

SPONSORSHIP PROPOSAL 2021

EPPING FOOTBALL CLUB



WHY YOUR BUSINESS WILL BENEFIT FROM BEING INVOLVED WITH EPPING FOOTBALL CLUB

Football in Australia is continuing to grow in popularity as a sport for all ages and is one of the most family friendly sports in the country.

Epping Football Club (Formerly Epping YMCA Football Club) is one of the North West Sydney fastest growing and favourite soccer clubs, increasing its player and membership numbers by approximately 10% every year. We have a great history and reputation for playing fair, winning premierships, being community orientated and having great supporters.

Our club is located in Epping and our home ground, Epping West Park has recently undergone a fifteen-million-dollar redevelopment by Parramatta City Council to include both a fully illuminated, full size and three quarter all weather synthetic soccer fields and state of the art new club house. The entire Epping West Park has been transformed to accommodate many sporting activities, not only soccer but cricket & netball, basketball plus numerous community activities including cycle paths, walking tracks, table tennis, playgrounds, skateboarding parks, picnic areas, and parking for 133 cars.

The club has been established since 1962 and fields men's & mixed teams in the North West Sydney Football Association (NWSF) formerly GHFA.

CLUB HISTORY

Our Club has approximately 1000 members, made up of junior and senior players and many loyal past and retired members who continue to support our family club throughout the seasons.

The football club and its members invest both money and time in introducing and teaching juniors the skills to play football and have many teams competing in every age group, both boys and girls. Our men's teams continue to compete at the highest levels and our women's teams are arguably the most successful in the association.

Epping Football Club has the most successful Premier League history (measured by premiership titles) as shown by GHFA records beginning in 1977, winning 6 premierships, and 3 championships between 1977 and 2012.

The Epping Football Club Ladies are a founding member of the previous North West Sydney Women's Football Association (NWSWF) and have represented the club at the highest level, winning multiple association titles, and regularly contesting the Champions of Champions and State Cup competitions. In recent years, the club has won the prestigious NWSWF Club Championship, being the best performing club in 2012, 2013, 2015 and 2016. Our ladies' teams compete on Sundays with our ages ranging from Under 7 through to All Age.

In season 2016 & 2018 we also won the GHFA Club Championship for the first time since 1982. As far as we know, no other club has won both the NWSWF and GHFA Club Championships in the same year!

WHY SPONSOR...

We'd like to offer your business our support and the opportunity to promote your interests to the thousands of people who visit our club each week throughout the year and the many more who follow our club's progress. We are continually updating our website which is widely received by the Epping Football community and is consuming around 40,000 hits per season which is about 3000 per month during the season, which will furthermore offer your business great exposure.

We are continually looking for new avenues to expose your companies' brand. As a non-profit organisation, sponsorship is a big part of our income to help us develop our kids into, not only better footballers but better members of the community. We invite you to become a valued sponsor of our club and share in our success.

Please consider the following sponsorship options or please don't hesitate to call to discuss any other ideas you may have to get involved with our club. Thank you for your time and we hope to build a strong relationship with you and your business.

MEMBERSHIP

Our membership numbers currently sit at 1000. In 2020 we aim to increase that number to 1100+ members. We believe this is a realistic goal especially with the way the Epping and surrounding area are developing and quickly growing into a vibrant and busy Sydney suburb. With our ongoing successes and new facilities, we believe the club is on a projection for large future growth.

PLAYERS

The club continues to be family based and welcomes members both playing and non-playing from all walks of life, catering to juniors, boys and girls, men and women.

We have over 500 players at Epping Football Club and we have been growing at about 10% over the last 5 years. Our players range in age from 6 to 55 with both boys and girls teams, as well as men and women's in all divisions up to our premier league men and women. Over the last two seasons we have seen our biggest growth and we are predicting our biggest increase in players ever in 2020 on the back of a stellar 2019 which saw 9 of our 16 competitive sides play finals and 6 of those teams played in grand finals with 3 teams winning and becoming champions.

DEMOGRAPHICS

Epping Football Club has a wide-reaching audience which includes the surrounding suburbs of Eastwood, Beecroft & Carlingford. The Australian Bureau of Statistics recent census data reports that Epping has:

- Median Age of 38 years
- 76% of people have completed Year 12
- 18.4% 0-14 Years of age
- 14.6% 15-24 years of age
- 14.2% 25-34 years of age
- 13.6% 35-44 years of age
- 22.1% Born in North East Asia
- 48.9% Christianity
- 24.5% Average earnings (\$1000 – \$1999 per week)
- 39.2% Professionals (Occupation)
- Family defined area

FIELDS & CLUB

Situated at Epping West Park we have been in the same location for the past 57 years. Our fields are fully maintained by the council and with the all-weather synthetic surface, they will always remain in good condition. This new surface will extend the use of the fields to greater accommodate games that would usually be washed out due to inclement weather.

