



ELLENBROOK UNITED FOOTBALL CLUB

SPONSORSHIP PACKAGE

Ellenbrook United Football Club (EUFC), established in 2008, is a junior and senior football (soccer) club providing football to boys, girls, men and women from social to elite Junior and Amateur Senior competition.

In the short space of ten years, EUFC has become one of the largest clubs in the Swan and metro WA areas and one of the first clubs to pioneer modern football development strategies.

- ONE TEAM - ONE DREAM -

WWW.EUFC.ORG.AU

About Us

EUFC's commitment to all its members is to provide quality facilities and coaching. EUFC plans to fulfill its strategic vision:

- ✚ Continued promotion of community football for all - ensuring players of all ages can play and enjoy their football experience with EUFC.
- ✚ Continued promotion of the club into higher divisions and improved EUFC's NPL Competition placing with the end goal of the promotion of EUFC to a semi- professional football club.

EUFC's intention is to reach its goals via the following initiatives:

- ✚ Providing quality resources to player groups and continued production of quality footballers who could potentially one day play for Australia's national team.
- ✚ Off season and holiday football programmes.
- ✚ Academy – Development and Community pathways.
- ✚ Involvement in interstate / international tournaments.
- ✚ Host Amateur Night Series.
- ✚ Develop a scholarship based membership to retain talented 16/18-year-olds in 2020.
- ✚ Continue Skill Acquisition Sessions for players and coaches.

Membership

Our membership numbers currently sit at approximately 700 player members. In 2020 we aim to increase that number to 800 members and then to 1000 by 2021. Ellenbrook as a community is growing at a rapid rate and we aim to establish ourselves as the core of that community.

Players

We have 700 players at EUFC and we have been growing at about 10% over the last 5 years. Our players range in age from 5 to 55 with both boys and girls teams as well as men and women's in various division up to our premier league men and women.

Fields and Club

We are situated in the Ellenbrook sports precinct at the Ellenbrook Sports Hub, a state of the art FIFA certified artificial playing surface and player amenities being one of the best facilities for football in WA. Our venue attracts a broad range of sports people and spectators seven days a week. We have 3 full size football fields which are fully lit with match standard lighting.



Getting your business brand out

We promote or sponsors and partners through all mediums, regularly communicating with members, life members, premium Members, sponsors, coaches/officials and EUFC Supporters.

Social Events

Over the years EUFC FC have run and organized an annual gala presentation day event, which is held at the sports hub and involves a fun filled day of activities and football presentations. Up to twice a year ECUF are involved in community events such as Have- a-Go Day which gives local children an opportunity to be introduced to and enjoy all the beginner elements of football. Other EUFC events that your brand would have much exposure includes the club's season launch, sponsors days, networking events and much more across the season.

Signage

EUFC has up to 18 game weekends per year with attendances between 200 and 1,000 on gala days. We hold the gala day which brings in players and families of every EUFC player (+700) plus their families, extended families and friends. Competitor players, families, extended families and friends that come to the Ellenbrook Sports Hub on any given football fixture. This attracts a whole new group of prospective customers to your business.

Social Media

EUFC's Facebook has nearly 2,000 followers which we believe will grow significantly in the coming seasons. Every Sponsor will get an acknowledgement post throughout the Season. Premier Sponsor messages will be frequently displayed.

Business Directory

Your business will be listed in the EUFC sponsors directory which will be further promoted through the clubs promotional initiatives in 2020.

Video Pre-Game and Post-Game Interviews

Acknowledgement of the Premier Sponsors on every pre-game and post-game interview to be held with players and coach. These will be informal interviews, which will include humour between the interviewer and interviewees so will be very well received out in the market. This will be uploaded weekly onto all our social media including Website, Facebook, YouTube and links on the quarterly newsletter. This will drive more people to all the social media sites our where our sponsor's logos will be displayed.

EUFC Onside Sports/Puma Merchandise

The opportunities are endless to promote your business on EUFC Onside Sports/Puma merchandise.

EUFC Website

Minimum 1k visitors per month with a max of 15k hits. With a consistent updated site including videos and photos during the 2019 season, we expect many more weekly visitors.

