



Knox Football Club.Inc
Knox Gardens Reserve, Argyle Way
Wantirna South, VIC, 3152
Ph: 03 9801 1404

Sponsorship Proposal

On behalf of the Knox Football Club I would like to thank you for taking the time to consider our sponsorship proposal.

Knox Football Club

The Knox Football Club to date has a relatively short but proud history. Founded in 1980 the club, with years of hard work, has progressed solidly to now be a strong part of the 1st Division in the Eastern Football League. Located in Wantirna South, servicing Knox City and surrounding areas the Knox Football Club has 3 senior teams and is part of a strong sporting precinct encompassing:

- Knox Junior Football Club, 10 Junior teams and AUSA KICK clinics
- Knox Gardens Cricket Club, 6 senior teams and 6 junior teams.
- Knox Gardens Tennis Club, participant's right through all age groups.

With over 300 members the Knox Football Club prides itself on its achievements both on and off field, in particular its ability to provide a friendly family oriented environment which invites and facilitates all willing participants and supporters from the local community and abroad. Over the past 6 years the club has worked closely with the Knox council to upgrade and improve its current facilities, along with the promotion of sporting involvement to the wider community in a joint initiative.

With the re development of our oval in 2008, we now have the premier playing surface in the EFL. Recently Hawthorn chose our ground, ahead of others, as their preference to hold their community training day. Over 2,000 people attended this day on Friday the 9th January 2009.

Our Mission

With the support of our members and sponsors, the Knox Football Club intends to continue its constant improvement as a leading provider of local sports and entertainment to the community. The Knox Football Club has always strived to earn and retain the respect of our opponents and associates through hard work and dedication. The continuous growth of membership numbers, strong on field results and improvement of facilities to provide the best club environment, is the ultimate goal for the club. To support this mission we would like to invite all potential sponsors to be part of our club to promote and extend their businesses.

The Future at the Knox Football Club

The Knox Football Club, whilst enjoying a successful period of growth and development at present, is extremely excited about the future. There are two reasons to be excited:

- 1) With 3 senior football teams comprised of an Under 18s team and 2 open age teams, along with 10 junior football teams means the club looks forward to continuing the development of its participants and securing more members to the club.**

- 2) Continued work with the Knox local council will ensure the Knox Football Club continues to maintain its desired development plans to maintain and upgrade current facilities. Currently the club is in phase 4 of a 5 year plan to develop and improve our facilities. Some of these improvements consist of:**
 - Newly developed changing and social rooms.**

 - New multipurpose scoreboard. One of the few electronic scoreboards in the EFL.**

 - Up graded car parking facilities.**

 - Newly constructed bar.**

 - Full scale restructure of social rooms interior design.**

 - Re-Surfacing of main oval and training oval**

Our Offering

The Knox Football Club would like to extend its invitation to sponsors on all levels. With your involvement the future for the Knox Football Club can become more secure. With continued developments, upgrades and improvements there are many opportunities to advertise upon:

- Our water tanks.**
- The
bar**
- Around the ground**

- Commercials on Eastern FM Radio**

- The weekly football record distributed to all games played within
the EFL.**

- Within the club social rooms.**

- Sponsors
day**
- Major Social events**

- And Award Presentation Ceremonies**

We would like to help you to promote your business to the broader community, to do this the club has formulated a number of sponsorship packages which are designed to promote and expose your business to the community on many different levels:

1. PLATINUM PACKAGE (Major Sponsor - Platinum)

- **Signage featured behind the goals for a period of 12 months.**
- **Naming rights on the shorts and front of Seniors & Reserves Jumpers.**
- **7 metre x 1 metre metal sign on fence perimeter for a 12 month period**
- **Advertising in clubrooms for a 12 month period**
- **Advertising on membership tickets**
- **Advertising in club newsletter published monthly during football season**
- **Advertising in the E.F.L weekly football record**
- **Four full club memberships**
- **Four free admissions to all club functions (held in clubrooms)**
- **\$500.00 drink voucher**
- **Complimentary meal (Thursday night team selection)**
- **Complimentary food and refreshments (1/2 time home games)**
- **Double pass to clubs annual dinner dance**
- **Double pass to the \$10,000 draw with 2 tickets**
- **Named as major sponsor on the Eastern FM Radio**
- **Sign behind the interchange bench**
- **Named in the Knox Football Club business directory**
- **Business cards placed at the Social Room main foyer**
- **Named as the major sponsor on the home page of the Knox Football Club website**

