

SPONSORSHIP PACKAGES 2023



THE PATHWAY TO YOUR
FOOTBALL FUTURE



A FAMILY CLUB FOR BOYS
AND GIRLS FROM AUSKICK
TO UNDER 18'S

EAST RINGWOOD JUNIOR FOOTBALL CLUB

WHO ARE WE

ABOUT US

The East Ringwood Junior Football Club was established in 1963 as a not for profit community organisation run by a committed group of volunteers, and is directly affiliated with East Ringwood Senior Football Club and the Eastern Football & Netball League (EFNL). Our club has a long and proud history of supporting the development of our junior players, offering football opportunities for boys and girls within our region, and creating a clear talent pathway for our young footballers by continuously investing in great coaches and building a sustainable football club for now and into the future.

The strength of East Ringwood Junior Football Club (ERJFC) begins at grass roots level with Auskick right through to our U18's. We strive to develop young players, both individually and in a team environment. We aim to instil the core values of respect, responsibility, sportsmanship, persistence, enthusiasm and spirit in all our players and families.

ERJFC experienced a fantastic season last year, one that was full of both on field and off field achievements building on our strong culture of success! Our numbers grew to a new record high with our strategy to promote ERJFC as one of the best junior football clubs in the area being reflected in so many ways.

With more new players coming on board we are forecasting another increase in numbers in both our boys & girls teams for the season ahead, making us one of the largest clubs in the EFNL.

ERJFC has a focus on continuously increasing awareness of our club and brand, whilst investing heavily in the skill development of our coaches by providing them the latest training techniques to enhance player development. We work hard to ensure we are a well-resourced club allowing equal access to equipment at all age levels. The support provided by our sponsors ensures these resources along with the training and development can continue for our coaches and players.

As a local sports club we rely heavily on sponsorship revenue to allow us to continue on our journey, and value the contribution that local businesses such as yours provide to our club. Becoming a club sponsor is a great way for you to support ERJFC, as well as enhance awareness for your business.

We invite you to get on board and join our great club for the next season. Our commitment to the community is something that we are extremely proud of and we look forward to building on our clubs strengths as we kick off the season.



SPONSOR BENEFITS

Our commitment to you, our sponsor, is to promote and support your business within our community through increased awareness by offering flexible packages that reach our players, their families and the extended football community. Through the use of our home grounds, Ainslie Park & Glen Park, our electronic scoreboard and our clubrooms, your brand will be exposed to members of the wider community with local residents, over 30 clubs within the EFL, and hundreds of junior teams attending our home ovals throughout the season.

Your business will be recognised in various forms depending on your chosen package. We offer a considerable scope for exposure and marketing opportunities including Facebook, club wide emails, website advertising, Ainslie Park scoreboard, flyers & newsletters, Maroondah Festival, Season Launch, Presentation night, Coach Report nights, Social nights, Lightning Premierships and much more.

Sponsorship funds will be used to assist with costs associated with promoting the continued development and education of our players & coaches, along with the provision of equipment and further development and growth of our club. As the club grows, so do the costs associated with getting our teams set up and on the field. Our current sponsors are fantastic, however more funds are required.

By sponsoring ERJFC, not only are you supporting your local sporting community, but you are also investing into each and every player, family, coach and the extended club community by enabling the provision of sufficient resources to support the ongoing development of each player and the continued growth of our amazing club.

As a sponsor we want to ensure that you are more than just a financial contributor. We will do this by involving you as an active member of our club community.



SPONSORSHIP PACKAGES

Our sponsorship team are more than happy to design a sponsorship packages to suit your commitment and needs should the following packages not be suitable. Additional opportunities may arise during the season to sponsor events and/or provide goods or services.

Non-financial contributions are also welcome at ERJFC and can take the form of vouchers, products or merchandise, & services. These items can be raffled at our numerous social events or used as player awards throughout the season.



SPONSORSHIP OPPORTUNITIES

PRIMARY PACKAGE \$500

- Company Brand and logo with dynamic link on website
- Rotating advert sign on digital scoreboard at Ainslie Park
- Company brand and logo on ERJFC online content such as club emails and Facebook

BRONZE PACKAGE \$1,000

- Company Brand and logo with dynamic link on website
- Rotating advert sign on digital scoreboard at Ainslie Park
- Invitation to sponsorship appreciation event
- Opportunity to address the players and families at ERJFC Coaches Nights
- Company brand and logo on ERJFC online content such as club emails and Facebook

SPONSORSHIP OPPORTUNITIES

SILVER PACKAGE \$2,000

- Company Brand and logo with dynamic link on website
- Rotating advert sign on digital scoreboard at Ainslie Park
- Invitation to sponsorship appreciation event
- Opportunity to address the players and families at ERJFC Coaches Nights
- Prominent banner display during ERJFC Coaches & Awards nights
- Company brand and logo on ERJFC online content such as club emails and Facebook

GOLD PACKAGE \$3,000

- Ground signage at our home ground, Ainslie Park (cost of sign subsidised)
- Company brand & logo with dynamic link on website
- Rotating advert sign on digital scoreboard at Ainslie Park
- Invitation to sponsorship appreciation event
- Prominent banner display during ERJFC Coaches & Awards nights
- An invitation to be interviewed at a coaches awards night to speak about your business
- Company brand and logo on ERJFC online content such as club emails and Facebook



SPONSORSHIP OPPORTUNITIES

<u>INCLUSIONS</u>	PACKAGE			
	PRIMARY	BRONZE	SILVER	GOLD
Company Brand and logo with dynamic link on website	●	●	●	●
Rotating advert sign on digital scoreboard at Ainslie Park	●	●	●	●
Company brand and logo on ERJFC online content such as club emails and Facebook	●	●	●	●
Invitation to sponsorship appreciation event		●	●	●
Opportunity to address the players and families at ERJFC Coaches Nights		●	●	
An invitation to be interviewed at a coaches awards night to speak about your business				●
Prominent banner display during ERJFC Coaches & Awards nights			●	●
Ground signage at our home ground, Ainslie Park (cost of sign subsidised)				●



SPONSORSHIP OPPORTUNITIES

It is vital that we continue to develop and cultivate our junior players in a safe and positive environment as they follow the pathway to senior football. In order for ERJFC to realise our vision for the season ahead we are seeking the involvement of your company as a sponsor.



Conditions: *These sponsorship packages are offered on a 12 month term. New terms of agreement will need to be agreed to at the beginning of each season.*

Sponsorship will only be encouraged from organisations, companies or individuals that contribute to a positive public image and are associated with products or services which are appropriate for our club membership. Arrangements with sponsors must not unduly restrict the club's overall ability to purchase goods or services.

All sponsorships must be approved by the East Ringwood Junior Football Club Executive Committee. All sponsorship money received by ERJFC will be the right and responsibility of the Junior Committee to use where they believe it will benefit all junior players now and in the future.