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## Winner of the Best Performing Junior Hockey Club 2022

To Sir/Madam

Please let me introduced us to you,

Ellenbrook Falcons Hockey Club was formed in January, 2011. Now, forward just 11 years, in 2022 we won the best performing Junior Club in Western Australia which was both a great honour and a great testament to the volunteers and the players within the club. The Falcons are a combined senior and junior club and in 2024 we are due to move to a state-of-the-art stadium located just down the road in Dayton

### ***Dedicated to sport for all ages and levels***

We have worked hard to provide a sport in which everyone can play at their level and reach their own individual potential. We engage and work with schools and, in 2023, we aim to expand our in-schools program to include more primary schools and we have just voted in our first dedicated Schools Liaison Officer. We are hoping to expand this program into High Schools but this takes investment and time and much of this depends on the kind support of sponsors. We offer an opportunity for you to assist in promoting sports and fitness within the community as well as exposure for your brand in a sporting environment.

### ***Sport All Year***

The club runs activities all year, rather than just half of it. Our main season is the winter season, as field hockey is our main product, but we also run a Summer Competition which this year included both junior and senior teams from other clubs. Our schools' programs also operates all year round so we can offer exposure for the majority of the year, which is unusual in the local sports environment.

### ***What Do We Use Sponsor Contributions For?***

Ellenbrook Falcons uses the kind contributions of its sponsors to fund its activities, by allowing us to provide quality equipment for junior training, fitness all year round and training coaches to provide the programs we run and finally to mentor players to assist them reaching their potential. We also use it to run programs in the community, including special programs to engage with the multicultural families which encourages them to develop their involvement within hockey.

### ***What Can We Offer Sponsors?***

Our sponsorship packages are tailored towards support of particular aspects of the club's operations, to enable you to choose the one that is the best fit with your product or service.

Depending on the particular package you choose, there are a range different benefits available. At a minimum, they all include advertising on the club website, linking of Facebook Pages, mentions in our club magazine and opportunities for engagement with our rapidly growing membership. With the range of sponsorship areas and benefits, there is sure to be something that we can align with your business profile and strategy.

### ***What Kind of Sponsorship Do We Accept?***

Ellenbrook Falcons accept any kind of sponsorship payment. The most common is monetary funds but we are also looking for provision of goods and services that we can either use to improve the club or use in one of our many fundraising efforts. Different models of sponsorship favour different businesses and we welcome anyone looking to make a contribution. Please contact us if you would like to discuss a non-traditional payment model, including incentive-based models or similar.

### ***Media Exposure Available***

Social Media - We have a website and a Facebook page with over 150 fans.

Print Media – We submit reports to local newspapers

We produce a club newsletter, 'The Falconer'.

Signage – Logo's can appear on signage around Coolamon, on game days, and signs around the local community

### ***Prepayment Discounts***

If you decide to pay upfront for two years' worth of sponsorship, you can save 20% on the second year. With Platinum and Gold levels where there is a 2-year minimum term, it is your choice to pay for both years upfront for the discount or pay one year at a time. The reason for the minimum of two years is that the type of uniform and signage your logo will be placed upon is expensive to produce and therefore cannot be replaced each year.

### ***Sponsorship Levels***

There are a number of levels of sponsorship, which are further broken down into different packages. The levels are as follows:

**Platinum** (1 only with a 2-year minimum sign-on)

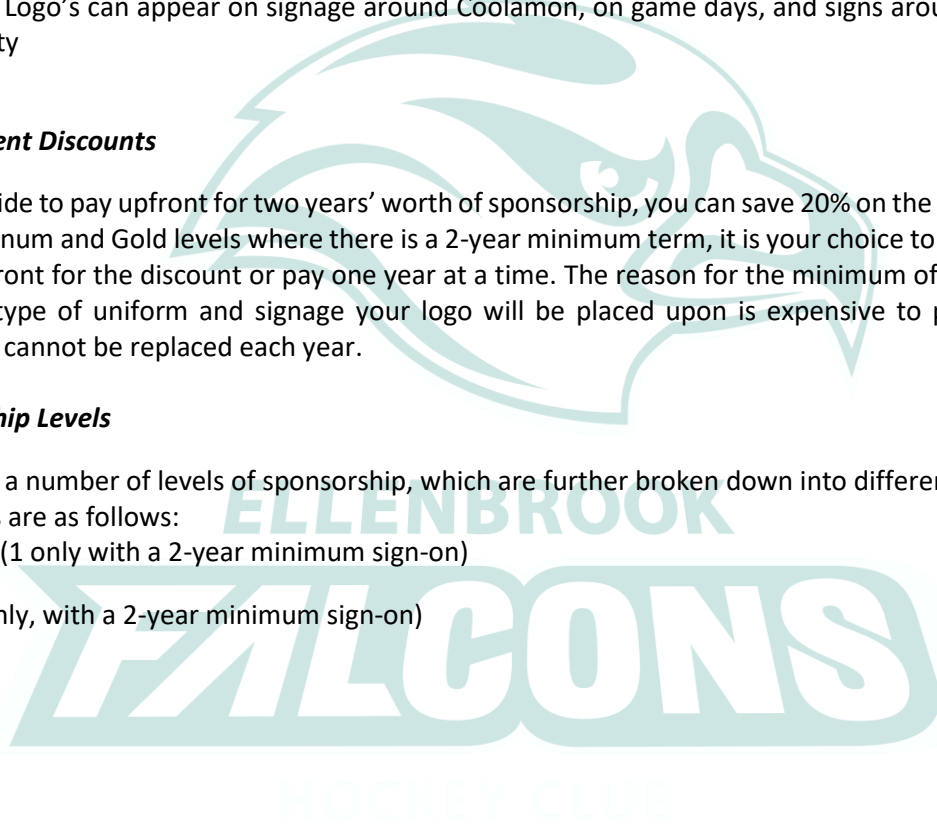
**Gold** (3 only, with a 2-year minimum sign-on)

**Silver**

**Bronze**

**Event**

See the relevant section for more details.



## Event Sponsorship

Event sponsorship covers prize donations for our quiz night, as well as any other ad-hoc donations (e.g., raffle prizes) that are valued under \$300. If your entity makes a single donation worth over \$500, or agree to multiple donations in a calendar year totalling over \$300, you will be named as an 'Event Sponsor' at the appropriate level (as well as receiving the benefits of event-level sponsorship).

### **What do you get?**

The Event sponsor will receive advertising centred on the event itself. This means that any web media about the event will feature your brand, as will any club newsletter article about the event. We will also display any promotional material that you supply at the event, or distribute with tickets in the case of a raffle or similar event.

### **Benefits**

Event-localised marketing opportunity (promotional material)

Event-localised Advertising

Web media Advertising

Club Newsletter internal advertising

Cost to sponsor

\$300.00  
(Or equivalent)

## Bronze Sponsor

Bronze level sponsorship is designed for event-level sponsors who have made contributions of \$500, or over, in a calendar year and businesses who are interested in sponsorship of the club at the entry-level. This level provides recurrent advertising for the duration of the year of sponsorship.

### **What do you get?**

The sponsor will receive general exposure to the club and will have their logo displayed in the area of sponsorship, in print media and social media, as well as a link through Facebook. This is a general sponsorship of the club and isn't tied to a particular team within it.

### **Benefits**

Sponsor logo in all issues of club newsletter

Sponsor logo on website

A link from Ellenbrook Falcons Facebook Page to business Facebook page (if applicable)

Sponsor logo on the area of sponsorship

Sponsor name on Sponsor's Board (Diagram B)

Cost to sponsor per year

\$500 (1 year)

*\*\*\*Save 20% on second year when two years are paid for upfront\*\*\**

\$900 (2 years)

## Silver Sponsor

Silver level has several differing packages, each with a particular focus. While there are some benefits unique to each package, the recognition from the club and the approximate value is the same. At a general level, the marketing exposure at silver level is higher than bronze level, with more prominent logos and banners, as well as extra opportunities for engagement at events.

### ***What do you get?***

The sponsor will receive club-wide recognition for their contribution to the club, as well as more focussed exposure around the particular team or program they are supporting. There is also potential to build brand loyalty and awareness among the members of the club. Sponsors also receive exposure to parties outside the club through the positioning of their logo on the area of the club they are supporting.

### ***Silver Level General Benefits***

These benefits are common to all packages at the silver level:

Sponsor logo in all issues of club newsletter

Sponsor logo on website

A link to the sponsors page from Ellenbrook Falcons Facebook Page

Sponsor logo on club banner

Sponsor name on Sponsor's Board (Diagram B)

Sponsor feature articles in an edition of club newsletter

Cost to sponsor

\$1000

*\*\*\*Save 20% on second year when two years are paid for upfront\*\*\**

\$1800

### ***Types of Silver Sponsorship Available***

#### **Junior or Senior Team Sponsorship (maximum of 1 per team)**

This package is the most common silver level sponsorship package. The team will be able to place your sponsorship banner (to be supplied by yourself) at the ground of whichever team they are playing at. The sponsor will also receive a framed photo of the team for that year, as well as reports of how the team's season is progressing. A nominated representative from the sponsor will also be invited to present the awards to their team at the end of year windup.