All Mini's games (6 – 8 years) are played on the sporting fields of Karonga School – With the entrance off Pennant Parade.

SOCIAL & FUNDRAISING

In recent years, the club has organised many fundraising & social events such as trivia nights, State of Origin & World Cup Soccer events. We have been invited on numerous occasions to participate in the half time entertainment support for both the Western Sydney Wanderers & Sydney FC. This array of different events allows members of all ages, families and individuals to socialise and build a sense of community spirit. During these events we invite and acknowledge sponsors for their support, where possible.

FREQUENCY OF GAMES

The 2020 winter soccer season runs from April to September and the new park is expected to be in high demand with an unprecedented amount of local games expected to be played on both Saturdays & Sundays. The Epping West Park has approximately 22 game weekends per year with attendances between 200 and an expected 2,000 on carnival days. Audiences include not only our member supporters but our opposing team supporters, who predominantly come from surrounding suburbs.

ADDITIONAL EXPOSURE

Epping West Park attracts a much larger audience than just Epping Football Club players & supporters due to the numerous new facilities. This additional audience will increase your exposure to your brand signage.

EPPING FOOTBALL CLUB NEWSLETTER

The newsletter is sent out monthly and consists of club updates, generally football around the GHFA & NWSWF updates, event updates, photos from the past months and sponsors branding & information.

EPPING FOOTBALL CLUB FACEBOOK PAGE

Epping Football Club has a growing number of followers, this is a new area of social media by the club that we are looking to explore & develop further. Every sponsor will get an acknowledgement post throughout the season.

EPPING APPAREL AND MERCHANDISE

The opportunities are endless to promote your business on Epping Football Club apparel and merchandise. We constantly promote our major & partner sponsors. We promote through all mediums, regularly communicating with members, life members, sponsors, coaches/officials and Epping Football Club supporters.

Note that we have a dedicated & committed major match shirt sponsor who we partner with, for 2020 therefore match game shirt signage sponsorship is currently unavailable. However, we are exploring new major sponsor opportunities for 2021 and beyond.

EPPING FOOTBALL CLUB WEBSITE

Sponsors messages are frequently displayed with banners on the club website. We are always supportive of new content to re-engage our members to ensure that the newsletter remains fresh and appealing for our readers.

With a consistent updated site including weekly photos & match reports during the season, we expect many more weekly visitors.

WE KNOW FROM RESEARCH THAT...

- Sponsoring sports clubs can provide unique opportunities for businesses and help them develop in ways that general advertising doesn't.
- Consumers are generally aware that official sponsors contribute to the events or sports they love, and research shows that sports fans have a more positive perception of event sponsors.
- Sponsoring sporting clubs can help create loyalty towards your brand.
- Sponsoring sports clubs can increase brand awareness.
- Staff working for the sponsoring business may develop a sense of pride and clients a sense of respect with the knowledge that the business is supporting the community.
- Sponsoring a sports club can help to grow community support and a positive perception for the business.
- Access for your brand to target your market: Local residents of Epping & surrounding areas.
- It's enjoyable to actively support your local team.
- These benefits for businesses can continue well after sponsorship.
- Allows relationships with other local businesses & communities to flourish into other yet considered opportunities.

The 'Major Sponsors' Package Includes:

Match Shirt Signage: Major sponsor exclusive company logo on all Epping Football Club match shirt/strips for all competition ages.

Signage: 2 x Banners on the fence of main field. 2000mm x 1000mm, utilisation of a collapsible shade structure branded with the major sponsor company logo. A banner will be utilised at all events and functions throughout the season held by Epping Football Club. Note that due to council regulations, all signage shall be temporary and will be set and dismantled before and after every weekend competition.

Media Coverage: Acknowledgement within any media campaigns, that provide the opportunity. Match shirts worn by all players for any directly related Epping Football Club publicity.

Website & Social Media: Regular photos of players wearing game shirts to be uploaded weekly onto all our social media including website, Facebook and any future platforms that the club may embrace, along with links on the monthly newsletter.

Major sponsor logo, advertising and website link on the club website & Facebook page.

The major sponsor will get an acknowledgement post throughout the season.

Newsletter: Major sponsor logo, advertising and company website link on the club newsletter. The availability to have regular company articles within each newsletter for members, in two locations within the newsletter.

