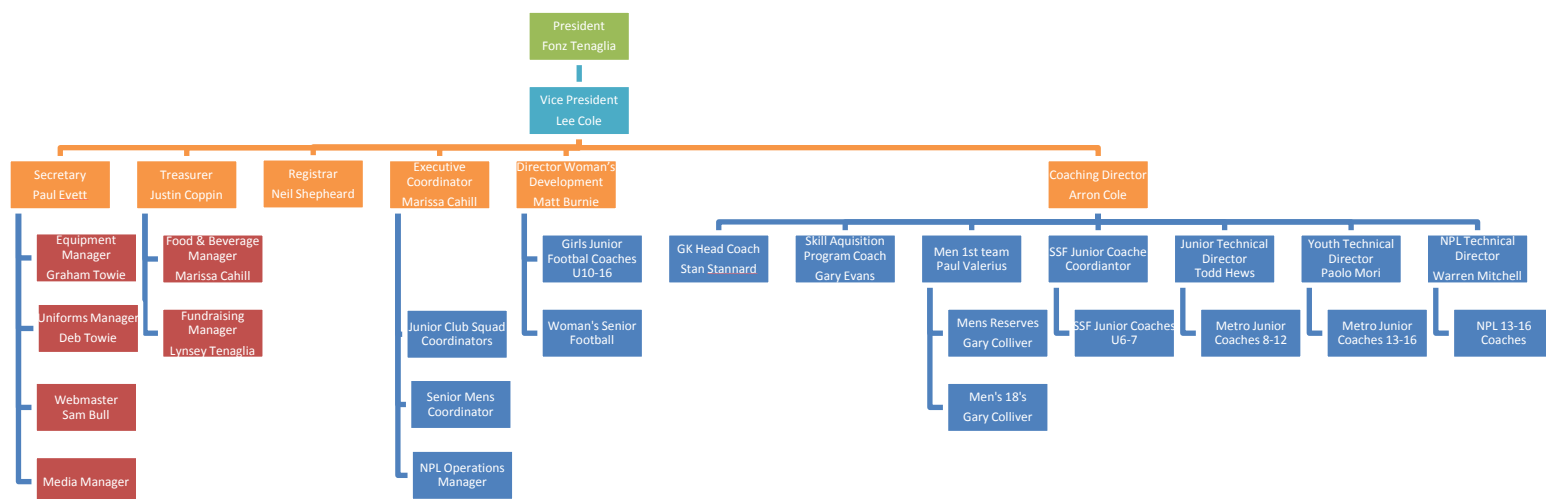
Continue positive cultural attitudes and professionalism whilst ensuring all our members enjoy the game and being part of our club



# Club Management

## Organisational Structure

Organisational structure of the club demonstrating board, committee and key personnel.





## Brand and Service

Ellenbrook United F.C. provides a venue for locals and others to participate in the number 1 sport in the world... Football.

Apart from participation, Ellenbrook United strive to provide a quality service and quality coaching to provide player members with skill sets to develop into quality footballers.

The product is the club; the branding is our logo and club colours. Ellenbrook United's brand is Sky Blue and White. ***The 3 Stars represent Stars of the Past, Stars of the Present and Stars of the Future***

The brand is to stand for our Values

**Effort & Enthusiasm,**  
**Uniformity,**  
**Fairness, Respect & Leadership**  
**Competitiveness**

Apart from our members our service is to the community in which Ellenbrook United is situated within Ellenbrook and Surrounds (eg. Avely, The Vines, Morgan Fields) and the greater Swan area. We also have a service and responsibility to our affiliation and football community portraying our brand in a professional positive manner.

## Marketing Strategy

The club marketing strategy is based on community promotion, social media, internet and most importantly word of mouth.


The outcome of the club's marketing strategy is to continue the growth of memberships our partners and promote a positive club culture within the Football Community.

