

**scarborough**  
amateur football club



# SCARBOROUGH AMATEUR FOOTBALL CLUB SPONSORSHIP PROPOSAL 2019



Letter from the president,

Dear business owner,

The Scarborough Amateur Football Club (SAFC) is based at Millington Reserve in Karrinyup and is part of the West Australian Amateur Football League (WAAFL). The WAAFL is the biggest Amateur sporting competition in W.A. The club was formed in 1970 with a single Colt's team (U19's) and has grown to be one of the biggest and most successful clubs in the WAAFL.

Each week the SAFC provides the opportunity for 100 plus players to represent the club across 5 teams (3 senior & 2 colts). The club achieved the pinnacle of success in 1995 by going undefeated all season and winning its first 'A' grade premiership. The success continued by winning the 1997 & 1998 'A' grade premierships. Recently the senior team has had great success, winning the 2018 'A' grade premiership.

SAFC has strong associations with several WAFL league clubs such as Subiaco, Claremont and West Perth with many players progressing on to the WAFL and AFL ranks as players and coaches. SAFC also has strong junior community club ties amongst the greater Scarborough area with players joining the club from Scarborough JFC, Wembley Downs JFC, Marist JFC, Sorrento Duncraig JFC and several others.

One of the strengths of the SAFC is the ongoing support and involvement with our Past Players & Supporters group who attend games and provide coterie support. The SAFC's Neil Granland Past Players & Supporters day attracts over 150 attendees each year, which is a testament to the history and community spirit of the SAFC. This group has a regular communication via email, with a weekly update going out to nearly 300 recipients.

The SAFC is run purely by volunteers with the club committee made up of current players, player parents, past players & supporters. The committee works hard to keep the club progressing. This includes areas such as –

- Upkeep and development of Millington clubrooms and oval.
- Football costs such as training equipment, medical staff & supplies, playing uniforms, umpires and trophies.
- Supporting the local affiliated junior community clubs.
- Ensuring a safe and enjoyable social program

The SAFC is able to do this with assistance from sponsors, past players & supporters group, providing canteen and bar facilities, fundraising and social events. Without this our great club wouldn't be the club it is today.

We are a strong, community minded club who would like to partner with successful business that are like minded.

I hope that you look favourably at the below sponsorship packages. If you have any questions or quires please contact me directly.

Kind regards,

Curtis Reddell  
SAFC President

[scarbafc.com.au](http://scarbafc.com.au)



Major Sponsor 2019

## WHY INVEST IN THE SCARBOROUGH AMATEUR FOOTBALL CLUB

- Sponsoring sports clubs can provide unique opportunities for businesses and help them develop in ways that general advertising doesn't. For example, it may allow the sponsor to show off their capabilities in a way audiences may otherwise not get to see.
- Sponsoring sporting clubs can help create loyalty towards the brand and increase brand awareness.
- Staff and clients of the sponsoring business will develop a sense of pride and respect knowing the business is supporting the community.
- Sponsoring a sporting club can help grow community support and a positive perception for the business.
- It's fun to actively support your local team.
- These benefits for business can continue well after sponsorship.
- Exposure across W.A.'s largest amateur sporting competition (WAAFL)

## 2019 SPONSORSHIP PACKAGES

### MAJOR SPONSOR

- \$10,000 contribution
- Business logo on SAFC polo shirt & other club merchandise
- Business logo and branding throughout clubrooms and feather flag at home games
- Business logo on Millington Reserve main scoreboard
- Email signature on all club correspondence and printed material
- 4 tickets to 2019 SAFC Sponsors Day (food and refreshments provided)
- Speaking opportunities at club functions
- Benefit of club promoting your business on past players weekly email and SAFC Facebook, Instagram and other social media platforms
- Business exposure and naming rights on new club website – [www.scarbafc.com.au](http://www.scarbafc.com.au)
- Named home game fixture during 2019 season, including an opportunity to speak and present match day awards at post-match function
- Promotion via weekly newsletter from match results
- Club merchandise pack



## PLATINUM SPONSOR

- \$7,500 contribution
- Business logo on SAFC playing jumper
- Business logo and branding throughout clubrooms and feather flag at home games
- 3 tickets to 2019 SAFC Sponsors Day (food and refreshments provided)
- Speaking opportunities at club functions
- Benefit of club promoting your business on past players weekly email and SAFC Facebook, Instagram and other social media platforms
- Business exposure on new club website – [www.scarbafc.com.au](http://www.scarbafc.com.au)
- Named home game fixture during 2019 season, including an opportunity to speak and present match day awards at post-match function
- Promotion via weekly newsletter from match results
- Club merchandise pack

## GOLD SPONSOR

- \$4,000 contribution
- Business logo on SAFC training/warm up top
- Business logo and branding throughout clubrooms and feather flag at home games
- 2 tickets to 2019 SAFC Sponsors Day (food and refreshments provided)
- Speaking opportunities at club functions
- Benefit of club promoting your business on past players weekly email and SAFC Facebook, Instagram and other social media platforms
- Business exposure on new club website – [www.scarbafc.com.au](http://www.scarbafc.com.au)
- Named home game fixture during 2019 season, including an opportunity to speak and present match day awards at post-match function
- Promotion via weekly newsletter from match results
- Club merchandise pack

## SILVER SPONSOR

- \$2,500 contribution
- Business logo and branding throughout clubrooms and feather flag at home games
- 1 tickets to 2019 SAFC Sponsors Day (food and refreshments provided)
- Benefit of club promoting your business on past players weekly email and SAFC Facebook, Instagram and other social media platforms
- Business exposure on new club website – [www.scarbafc.com.au](http://www.scarbafc.com.au)
- Named home game fixture during 2019 season, including an opportunity to speak and present match day awards at post-match function
- Promotion via weekly newsletter from match results

## GREEN SPONSOR

- \$1,000 - 1,500 contribution (Cash or Vouchers)
- Business exposure on new club website – [www.scarbafc.com.au](http://www.scarbafc.com.au)
- Promotion via weekly newsletter from match results
- Benefit of club promoting your business on past players weekly email and SAFC Facebook, Instagram and other social media platforms

## SAFC TRADE WALL

- \$1,000 contribution (Cash)
- Business logo and branding on SAFC 'Trade Wall' displayed in clubrooms
- Benefit of club promoting your business on past players weekly email and SAFC Facebook, Instagram and other social media platforms
- Business exposure on new club website – [www.scarbafc.com.au](http://www.scarbafc.com.au)

\*It is our understanding is that all contributions will be a tax deduction (reference ATO ID 2005/284) but you should seek independent advice.

## CONTACTS

If one of the above packages is something you are interested in or you would like to have a specific package tailored for you, we are open to suggestions and discussing further sponsorship opportunities. Please don't hesitate in contacting one of the below contacts.

### SPONSORSHIP TEAM

Ross Coldwell – 0401 305 029 – [ross.coldwell@Hotmail.com](mailto:ross.coldwell@Hotmail.com)

Thomas Willett – 0404 718 490 – [tp.willett@Gmail.com](mailto:tp.willett@Gmail.com)

### CLUB PRESIDENT

Curtis Reddell – 0410 880 436 – [reddellc@Hotmail.com](mailto:reddellc@Hotmail.com)