We constantly promote our corporate partners and sponsors

The following are a range of sponsorship options available to your business. Individual advertising item such as Facebook posts or +700 team shirts with your logo displayed along with packages that are available to your company to completely champion our club community. EUFC are also open to any innovative suggestion that you may have that will help us in our goals and programs of 2020 and the seasons to come.

Individual Item Sponsorships

Merchandise

| | |
|--|---------------|
| Sponsor logo on the front of EUFC team & training shirts | \$3000/yr |
| Sponsor Logo on the Sleeve or Back of team shirts | \$2000/yr |
| Sponsor Logo on the Sleeve or Back of training shirts | \$2000/yr |
| Bags, Caps/hats, Water Bottles etc | TB Negotiated |

Events

| | |
|--|--------------|
| Sponsor Logo on the EUFC Banner used at all EUFC events; + Gala Presentation Day + Local promotion events (i.e. Have a Go Day) + Recruitment drives | \$1500/yr |
| Sponsor logo on the EUFC flags used at all EUFC events; + Gala Dinner + Gala Presentation day + Local promotion events (i.e. Have a Go Day) | \$1500/yr |
| Ticket to EUFC Gala dinner | \$100/ticket |

Advertising

| | |
|--|--------------------------|
| Logo on all official email shots | \$1000/yr |
| Sponsor logo across top banner of website with hyperlink to sponsored site on the EUFC website | \$1000/yr |
| Sponsor logo across bottom banner of website with hyperlink to sponsored site on the EUFC website | \$500/yr |
| Facebook post with sponsor logo and brief with hyperlink to sponsored site on the EUFC website | \$50/post |
| 2x Article on your business in the EUFC e-newsletter (additional article) | \$1000/yr \$150 extra |
| Entry in the EUFC Business Directory | \$250/yr |

Individual Player and Team Sponsorships

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|---|-----------|
| Individual Player Sponsor - Player registration paid. Sponsor logo on the Player Profile Page, home game day acknowledgments including any goals made by sponsored player | \$1000/Yr |
| Individual Team - Team Shirt Sponsor (back & sleeves) | \$800/yr |
| Individual Team - Training Shirt Sponsor (back & sleeves) | \$500/yr |

Sponsorships Packages

| Items | Platinum (3-Year Partnership) | Gold (3-Year Partnership) | Bronze (1-Year Partnership) |
|--|-------------------------------------|---------------------------------|-----------------------------------|
| MERCHANDISE | | | |
| Sponsor logo front of EUFC team shirts | ✓ | | |
| Sponsor logo front of EUFC training shirts | ✓ | | |
| Sponsor Logo Sleeve or Back of team shirts | ✓ | ✓ | |
| EVENTS | | | |
| Sponsor Logo on the EUFC Banner used at all EUFC events; - Gala Presentation Day - Local promotion events (i.e. Have a Go Day) - Recruitment drives | ✓ | | |
| Sponsor logo on the EUFC flags used at all EUFC events; - Gala Dinner - Gala Presentation day - Local promotion events (i.e. Have a Go Day) | ✓ | | |
| Presentation by Sponsor representative of major club awards at EUFC Gala dinner and presentation evening | ✓ | | |
| 2 x ticket to EUFC Gala dinner and presentation dinner | ✓ | ✓ | |
| ADVERTISING | | | |
| Logo on all official email shots | ✓ | | |
| Website – Sponsor logo across top banner of website with hyperlink to sponsored site on the EUFC website | ✓ | | |
| Website & Facebook – listed on sponsor site on the EUFC website and 2x Facebook posts | ✓ | ✓ | ✓ |
| Logo on all hardcopy material utilised in marketing EUFC – including recruitment and club promotional material | ✓ | ✓ | ✓ |
| 2x Articles on your business in the EUFC e-newsletter | ✓ | ✓ | ✓ |
| Pre & Post-Game interviews acknowledgments | ✓ | ✓ | |
| Entry in the EUFC Business Directory | ✓ | ✓ | ✓ |
| Cost per annum | \$7,000 | \$3000 | \$1000 |



For further details or to register for sponsorship, please contact:

Michelle

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Sponsorship@eufc.org.au