



KILMORE FOOTBALL NETBALL CLUB

2024 SPONSORSHIP PROSPECTUS



OUR VISION



Dear Prospective Sponsor,

Greetings from the Kilmore Football Netball Club. Our beloved club continues to show fantastic growth and development as both a sporting club and community organisation. Since our move to the NFNL in 2016, the club has grown from strength to strength and this continues in 2024. After a year of strong development of our fantastic young list of footballers, the club has recruited extensively and participation levels at senior, reserves and Under 19s level looks on pace to achieve record numbers. As well as our flourishing football program, our netball program which fielded a record seven sides in 2023 is also growing, with 8 sides registered in the summer competition and the potential for up to 10 sides to be entered into the NFNL winter competition. With these projected player participation numbers, The Kilmore Football Netball Club is looming as being the largest Football & Netball club in the entire NFNL and Mitchell Shire region in terms of player participation.

Off-field, the club is working extensively to strengthen its position as a community based club. Our increasing participation in charitable programs, fundraising and community events has seen the club donate significant finances, resources, volunteer assistance and support to the KFNC and wider Mitchell Shire Community, culminating in raising over \$100,000 as part of our 'Big Night In' fundraiser. A significant part of our mission in 2024 will be to strengthen our ongoing partnership with the Kilmore Junior Football Club, our commitment to which was reflected when we fielded teams with up to 18 out of 22 current and former Kilmore JFC footballers taking the field in the seniors regularly throughout the year.

The development of our new change rooms and social rooms continues to take shape at JJ Clancy Reserve. Officially opening in early 2024, this space will be the envy of clubs in our region and will give us the space required to facilitate the growing nature of the club. As well as provide a first-class viewing and hospitality experience on game days, this space will be open to private functions and events to serve the community. None of this could take place without the support of valued sponsors. We will seek to use this fantastic new space to accommodate our sponsors and provide them with the best possible experience and exposure for their brand.

Our sponsors' continued support has been invaluable and the entire club thanks you for your ongoing generosity and understanding. The club would love to extend the opportunity to develop our partnership in 2024. As part of our sponsorship partnership, we would relish the chance to extend to you the benefits of sponsorship including advertising, merchandising, networking and access to key events. The Kilmore Football Netball Club is committed to ensuring that their sponsors get the absolute best value and recognition for their contribution and have worked extensively to strengthen their sponsorship department to give sponsors the best possible experience.

Please find attached our 2024 sponsorship prospectus detailing our available packages and member benefits. To discuss your sponsorship options, please contact our sponsorship manager Jarrod via email at kilorefnclponsorship@gmail.com. We can't wait to hear back from you regarding a potential partnership in 2024.

Regards,
Benjamin Egan, President

SPONSORSHIP PACKAGES



Blue Package - \$500



- **KFNC Home and Away Membership x2:** Access to all home and away games with social membership and voting rights.
- **Event Access:** Admission to the Halftime Luncheon (every home game) and Sponsors Function.
- **Brand Exposure:** Logo featured on a banner in Social Rooms, rotating display on TVs, and the club's website.
- **Social Media Highlight:** One dedicated post for your brand.
- **Merchandise for One:** Polo, Beanie, and Stubby Holder.

Bronze Package - \$1,000



- **KFNC Home and Away Membership x2:** Access to all home and away games with social membership and voting rights.
- **Event Access:** Admission to the Halftime Luncheon at every home game, Sponsors Function and Presidents Function.
- **Brand Exposure:** Logo featured on a banner in Social Rooms, rotating display on TVs, and the club's website.
- **Ground Signage at JJ Clancy Reserve:** One-time production cost of \$600, with an annual renewal fee of \$500.
- **Merchandise for One:** Polo, Beanie, and Stubby Holder.



