



Sponsorship Proposal 2024



Welcome to Barwon Heads Football & Netball Club

Our history:

The Barwon Heads Football & Netball Club (BHFNC) was originally established in 1922 and played in the Freshwater Creek District Football Association. After the second world war the club amalgamated with the Ocean Grove Football Club and joined the Geelong District Football Association. The Barwon Heads / Ocean Grove team won their first premiership in 1957 and then in the 1960's the clubs separated. A fierce rivalry was created leading to the legendary Battle of the Bridge games each season between Ocean Grove and Barwon Heads.

The Seagulls won Senior football premierships in the GDFL in 1957 and in the BFL in 1972, 1973, 1974, 1993, 2019 & 2022. In Senior Women's Football, our inaugural team won the Division 2 Premiership in 2018.

We have also won six Senior Netball A Grade premierships from 1996 to 2001.

Our purpose & mission

We are proud of our heritage and excited by our future. Our purpose is to provide the best possible environment for our members to experience a community sporting club promoting participation, achievement and contribution. Our mission is to be recognized as the leading community sporting club in the region. In so doing, and with the support of our sponsors, we will continue to operate professionally and competitively, while supporting the community and all stakeholders.

Our club:

Our sporting teams and programs include:

- A leading junior netball "NetSetGo" program.
- 16 Senior and Junior Netball teams.
- 18 Senior and Junior male football teams; and
- An outstanding female football program incorporating both junior and senior teams.



2023 – The season that was:

Season 2023 began with us hoisting our Senior Men's premierships flag in front of a large home crowd. There had been some off-field changes with Premiership winning coach Dan Donati handing over the reins to Sam Schaller and Mitch Herbison. We were confident our Senior and Reserve teams would be fighting it out for premierships again. We had an outstanding number of players fighting for spots in both teams, and after a very competitive season, our senior team finished third after being battered by injuries and unavailability of players, whilst our reserves team were mighty unlucky to go down in the Grand Final after a great run through the finals. Oli Wiltshire being drafted to Geelong directly from our club was a real highlight and we look forward to watching Oli cut up the AFL like he did the BFL over the last couple of years.

Our senior netball continued to evolve under the leadership of Kate Schippers with our A grade team climbing up the ladder to make the finals in a very competitive season of Netball. The elimination final was a ripper to watch, with a closely fought game from start to finish. Both B and D Grade just missed out on an elusive finals position, both finishing in 6th position. E Grade were our champions for the year. Our Club was so excited to watch them playing on grand final day. Alas, this year wasn't their year to take out the premiership, but their finals campaign was an exciting one to watch.

Our Senior Women's football teams continued the upward progression. One of only three clubs in the area to field 2 teams we were mighty proud of their efforts in making the finals. The support of the senior women players towards the junior teams was outstanding with the players getting along to trainings and games. We thanked Josh Bacely for his efforts over many years with our Women's Footy program.

In 2023 we saw more junior teams than ever before grace the fields and courts. We introduced an U9 girls football team for the first time which was a real highlight. Participation levels amongst the juniors continue to increase, making our grounds and courts very busy but we welcome more and more families into our club each year. Our U14 boys Div 1 football team almost completed the fairytale season, however fell short in the Grand Final by 8 points. We again had plenty of footballers (female and male) join the elite pathways offered and we wish them luck as they chase their dreams.



Oliver Wiltshire taken pick #61 in the 2023 AFL draft.

What to expect around the club in 2024:

We continue to strive to provide a great environment for participants and members to enjoy our community club. We promote participation, achievement and enjoyment. We're excited about 2024.

- Kate Schipper is back for season three as our Senior Women's Netball Coach. We are optimistic our A grade team will build on the progress of last year. Training has started early and the whole group are excited about what 2024 will bring.
- Mitch Herbison and Sam Schaller are back to lead the Senior Football Club with hopes high for both teams to challenge for the premiership come the end of the season. This year we welcome back an U18 boys' team as well.
- Our senior women's program will transition from Josh Bacely's leadership however we are confident that there will be plenty of on field success. Fixturing of women's games in 2024 will be mainly on a Friday night which better supports full club social events.
- Our junior programs will be strong again across football and netball with the army of junior coaches and volunteers reassembled!

