

# BLACKWOOD FOOTBALL CLUB SPONSORSHIP 2022



Your BFC Contact is:

Vicki Trevena

# BLACKWOOD FOOTBALL CLUB

**1**

COMMUNITY

**498**

PLAYERS

**25**

TEAMS

**700+**

MEMBERS

**1000+**

GAME DAY  
ATTENDANCE

# Welcome

The Blackwood Football Club has a long history and a bright future, and we would love you to be a part of it in Season 2022.

The support of our sponsors is vital to our success both on and off the field. We acknowledge the support from our sponsors and partners and encourage all members to show their support for the companies that contribute to the club.

We want to be the 'first choice' football club to all stakeholders, set the benchmark, lead, and positively influence the people and organisations that make up our Community.

## Mission

- To provide an opportunity for local members to play at the highest level and reach their full potential
- To participate in a safe and friendly environment and to experience the highs and lows that team sport brings
- To foster and encourage a supportive and family environment to members of the community
- To be the most successful club in the Hills Football League and the most recognized Amateur Football Brand
- To win A grade premierships by playing competitive, team-based, inspirational football, and providing a pathway for juniors through the best junior program in Adelaide

## Values

- **Excellence** Uncompromising around the quality of football we play, and involve the best people for the Club's development
- **Pride** Proud of our history and accomplishments as a Club
- **Community Spirit** Inclusive and community oriented with the teams, membership, and the general public

## Why be involved with Blackwood

Involvement with any organisation in a commercial relationship requires a commitment to succeed at all levels. The relationship must be "win-win" for all parties and must be worked at to be successful. Likewise, Community Spirit is vital and worth fostering and maintaining, for the health and wellbeing of the people and organisations that offer a place for this interaction. Being a part of a community and contributing in any way can be fulfilling and rewarding.

For sponsorship relationships to be successful the club must support our partners wherever possible through direct financial support and club purchases. The club ensures the ongoing promotion of our corporate partners as well as the goods and services they provide to our members at every opportunity through various mediums. To maximise the financial rewards as a result of the club's efforts, our partners have enjoyed further rewards by becoming involved with the club thus creating further opportunities whilst networking with other Blackwood Football Club supporters.

Through a committed effort we can demonstrate that the Blackwood Football Club has achieved great benefits to our valued sponsors over a number of years as we strive to be a positive, progressive and professional organisation that is focussed on success and family values.

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# Become a part of this success

The Board of the Blackwood Football Club is fully committed this coming year to renew relationships with existing sponsors as well as welcoming new participants.

Improved communication and contact - Sponsors to Members Offer page, invitations to events and development of additional opportunities to promote your business to members will all be a part of Season 2022.

## Sponsorship Benefits & Invitation

Sponsorship of the Blackwood Football Club can bring many benefits to your business. We aim to provide you with value for money packages that can bring many returns for your investment.

These benefits include effective brand advertising with exposure to a targeted local market (such as the Club User Groups) as well as wider exposure via our website and other social media. This exposure enhances your business image and heightens awareness and recognition of your company name and its contribution to the local community.

We would like to invite you to become a key ingredient to our ongoing success by becoming a sponsor of the Blackwood Football Club in Season 2022 and beyond. Various packages are available that can be tailored to meet your organisation's specific needs. These packages are detailed in the attached pages

Naming rights for parts of the club will also be available in 2022 and this provides another opportunity to raise your business's profile

## Game Day Naming

(Major, Platinum and Gold Sponsorships)

A home game round will be dedicated to your company, including promotion, marketing, and activation opportunities available exclusively as the game day naming sponsor.