VALUE \$14,000.00 (\$12,000 for subsequent years)

2. GOLD PACKAGE (Major - Gold)

- **Naming rights on Knox Football Club Polo Tops (worn compulsory on every game day)**
- **7 metre x 1 metre metal sign on fence perimeter for a 12 month period**
- **Advertising in clubrooms for a 12 month period**
- **Advertising in club newsletter published monthly during football season**
- **Advertising in the E.F.L weekly football record**
- **Two full club memberships**
- **Two free admissions to all club functions (held in clubrooms)**
- **\$200.00 drink voucher**
- **Complimentary meal (Thursday night team selection)**
- **Complimentary food and refreshments (1/2 time home games)**
- **Double pass to clubs annual dinner dance**
- **Signage under canteen window**
- **Business cards placed at the Social Room main foyer**
- **Named as the major sponsor on the home page of the Knox Football Club website**
- **Listing in the Knox Football Club business directory**

VALUE \$8,000.00 (\$7,000.00 for subsequent years)

3. SILVER PACKAGE

- **Naming rights on the front of Seniors & Reserves warm up jackets**
- **7 metre x 1 metre metal sign on fence perimeter for a 12 month period**
- **Advertising in clubrooms for a 12 month period**
- **Advertising in club newsletter published monthly during football season**
- **Two full club memberships**
- **Two free admissions to all club functions (held in clubrooms)**
- **Complimentary meal (Thursday night team selection)**
- **Complimentary food and refreshments (1/2 time home games)**
- **Named as sponsor on the Knox Football Club website**
- **Business cards placed at the Social Room main foyer**
- **Listing in the Knox Football Club business directory**

VALUE \$6,000.00 (\$5,000.00 for subsequent years)

4. BRONZE PACKAGE

- **Advertising in clubrooms for a 12 month period**
- **7 metre x 1 metre metal sign on fence perimeter for a 12 month period**
- **Advertising in club newsletter published monthly during football season**
- **Two full club memberships**
- **Two free admissions to all club functions (held in clubrooms)**
- **Complimentary meal (Thursday night team selection)**
- **Complimentary food and refreshments (1/2 time home games)**
- **Named as sponsor on the Knox Football Club website**
- **Business cards placed at the Social Room main foyer**
- **Listing in the Knox Football Club business directory**

VALUE \$2,500.00 (\$1,500.00 for subsequent years)

5. OTHER PACKAGES

1. Business Card Sponsor VALUE \$70.00

- Entry to all home games
- Line Entry on the Knox Football Club website
- Listing in the Knox Football Club business directory
- Business cards placed at the social room main foyer

2. Player Sponsor VALUE \$120.00

- Social membership (Entry to all home games and one free drink after all home games)
- Company details featured on the photo gallery board displayed in the social rooms
- Entry on the Knox Football Club website with the company logo featured next to the player sponsored. A link will also be displayed on the logo which will allow users to activate your company's website
- Listing in the Knox Football Club business directory

3. Match Day Sponsor VALUE \$550.00

- Signage situated at the gate during the day of the match sponsored
- Toss of the coin for the seniors game
- Signage situated at the bar
- Advertising in the footy record
- Trade display in the social rooms
- Draw the match day raffle that will be named after the sponsor
- Half time networking with invited guests (one free drink & finger food provided)
- Advertising in club newsletter published monthly during football season
- Named as sponsor on the Knox Football Club website
- Additional signage at the canteen, fence or the bar.

Once again, THANK YOU for considering our sponsorship proposal.