- **Presence at community fairs and being part of community sports initiatives**
  - EUFC Information bays at the local community events, providing information to potential members with flyer information and general conversation about the club whilst displaying sponsor promotional signage and banners. Up to twice a year
  - Such as Have-a-go day. Giving children an opportunity to enjoy football to which potential members are scouted.
  - Being involved in local school sport sessions conducting training sessions and coaching lightening carnivals indirectly promoting the club





- **Social Media**

- Facebook and Twitter accounts help the club keep in constant communication with members and public at large promoting club news, information and sponsor promotion.  
**Over 1600 likes**  on the official Ellenbrook United Facebook Page and increasing daily.

- **Internet**

- Club website [www.eufc.org.au](http://www.eufc.org.au) is to be the central source of information for members and general public.
- Through the website
- On-Line registration can take place
- On-Line Club Store open to sell club merchandise and fundraising initiatives

- **Word of Mouth**

- The most powerful of marketing promotion is word of mouth. This is enabled through positive culture and positive experience of being part of Ellenbrook united.

- **Merchandise**

- Providing apparel and merchandise items through club store and promotion to maintain public exposure and build awareness.





## Sponsorship

Financial support from your business is crucial for Ellenbrook United FC (EUFC) to develop and grow into a successful football club, to provide the quality resources to our player groups and continue producing quality footballers that could potentially one day play for our Country. Our promotion into higher divisions has increased our expenses exponentially and our reliance on sponsors and partners is stronger than ever.

We are seeking sponsorship for all of our 3 tiers

### **Junior Squads**

- U6 to U17

### **Senior Squads,**

- Men's 1<sup>st</sup> and Reserves Amateurs
- Men's Division 1 18's
- Woman 1<sup>st</sup> and Reserves State League
- 3x Masters (over 35's & Over 45 Men's)

2018 will see Ellenbrook United with over 60 Squads from U6 to over 35's.

Competing in Junior NPL, Amateur and Metro Leagues will further raise our club profile and intern raise the profile of our sponsors. Being part of Ellenbrook United F.C. will be synonymous with your business promoting a relationship of professional organisations unified in the state and community. With match days being reported on football media, online and through club promotions will undoubtedly raise your organisations brand awareness.

Sponsorship can be based on a per season basis or multiple season sponsorship.

**The club can tailor sponsorship packages to suit your requirements**

### **Sponsorship Funds Services As;**

- ✓ Squad Entry Fees
- ✓ Game Officials (eg. Referees/game officials)
- ✓ Squad Training Equipment (Portable Goals, Training Balls, Vests etc)
- ✓ Club Equipment (Nets, Line Marking, corner flags etc.)
- ✓ Uniforms and player kits
- ✓ Player Skill Development Projects
- ✓ Coaching Development Projects





# Men's Amateur Premier League

## Squad Sponsorships

### **Gold Sponsor Package – Amateur Men's**

**Sponsorship is for 2x squads**

- **Men's Amateur 1<sup>st</sup> Team**
- **Men's Amateur Reserves**

**Includes;**

- ✓ Sponsor Logo Front Centre of team shirt Sky Blue Jersey **See Diagram**
- ✓ 1 x framed shirt of sponsored team  
(To be presented before end of season 1 of the sponsorship term)
- ✓ Pitch perimeter banner on game day
- ✓ 3x Platinum Sponsor Lanyards identifying you on game day
- ✓ 2x tickets to end of year gala dinner and presentation evening (per annum)
- ✓ Logo with hyperlink to sponsored site on the EUFC website
- ✓ Inclusion of sponsor logo in club e-newsletter
- ✓ 1x Article on your business in the club e-newsletter
- ✓ Invitation to league games and club functions
- ✓ \$800.00 food and beverage credit for club home games.  
Food and beverage provided on display of lanyard.  
Statement on drawdown of credit will be provided monthly