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# BLACKWOOD FOOTBALL CLUB

## DIGITAL FOOTPRINT IN 2021



2,316 LIKES  
487,000 REACH  
45,876 ENGAGEMENTS



1,338 FOLLOWERS  
181,000 REACH  
28,960 ENGAGEMENTS



23,000 USERS  
71,569 PAGE VISITS  
2,106 VISITORS PER MONTH



**PREMIUM FITNESS 24/7**  
BLACKWOOD

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**Harvey Norman**  
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**blackwood & belair**  
conveyancing  
Settle with the Best!  
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**OFF-ROAD OFF-GRID OFF THE CHART**  
TIG Welded Alloy Frame  
5 Year Warranty Off Road

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8278 2538

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Quality Meat & Spill Hire  
Woolworths Shopping Centre  
Open 7 Days 8278 4244

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Experience. Energy. Results.  
Peter Alexandrou  
Property Consultant  
0412 833 501

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**PHARM**  
243 MAIN ROAD  
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**BLACKWOOD HIRE**

**BLACKWOOD PIZZA BAR**  
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081 8278 2444

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**BUSHFIRE, RESCU**  
**SAFETY EQUIPME**  
**AND TRAINING**  
Phone: (08) 8278 2728  
Fax: (08) 8278 2728  
193 Main Road, Blackwood

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# Season Goals

The Board and Members will be striving in 2022 to provide our partners and sponsors with value for money packages that will provide them with positive and beneficial outcomes for their businesses. This will be achieved through direct support where practical and the ongoing promotion to our club members and supporters via various mediums.

## On Field

During the 2021 season the club will field three senior men's sides with Scott Prebble as Senior Coach. With an experienced group of assistants and fitness team we strive to improve to the results of last season. We have recruited based on the needs of the team and we are extremely excited about the potential of improving our status this season.

Junior Football is a huge part of our club, with a strong Junior Football Committee backed by the Board, with more than 380 registered juniors playing in the HFL and SANFL playing from under 8s through to under 18s and we are also hosting NAB Auskick again in 2022. This provides an outstanding coaching and junior development program to enable our junior players to improve and develop their skills so that they may have the opportunity to participate at the highest standard of competition available to them.

Women's Football continues to grow at the Blackwood Football Club. We now have sides playing in the Open Women's, under 18s, under 16s, under 14s, under 12s and under U10s competitions providing young women the opportunity to develop and play the game of AFL.

In 2021 we have also seen U16 player Callum Finlayson win the Hills Football League Mail Medal.

## Club Members

Together with past players, parents, and supporters the club has membership in excess of 700 people! Members will continue to be encouraged to participate in all aspects of the club from attending games to support the teams, to meeting and getting to know people through serving in the many roles that need to be done in a club's life.

## Social Events

Annually we hold many social events including Ladies Day, Sponsors Day, Ladies Luncheon/Fashion Parade, Gala Ball, Moulden Medal/End of Season Presentations as well as the Axemen's luncheons held four times across the season. We will advise you of these dates at the beginning of the season to make sure you do not miss any of these events.



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## Axemen

The Axemen have been a great supporter's group within the club for many years and also look forward to a positive 2022. They offer an opportunity for supporters of the Blackwood Football Club, old and new, family and friends, to meet informally and support the club. Membership is open to all supporter's male and female.

## Facilities

The board are continuing to implement several improvements to club facilities to ensure the club is maintained and presented to a high standard, making it a pleasant environment to those who attend. Funding from Sport Australia, City of Mitcham, SANFL & BFC Members has brought a new state of the art Unisex Change rooms which complies with the AFL Preferred Facility Guidelines and features a sound-rated operable wall to provide further functionality of the changeroom space and cubicle showers for player privacy.

## Club User Groups

The Club has provided an excellent venue for local groups to meet and hold events. They get to see our facilities as well as our sponsors advertising. We look to benefit from the improved club facilities and attract further groups in the coming year. Current User Groups include: ARPA Seniors Social Club, Coromandel Cricket Club, Mt Lofty Rangers 4WD club, Sturt Lions Soccer Club, St Peters Lutheran School and Trail Riding SA.