SPONSORSHIP PACKAGES



Silver Package - \$2,000



- **Presidents Club Membership x1:** Enhanced membership benefits including club polo, function entry, and a weekly in-season drink.
- **Event Access:** Admission to the Halftime Luncheon at every home game, Sponsors Function and Presidents Function.
- **Social Media Highlight:** One dedicated post for your brand.
- **Brand Exposure:** Logo featured on a banner in Social Rooms, rotating display on TVs, and the club's website.
- **Ground Signage at JJ Clancy Reserve:** One-time production cost of \$600, with an annual renewal fee of \$500.
- **Exclusive Branding:** Logo on off-field club apparel (choice of polo or hoodie) and electronic scoreboard
- **Merchandise for two:** Polo, Hoodie, Beanie, and Stubby Holder.

Gold Package - \$3,000



- **Legends Membership x1:** Includes major draw, mid-season function, presentation night tickets and a weekly in-season drink.
- **Event Access:** Admission to the Halftime Luncheon at every home game, Sponsors Function and Presidents Function.
- **Social Media Highlight:** A customisable post to suit your needs (reach, career opportunities, announcements etc)
- **Brand Exposure:** Logo featured on a banner in Social Rooms, rotating display on TVs, and the club's website.
- **Ground Signage at JJ Clancy Reserve:** One-time production cost of \$600, with an annual renewal fee of \$500.
- **Exclusive Branding:** Logo on off-field club apparel (choice of polo or hoodie) and electronic scoreboard
- **Merchandise for two:** Polo, Hoodie, Vest/Jacket, Beanie and Stubby Holder

Exclusive Extras for Gold Sponsors:

- **Quarter Huddle Sponsorship (3 available) \$TBC:** Logo featured on a banner during 1st and 3rd quarter huddles.



SPONSORSHIP PACKAGES



PLATINUM PACKAGE

STARTING FROM \$5,000

As our most prestigious sponsorship level, the Platinum Package offers comprehensive brand exposure and engagement opportunities, making it an ideal choice for businesses seeking maximum visibility within the KFNC community. There is no upper limit to this package, underscoring our commitment to tailoring a unique sponsorship experience that aligns with your brand.

Key Benefits:

- **KFNC Legends Membership x2:** Provides access to all home and away games, along with exclusive membership benefits.
- **Admission to Key Club Functions:** Includes the Halftime Luncheon, Sponsors Function, and Presidents Function.
- **Naming Rights to a Social Media Post:** This exclusive opportunity allows Platinum sponsors to have their brand associated with ONE of the following high-visibility social media posts:
 - **Football Team Lineup:** Posted weekly announcing the side for all 3 sides.
 - **Netball Games Fixture:** Posted weekly with games, locations and times for the round of netball.
 - **Football Final Scores:** Posted Saturday night with results for all 3 sides.
 - **Netball Final Scores:** Posted Saturday night with the results of all netball games.
- **Extensive Brand Exposure:** Includes logo placement on off-field club apparel, electronic scoreboard, banners in social rooms, TV displays and website.
- **Ground Signage at JJ Clancy Reserve:** One-time production cost of \$600, with an annual renewal fee of \$500.
- **Dedicated Social Media Posts:** Customizable to fit your branding needs, whether for brand reach, career opportunities, announcements, etc.
- **Merchandise for Two:** Polo, Hoodie, Vest/Jacket, Beanie and Stubby Holder
- **VIP Game Day Experience:** Enjoy free drinks, halftime lunch, and a reserved spot in the social rooms during a home game.

Exclusive Extras for Platinum Sponsors:

- **Naming Rights to Large Electronic Scoreboard** (1 available: additional \$1,500): Your logo will be permanently displayed on the scoreboard and featured during goal and behind animations.

APPAREL LOGO PLACEMENT



As part of our commitment to maximising brand exposure for our sponsors, we offer exclusive logo placement options on our off-field club apparel. In our efforts to maintain high quality and value in our sponsorship arrangements, we have introduced Logo Groups A and B for apparel sponsorship. This approach is a result of the increasing number of valued sponsors partnering with our club, and our commitment to ensuring each sponsor receives optimal visibility and recognition.