**Option A) Two season - \$9,500 per annum**

**Option B) Three seasons - \$8,000 per annum**



## Silver Sponsor Package – Amateur Men's Sponsorship for 2x Squads

- **Men's Amateur 1<sup>st</sup> Team**
- **Men's Amateur Reserves**
- ✓ Sponsor Logo Back of team shirt (home and away) **See Diagram**
- ✓ 1 x framed shirt of sponsored team  
(To be presented before end of season 1 of the sponsorship term)
- ✓ Pitch perimeter banner on state league game day (men and woman's)
- ✓ 1x tickets to end of year gala dinner and presentation evening (per annum)
- ✓ Inclusion of sponsor advert of services in club e-newsletter
- ✓ Logo with hyperlink to sponsored site on the EUFC website
- ✓ Invitation to league games and club functions
- ✓ \$500.00 food and beverage credit for club home games.  
Food and beverage provided on display of lanyard.  
Statement on drawdown of credit will be provided monthly

**Option A) Two season - \$7,500 per annum**

**Option B) Three seasons - \$7,000 per annum**





# Woman's League Squad Sponsorships

## **Gold Sponsor Package - Woman's**

**Sponsorship is for 1x Squad**

- **Woman's 1<sup>st</sup> Team**
- ✓ Sponsor Logo Front Centre of team shirt Sky Blue Jersey ***See Diagram***
- ✓ 1 x framed shirt of sponsored team  
(To be presented before end of season 1 of the sponsorship term)
- ✓ Pitch perimeter banner on game day
- ✓ 3x Platinum Sponsor Lanyards identifying you on game day
- ✓ 2x tickets to end of year gala dinner and presentation evening (per annum)
- ✓ Logo with hyperlink to sponsored site on the EUFC website
- ✓ Inclusion of sponsor logo in club e-newsletter
- ✓ 1x Article on your business in the club e-newsletter
- ✓ Invitation to league games and club functions

**Option A) Two season - \$6,000 per annum**

**Option B) Three seasons - \$5,500 per annum**



## Silver Sponsor Package - **Woman's**

Sponsorship includes 1x Squad

- **Woman's 1<sup>st</sup> Team**
- ✓ Sponsor Logo Back of team shirt (home and away) **See Diagram**
- ✓ 1 x framed shirt of sponsored team  
(To be presented before end of season 1 of the sponsorship term)
- ✓ Pitch perimeter banner on state league game day (men and woman's)
- ✓ 1x tickets to end of year gala dinner and presentation evening (per annum)
- ✓ Inclusion of sponsor advert of services in club e-newsletter
- ✓ Logo with hyperlink to sponsored site on the EUFC website
- ✓ Invitation to league games and club functions

**Option A) Two season - \$4,500 per annum**

**Option B) Three seasons - \$4,000 per annum**



### ELLENBROOK UNITED F.C. HOME KIT





# Senior Metro Squad Sponsorships

## **Platinum Sponsorship Package – Masters Squads**

### **All Masters Squads (up to 3 Masters Squads)**

- ✓ Company logo on front centre of player's shirts of sponsored team.
- ✓ 1 x framed shirt of sponsored team  
(To be presented before end of season 1 of the sponsorship term)
- ✓ Logo with hyperlink to sponsored site on the EUFC website
- ✓ Inclusion of sponsor advert of services in club e-newsletter
- ✓ 2x Ticket to end of year Gala Dinner and senior presentation evening per annum

### **All Masters Squads (up to 3 Masters Squads)**

**Option A) Two seasons - \$3,000.00 per annum**

**Option B) Three seasons - \$2,800 per annum**



## **ELLENBROOK UNITED F.C. HOME KIT**







# Junior Sponsorship

## Junior NPL Sponsorship Package 13's to 16's inclusive

Junior elite squads competing in elite national premier league competition

**Includes All Squads 13's, 14's, 15's & 16's**

- ✓ Company logo on front centre of player's shirts.
- ✓ 1 x framed shirt of sponsored team  
(To be presented before end of season 1 of the sponsorship term)
- ✓ Company logo on EUFC website with hyperlink to sponsors webpage
- ✓ Inclusion of sponsor advert of services in club e-newsletter
- ✓ Invitation to junior awards presentation day