Promotional Material & Events: Distribution of your promotional materials at all club functions throughout the season and company supplied banner displayed. All events hosted by Epping Football Club will proudly acknowledge your company and contact person as the club's major sponsor.

Promotional material provided by the major sponsor should be beneficial to either our members directly and/or the club. This could be in the way of product, vouchers, discounts, membership benefits or monetary rewards directly back to the club.

Complementary invitations to all Epping Football Club social events.

Invitations and an opportunity to present trophies at the club's end of season events.

Epping Football Club sticker to display on your vehicles and a plaque at your business reception. "Epping Football Club – Proud Sponsor", letting the community know of your support Investment:

Cost: \$TBA per year plus GST – *Consideration for purchase of new shirts for the entire club with sponsorship logo/branding.*

Duration: *Three years*

EFC are proud to welcome Betty Ockerlander from McGrath Real Estate Epping as our Major Sponsor from 2021 - 2023 and as such this particular package is no longer available.

Fundraising Gratuities: A request for product, vouchers, packages twice a year to be provided by the major sponsor to allow the club to auction off, offer as prizes or rewards, at club fund raising functions. Full acknowledgement of the gratuity of the major sponsor to be announced at the club event.

The 'Partner Sponsors' Package Includes:

Signage: 1 x Banner on the fence of main Epping West field. 2000mm x 1000mm, this banner will be displayed upon the ground fencing at every Epping Football Club weekend competition. Note that due to council regulations, all signage shall be temporary and will be set and dismantled before and after every weekend competition*.

Website & Social Media: Partner sponsor logo, advertising and website link on the club website & Facebook page.

Every sponsor will get an acknowledgement post throughout the season.

Newsletter: Partner sponsor logo, advertising and company website or Facebook link on the club newsletter. The availability to have opportunities of company article within one location of the newsletter.

Promotional Material & Events: Distribution of your promotional materials at all club functions throughout the season. All events hosted by Epping Football Club will proudly acknowledge your company and contact person as club's partner sponsor.

Promotional material provided by the partner sponsor should be beneficial to either our members directly and/or the club. This could be in the way of product, vouchers, discounts, membership benefits or monetary rewards directly back to the club.

Complementary invitations to all Epping Football Club social events.

Epping Football Club stickers to display on your vehicles and a plaque at your business reception. "Epping Football Club – Proud Sponsor", letting the community know of your support Investment:

Cost: \$2500 per year (1 Year Partnership Agreement)

Member Benefits: We are seeking opportunities in the form of discounts or special promotional packages to entice our members to actively participate in your services, please consider what you believe to be suitable and worthwhile for both parties.

Fundraising Gratuities: A request for product, vouchers, packages twice a year to be provided by the Major Sponsor to allow the club to auction off, offer as prizes or rewards, at club fund raising functions. Full acknowledgement of the gratuity of the major sponsor to be announced at the club event.

**Where possible, sponsors banners will remain installed throughout the entire season unless we are directed by council that this is not allowed.*

The 'Supporter Sponsors' Package Includes:

Website & Social Media: Partner sponsor logo, advertising and website link on the club website & Facebook page.

Every sponsor will get an acknowledgement post throughout the season.

Newsletter: Partner sponsor logo, advertising and company website or Facebook link on the club newsletter.

Promotional Material & Events: Distribution of your promotional materials at all club functions throughout the season. All events hosted by Epping Football Club will proudly acknowledge your company and contact person as club's partner sponsor.

Promotional material provided by the partner sponsor should be beneficial to either our members directly and/or the club. This could be in the way of product, vouchers, discounts, membership benefits or monetary rewards directly back to the club.

Complementary invitations to all Epping Football Club social events.

Epping Football Club stickers to display on your vehicles and plaque at your business reception. "Epping Football Club – Proud Sponsor", letting the community know of your support Investment:

Criteria: To be seen as a complimentary/associated with soccer/community sport only or outstanding benefits to our members - At the discretion of the EFC Committee.

Cost: Your product or services to an agreed value. - at the discretion of the EFC Committee

Member Benefits: We are seeking opportunities in the form of discounts or special promotional packages to entice our members to actively participate in your services, please consider what you believe to be suitable and worthwhile for both parties.

Fundraising Gratuities: A request for product, vouchers, packages twice a year to be provided by the Major Sponsor to allow the club to auction off, offer as prizes or rewards, at club fund raising functions. Full acknowledgement of the gratuity of the major sponsor to be announced at the club event.

If you would like to have a specific package tailored for you, we are open to suggestions and ideas, for further sponsorship opportunities please call or email to discuss.

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