Reasons for Splitting Logo Placement:

1. **Quality Maintenance:** With a large number of sponsors, it's crucial to avoid overcrowding our apparel. This ensures that each logo is visible and legible, maintaining the quality of both our apparel and the sponsor's brand representation.
2. **Value to Sponsors:** By splitting the logo placements into two groups, we ensure that each sponsor receives a fair and valuable share of visibility. This approach prevents any dilution of brand presence that could occur if too many logos were placed together.
3. **First Come, First Served Basis:** To manage this effectively, logo placement is offered on a 'first in, best dressed' basis. This method ensures a fair process and encourages timely decision-making from sponsors.

Logo Placement Options:

- **Group A (Polo Shirts):**
 - Logos to be placed on the back of the polo shirt.
 - Platinum sponsors are automatically included with prominent placement.
- **Group B (Hoodies):**
 - Logos to be placed on the back of the hoodie
 - Platinum sponsors are automatically included with prominent placement.

Making Your Choice

We encourage interested sponsors to indicate their logo placement preference (Group A or B) at the earliest to secure their spot. This unique opportunity not only enhances the sponsor's brand visibility but also demonstrates a strong association with KFNC.



BENEFITS OF SPONSORING KFNC



Community Engagement: Sponsoring KFNC offers an opportunity to connect with and contribute to the local community. It's a chance to support local sports, fostering community spirit and engagement.

Brand Visibility: Sponsorship puts your brand in front of a diverse audience, increasing visibility through various mediums like apparel, banners, digital platforms, and event sponsorships.

Networking Opportunities: Gain access to a network of club members, other sponsors, and guests at club events, expanding your business networking opportunities.

Corporate Social Responsibility: Aligning with a community-focused club like KFNC enhances your company's image as a socially responsible entity, investing in local sports and youth development.

Targeted Marketing: Reach a targeted audience of sports enthusiasts, families, and community members, ideal for local and regional marketing strategies.

Employee Engagement: Employee involvement in local community events and initiatives can boost morale and foster a sense of pride and loyalty within your organization.



OUR COMMITMENT TO SPONSORS



Visibility and Acknowledgment: We ensure prominent visibility and acknowledgment of our sponsors in all relevant club communications, events, and physical and digital platforms.

Transparency and Accountability: We believe in maintaining transparency with our sponsors about how their contributions are used and the impact they're making.

Customized Partnerships: Understanding that each sponsor has unique objectives, we offer flexibility to tailor sponsorship packages to meet specific marketing and business goals.

Regular Communication: Keeping our sponsors informed with regular updates, including club progress, upcoming events, and opportunities for further engagement.

Long-Term Relationships: We strive to build and maintain long-term relationships with our sponsors, offering ongoing opportunities and benefits beyond the current season.

Community Inclusion: Sponsors are considered part of the KFNC family, with invitations to special events, recognition at club gatherings, and opportunities to engage with club members and fans.



NEXT STEPS: JOINING THE KFNC SPONSORSHIP FAMILY



We are thrilled about your interest in sponsoring Kilmore Football Netball Club and look forward to potentially partnering with you. Here are the next steps to take if you are considering sponsorship:

Contact Us: For any questions, clarifications, or to express your interest, please reach out to our sponsorship coordinator Jarrod at sponsorship@kilmorefnc.com.au. We are here to provide you with all the information you need to make an informed decision.

Customization: If you're interested in customizing a package or discussing other unique sponsorship opportunities, we're open to exploring how we can tailor our offerings to suit your needs.

Formalize the Partnership: Once you have decided to sponsor, we will provide you with a sponsorship agreement outlining the terms and benefits. Upon agreement, we will commence the partnership and start promoting your brand through our channels.

Get Involved: As a sponsor, you're now part of the KFNC family. We encourage you to engage with our events, players, members, and the broader community to maximize the impact of your sponsorship.