Sponsorship in 2024:

BHFNC is extremely appreciative of all our sponsors. Without them we could not operate successfully and professionally.

As we enter 2024, we welcome all returning sponsors and new sponsors to partner with us. Your support helps our 30+ teams and 800 odd players take to the fields and courts as Seagulls.

Over the last few years, through social media channels, we have increased the reach of the BHFNC community to a point where we have 6,000+ followers on both Facebook and Instagram with plans to increase and improve this further.

Please find attached details of our sponsorship packages for 2024.

Please direct any queries to:

Russell Hyland – 0425 751 954

Garry Read – 0438 277 674

Angie Spinks – 0439 998 786



Tier 1

Sponsors Package - \$15,000 AND ABOVE + GST

There are four major components which are outlined below:

	Location	Quantity / Comments
Signage	Ground signage (your design)	2 signs directly opposite the centre square Size: 2 x 3000 x 850mm
	At the Netball courts	Large signs displayed on the Northern fence Size: 1500 x 1200 (x1)
	In the Clubrooms	1 large sign displayed

	Component (Game Day Apparel)	Quantity / Comments
Clothing	Company logo on players warm up tops	Tier 1 Sponsors will have their logos displayed on the BHFNC warm up tops worn by Senior Men & Women's Football & A-Grade Netball players.
	Company logo on players & coaches polos	Tier 1 Sponsors will have their logos displayed on BHFNC Polos Shirts worn by Senior Men & Women' Football & A-Grade Netball players.

	Component	Quantity / Comments
Media-Digital & Print	Company logo on front page of BHFNC website	Identified as Tier 1 Sponsor
	Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings with Tier 1 Sponsors having a higher rotation of logo.
	Promotion of Company overview and profile	BHFNC will highlight Tier 1 Sponsor(s) via its Social Media platforms twice throughout the season
	Club Email	Weekly email outlining what is happening around the club.
	Company logo on club stationary	Identified as Tier 1 Sponsor

	Component	Quantity / Comments
Social	Social Membership passes	4
	Sponsors Luncheon with guest speaker	4 tickets
	Tickets to Senior Presentation Night	4
	Access home game half time refreshments	✓
	Drink Cards – Home Games	1 per home game

NB: Our Tier 1 packages are customized for each individual sponsor. The club invites organizations considering this tier to contact us directly and discuss desired package inclusions. Our Tier 1 Sponsorship Packages are for a 2-year period.

Tier 2

Sponsors Package - \$10,000 + GST

There are four major components which are outlined below:

	Location	Quantity / Comments
Signage	Ground signage (your design)	1 sign directly opposite the centre square Size: 1 x 3000 x 850mm
	At the Netball courts	Large signs displayed on the Northern fence Size: 1500 x 1200 (x1)
	In the Clubrooms	1 large sign displayed

	Component (Game Day Apparel)	Quantity / Comments
Clothing	Company logo on players warm up tops	Tier 2 Sponsors will have their logos displayed on the BHFNC warm up tops worn by Senior Men & Women's Football & A-Grade Netball players.
	Company logo on players & coaches polos	Tier 2 Sponsors will have their logos displayed on BHFNC Polos Shirts worn by Senior Men & Women's Football & A-Grade Netball players.

	Component	Quantity / Comments
Media-Digital & Print	Company logo on front page of BHFNC website	Identified as Tier 2 Sponsor
	Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings with Tier 2 Sponsors having a higher rotation of logo.
	Promotion of Company overview and profile	BHFNC will highlight Tier 2 Sponsor(s) via its Social Media platforms once throughout the season
	Club Email	Weekly email outlining what is happening around the club.
	Company logo on club stationary	Identified as Tier 2 Sponsor

	Component	Quantity / Comments
Social	Social Membership passes	4
	Sponsors Luncheon with guest speaker	4 tickets
	Tickets to Senior Presentation Night	4
	Access home game half time refreshments	✓
	Drink Cards – Home Games	1 per home game

NB: Our Tier 2 Sponsorship Packages are for a 2-year period.