**Option A) Two Seasons - \$7,500.00 per annum**

**Option B) Three Season - \$7000 per annu,**

## Junior League Sponsorship Package

- ✓ Company logo on front centre of player's shirts of sponsored team.
- ✓ 1 x framed shirt of sponsored team  
(To be presented before end of season 1 of the sponsorship term)
- ✓ Company logo on EUFC website with hyperlink to sponsors webpage
- ✓ Inclusion of 1x sponsor advert of services in club e-newsletter
- ✓ Invitation to junior awards presentation day

**Option A) Two seasons - \$2,500.00 per annum**

**Option B) Three seasons - \$1,900 per annum**



# Ground Signage Sponsorship

- Large 760 x 3660mm Double sided colour banner displayed along pitch fence barrier on all game days
- Logo and link on Club Website
- Logo on club e-newsletter

**1 Season - \$1,300.00**

**3 Season Upfront - \$3,300**

**Subsequent seasons - \$1300.00 per season\***

**\*Subsequent seasons using existing banner. New banner production will include reproduction cost plus sponsorship.**



Example of Sponsorship Banner



## Sponsorship Application Form

I (name)..... of (company)..... would like to sponsor Ellenbrook United Football Club (EUFC) in the form of;



**Please tick**

☐

**Amateur Men's**

☐

**Woman's**

☐

**Metro Men's**

☐

**Junior NPL**

☐

**Junior League**

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☐

**Option A**

☐

**Option B**

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☐

**Grounds Signage Sponsorship**

**Please Provide Full Sponsors details**

Company Name: \_\_\_\_\_ ABN/ACN: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Company Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Website address: \_\_\_\_\_

Nature of business: \_\_\_\_\_

I am duly authorised to pledge the sponsorship as stated on this form.

Name: \_\_\_\_\_

Sponsors signature: \_\_\_\_\_ Date: \_\_\_\_\_

Club Contact: Ellenbrook United FC – Fonz Teaglia, [President@eufc.org.au](mailto:President@eufc.org.au), 0403 276 933.