Regards,

**Wayne Whitten
whits59@bigpond.net.au
0413 441 998**



**Physio Rooms: Advertising can be placed on the back wall.
(Match Day Sponsors, Platinum Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors)**



**Club Rooms (Home): Advertising can be placed on the white walls,
and/or the blackboard under the “no smoking” sign.
(Match Day Sponsors, Platinum Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors)**



Goal Posts (Knox Gardens P.S. End): Signage can be placed on the fence behind the goal posts. Signs will have a perimeter of 7mx1m.
(Platinum Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors)



Fence next to scoreboard, directly in front of the clubrooms on the other side of the ground: Signage will have a perimeter of 7mx1m.
(Platinum Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors)



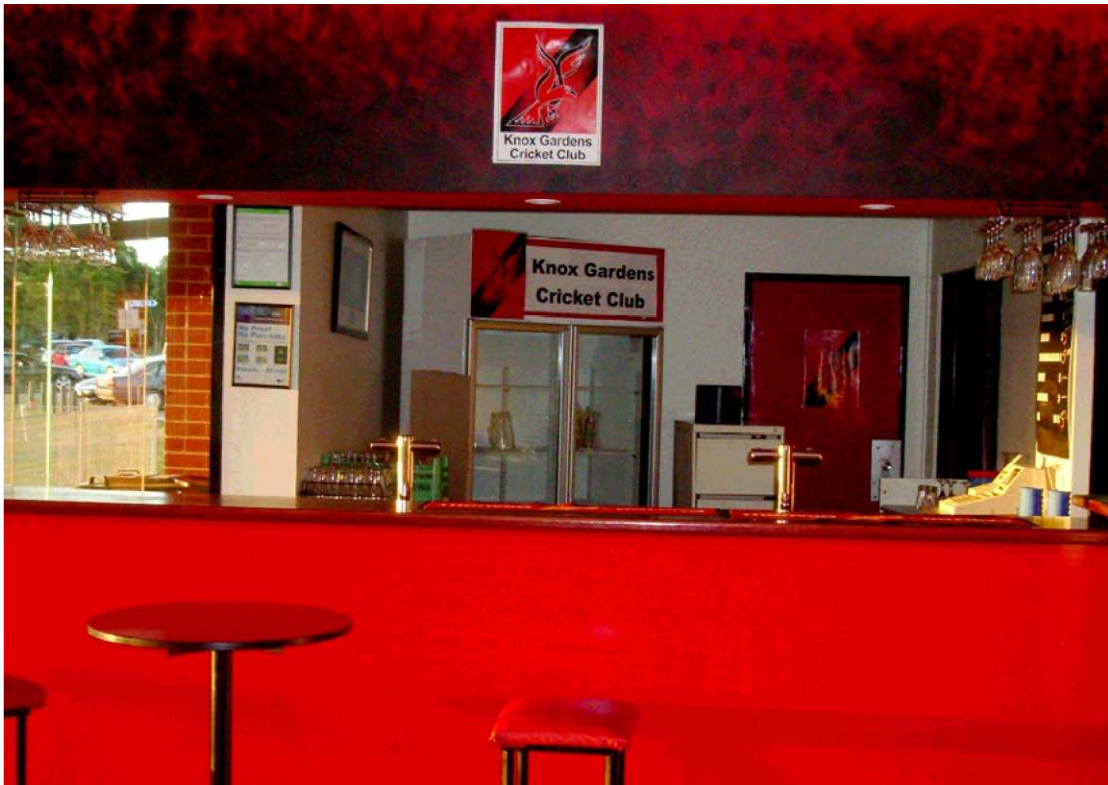
Clubrooms: Signage can be situated behind the interchange bench or along the fence in view of spectators or under the canteen window on the left of the picture.
(Match Day Sponsors, Platinum Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors)



**Canteen inside the clubrooms: Signage can be situated on top of the canteen window as shown in the window above.
 (Match Day Sponsors, Platinum Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors)**



**Social Room: Signage for player sponsors featured under the photo of the player sponsored. Other sponsors can also capitalise on having signage along the back wall.
 (Business Card Sponsors, Player Sponsors, Match Day Sponsors, Platinum Sponsors, Gold Sponsors, Silver Sponsors, Bronze Sponsors)**



**Bar: Signage can be placed on top of the bar fridge as indicated by the “Knox Cricket Club” logo behind the bar, or can be situated on the bottom wall of the bar (next to the table and chairs).
(Match Day Sponsors, Platinum Sponsors, Gold Sponsors)**