Gold

Sponsorship Package - \$4000 + GST

Component	Quantity / Comments
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings and on higher rotation count than Silver & Bronze.
Company logo displayed on BHFNC website	Identified as Gold Sponsor
Promotion of Company overview and profile	BHFNC will highlight Gold Sponsor(s) via its Social Media platforms once throughout the season
Club Email	Weekly email outlining what is happening around the club.
Social Membership Passes	2
Sponsors luncheon with guest speaker	2 guests
Tickets to Senior Presentation Night	2
Drink Cards – Home Games	6 drink cards valid for current season
Access home game half time refreshments	✓

Silver

Sponsorship Package - \$2,500 + GST

Component	Quantity / Comments
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings and on higher rotation count than Bronze.
Company logo displayed on BHFNC website	Identified as Silver Sponsor
Club Email	Weekly email outlining what is happening around the club.
Social Membership Passes	2
Sponsors luncheon with guest speaker	2 tickets
Drink Cards – Home Games	4 drink cards valid for current season
Access home game half time refreshments	✓

Bronze

Sponsorship Packages - \$1400 + GST

Component	Quantity / Comments
Ground signage (your design)	Large sign on the boundary fence 3000 x 850mm
Company logo on TV slideshow in BHFNC Clubrooms during home games	Incorporated with other Sponsor listings.
Company listing on BHFNC website	Identified as Bronze Sponsor
Club Email	Weekly email outlining what is happening around the club.
Social Membership Passes	2
Sponsors luncheon with guest speaker	2 tickets
Drink Cards – Home Games	2 drink cards valid for current season
Access home game half time refreshments	✓

Sponsorship Package Summary

	Tier 1	Tier 2	Gold	Silver	Bronze
Cost (excl. GST)	\$15,000+	\$10,000	\$4,000	\$2,500	\$1,400
Package is customized for each individual sponsor. The club invites organizations considering this tier to contact us directly and discuss desired package inclusions.	✓	X	X	X	X
Signage					
Sign at edge of town Logo displayed	✓	X	X	X	X
Football Oval					
Opposite centre square (2 x 3000 x 850mm)	✓	X	X	X	X
Opposite centre square (1 x 3000 x 850mm)	X	✓	X	X	X
On boundary fence (random) (3000 x 850mm)	X	X	✓	✓	✓
Netball Courts					
Individual on Northern & Southern	✓	✓	X	X	X
Clubrooms					
Inside Clubrooms	✓	X	X	X	X
Media					
Website					
Logo on front page	✓	✓	X	X	X
Logo in sponsors section	✓	✓	✓	✓	X
Listing in sponsors section	X	X	X	X	✓
Social Media					
Social media overview & profile					
Twice per year	✓	X	X	X	X
Once per year	X	✓	X	X	X
Weekly Sponsors Update	✓	✓	✓	✓	✓
Print					
Logo on club stationary	✓	✓	X	X	X
Home Game Slide Show					
Logo sightings per rotation of all logos	4	4	3	2	1
Social					
Social membership passes	4	4	2	2	2
Sponsors Luncheon tickets	4	4	2	2	2
Presentation Night tickets	4	4	2	X	X
Drink Cards (per season)	9	9	6	4	2
Access home game half time refreshments	✓	✓	✓	✓	✓
Clothing					
Warm up tops Senior Men & Women's Football & A-Grade Netball	✓	✓	X	X	X
Player polos worn by Senior Men & Women's Football & A-Grade Netball	✓	✓	X	X	X

Additional information:

All new sponsors pay for the cost of printing their sign. This cost is \$350, and the sign would remain the property of the sponsor. The cost of the frame for the sign will be paid for by the BHFNC.

Any updates to existing sponsors signs because of sponsors re-branding will be charged to the Sponsor.

The information in this prospectus outlines our commitment for each Sponsorship level.

Throughout the season, BHFNC will work with all Sponsors to explore opportunities to maximize your return from your support of the BHFNC.

Key Contacts:

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