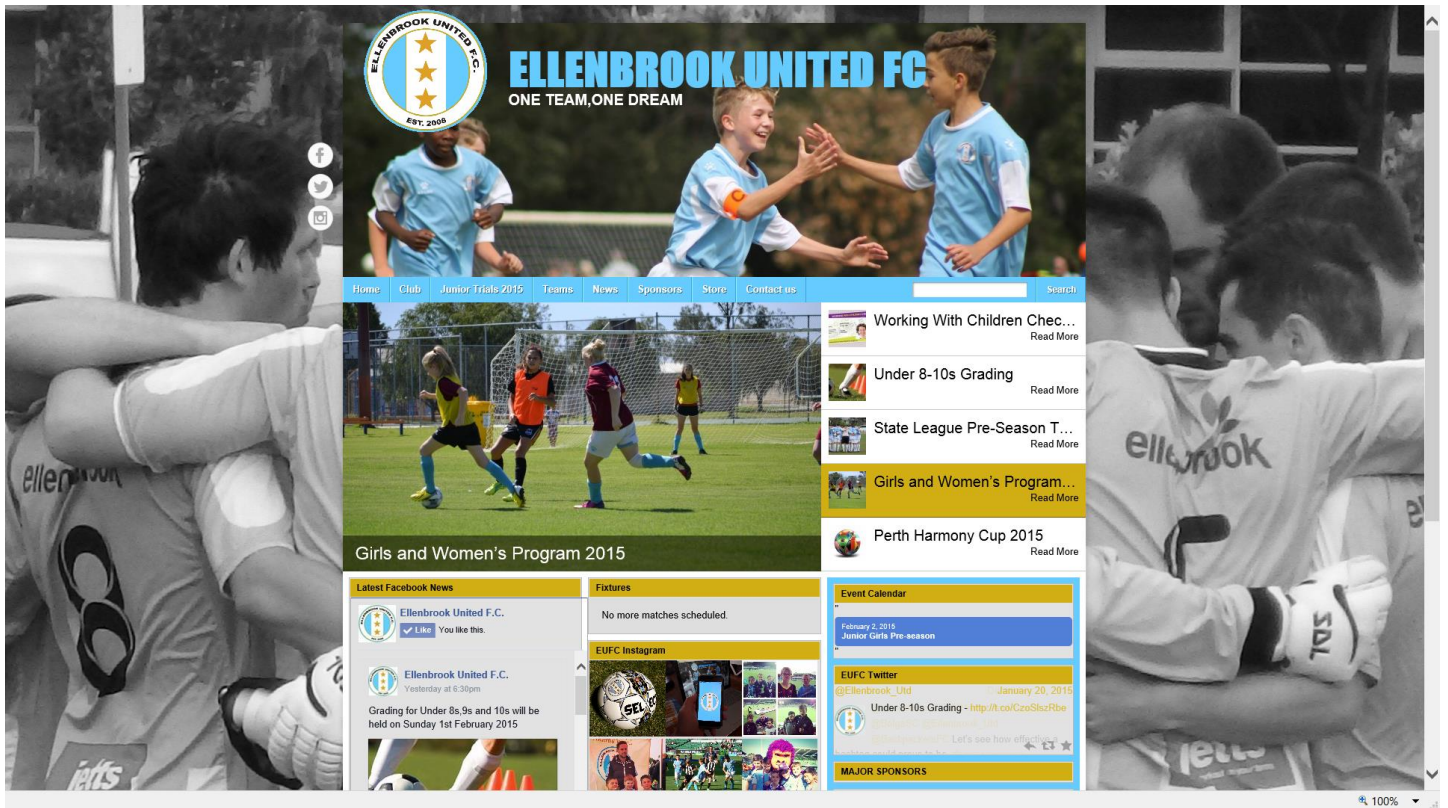
## Sponsorship General Terms and conditions

- On accepting you enter into an agreement for the term of the sponsorship contract.
- Full payment required prior to the start of football season or as prearranged with Ellenbrook United F.C.
- The club requires company logos to be EPS, AI files of a high resolution for printing and JPEG for Web Publishing
- Sponsorship Valid as per agreement
- Ellenbrook United F.C. are not liable for sponsors designs and graphics
- Ellenbrook United F.C. are not required to refund sponsorship payments, goods or services should the sponsor terminate the sponsorship prior to the end of the playing season(s) sponsored
- Ellenbrook United F.C. may pass onto the sponsor any additional costs or charges due to  
Sponsors early termination or  
Additional products and services required or requested by the Sponsor outside of the sponsorship package.
- Ellenbrook United F.C. are not liable or responsible for the views, comments or statements made by its members or affiliates
- Ellenbrook United in its obligation will
  - Adhere to the provisions as per the sponsorship package selected
  - Display Sponsor logo with hyperlink to Sponsor website on club website (Approved Logo)
  - Release a statement (on sponsor approval of draft) on Club Website, Social Media (Facebook, Twitter) and on club newsletter
  - Include any news and information the sponsor wishes to promote to club members on club newsletter, website and social media pages as part of the obligation of EUFC to advertise Services on club e-newsletter.
- In accordance with the privacy act Ellenbrook United F.C. will not sell, share, provide copy of in full or in part member club list and or member details. Sponsorship news, promotion and communications will be communicated through to the members via club communication methods and strategies





## Appendix A - EUFC – Web Site Sample [www.eufc.org.au](http://www.eufc.org.au)



*Note: Web site design and details may change without notice. Sample only.*



## Appendix B - Sponsorship “branding”