## Life Members

As part of our heritage, we are grateful to those that continue their support of our club beyond their playing and parenting roles. We are proud to have 81 Life Members with the first accolade given in 1938. If you meet a life member, which will be obvious because they will be proudly sporting their Life Members Badge, you know that they have been given more than 20 years of service over and above just being a club member.

Attached are our Sponsorship Packages and Benefits for 2022 and we will offer the popular player sponsorship opportunity. We appreciate the time you have taken to consider a partnership with the Blackwood Football Club, please do not hesitate to our sponsorship coordinator with any questions you have.







# SPONSORSHIP PACKAGES



# Blackwood Football Club Sponsorship Packages 2022

Options	Major Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Corporate Sponsor
Price (Including GST)	\$11,000	\$8,800	\$5,500	\$3,300	\$1,650	\$660
<b>Signage</b>						
Your Logo worn on players apparel	X Guernsey	X Shorts				
Large sign featured prominently on oval fencing	X	X	X	X		
Large sign-on club room sponsors wall (2.4m x 0.6m)	X	X				
Medium sign-on club room sponsors wall (1.2m x 0.4m)			X	X		
Small sign on club room sponsors wall					X 800 x 400	X 500 x 200
Oval fencing signage available to BRONZE & CORPORATE partnership sponsors for an additional \$550.00						
<b>Brand Exposure</b>						
Your Business Name on Home Page of BFC website	X	X				
Business name on BFC website	X	X	X	X	X	X
Website advertorials	X	X	X			
Club house TV – rotating messages	X	X	X	X	X	X
Recognition at all official club functions	X	X	X			
Opportunity to present awards and promote your business	X	X	X	X	X	X
PA Announcements	X	X	X			
<b>Events</b>						
Game Day Name Sponsor (Only 9 available)	X	X	X			
Invitation to attend BFC major events	X	X	X	X	X	X
Social Membership (Voting rights after 2 years)	Axemen Membership	Axemen Membership	Family Membership	Family Membership	Single Membership	Single Membership

*If you would like to support the club, however none of the Sponsorship packages suit your needs, we would be pleased to discuss other options. The Blackwood Football Club is committed to working with businesses to ensure that mutual benefit can be achieved.*

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## SPONSORS AGREEMENT

All sponsorships are tax deductible and include GST

This Agreement Between: BLACKWOOD FOOTBALL CLUB INC, PO BOX 69, BLACKWOOD SA 5051 and the Sponsor

Company Name					
Principal Contact					
Telephone	M:	W:			
Email					
Preferred Contact if Not Principle					
Telephone	M:	W:			
Address					
Email					
Agreed Sponsorship Level					
Total Sponsorship Amount (\$)					
Contra or Goods to value of (\$)					
Split payments	No	Yes	# of payments:		\$ per payment:
Include Oval Sign	No	Yes			
Sponsor offer to BFC Members					
Inclusion in BFC Football Tipping	No	Yes	<i>Please note: Entry cost is \$50.00 (+ GST)</i>		
Signed by Sponsor					
Name & Date					
Names on Members Cards					

Please return this completed form along with your business card to [sponsorship@blackwoodfootballclub.com.au](mailto:sponsorship@blackwoodfootballclub.com.au)

Please email our website coordinator with information about your business, to [communications@blackwoodfootballclub.com.au](mailto:communications@blackwoodfootballclub.com.au) include a logo and details of your website that we can use to promote your business.

Signed as Agent for Blackwood FC		
Print Name		
Date		
Email		Mobile

### Office Use Only

	Rcvd by Sponsorship Director
	Copy of agreement to treasurer for invoice
	Payment Received

	Player Photos with Sponsor details issued
	Sponsor details received for website
	Business Card received and on board

**David Richardson – President**

**Vicki Trevena – Sponsorship Coordinator**

**[sponsorship@blackwoodfootballclub.com.au](mailto:sponsorship@blackwoodfootballclub.com.au)**



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