### ***Silver package-specific benefits***

Sponsorship banner at all games

Framed photo of sponsored team

Reports on progress of the team

Opportunity to present awards at end of year windup

## Hook in2 Hockey Team Sponsorship

Hook in2 Hockey is an umbrella term, for the programs run to serve children from kindergarten to Year 4, which involve modifications to the standard rules of hockey. The sponsor will have their logo put on all material for 'Hook in2 Hockey' and they will receive a framed group photo at the end of the season. A representative from the sponsor will be able to present the awards to their team at the end of season windup.

### ***Package-specific benefits***

Banner at all 'Hook in2 Hockey' games/events

Opportunity to present awards at end of year windup and give a speech

## ***Silver Packages*** *(continued)*

### **In School Hours Clinics Program Sponsorship (maximum of 1)**

Every year coaches from the Falcons go into schools in the Ellenbrook area and surrounds and introduce the children to hockey, with a short session (usually 30 – 40 minutes) with an emphasis on fun. These sessions are a major feeder of juniors into the club and are essential to the growth of the club. At the end of the training fliers are handed out with details on how to go about joining the club. The specific benefits from this package are a high yield of exposure in a shortened time frame. With up to 60 children per school, every week for 4 weeks, the general silver package benefits persist throughout the sponsorship period. Other activities are also being looked at with schools including carnivals and after school activities

### ***Package-specific Benefits***

Sponsor Logo on Ellenbrook Falcons Polo shirt worn by coach (Diagram A)

Sponsor Logo on flier handed out to children

### **Coaches and umpires Sponsorship (maximum of 1)**

Our junior development efforts would be nothing, if it wasn't for the efforts of our dedicated coaches who willingly donate their time and expertise to help players achieve their potential. All of our coaches, whether they are coaching Hook in2 Hockey, junior or senior teams, are respected for their skills and dedication. With this package, you can link your brand to these important volunteers. They may not be many in number but they all possess a significant amount of goodwill. The club also relies on volunteer umpires to umpire the season for every junior team we have. Your sponsorship enables us to support these volunteers by providing them with access to professional development opportunities, all weather protective uniform to protect them and investment to ensure that our coaching and umpiring is of a high standard. Coaches and umpires are expected to wear their polo to games and carnivals, increasing the exposure for the sponsor.

### ***Package-specific Benefits***

Sponsor Logo on all coaching polos/rain jackets (Diagram A)

Sponsor Logo on all umpiring polos/rain jackets (Diagram A)

Acknowledgement of sponsor accompanying any newsletter/website notifications of coaches or umpires achieving new accreditation levels or being recognised for excellence

## Gold Sponsor

Gold level sponsorship is a more general sponsorship, focussed at a particular segment of the club such as junior and seniors. There is only one gold sponsor per segment, so there are a maximum of two gold sponsors at the club. Note that there is a 2-year minimum term for this level.

### *What do you get?*

The sponsor receives prominent exposure on a club-wide basis, as well as strong exposure in the particular segment of the club being sponsored through positioning of the logo on the playing shirts of all teams in that area. The logo benefit is equal to several silver-level team sponsorships and represent excellent return on investment. This level also provides sponsors with the ability to directly market products to the club's membership. The club will distribute electronic or physical promotional material on behalf of the sponsor.

### *Benefits*

- Sponsor logo plus blurb in all issues of club newsletter
- Sponsor logo on website
- A link from Ellenbrook Falcons Facebook Page to business Facebook page (if applicable)
- Sponsor Facebook page will be in top five likes on Falcons FB page (i.e. always visible)
- Sponsor logo on club banner
- Sponsor name on Sponsor's Board (Diagram B)
- Sponsor feature article in every third edition of club newsletter
- Sponsor logo on playing shirts for segment of the club sponsored (Diagram A)
- Invitation for representative and partner to social events
- Framed photo of members of club segment
- Opportunity to present award at relevant end of season event
- The Club will distribute electronic marketing material on sponsor's behalf twice a year.
- Opportunity to provide physical marketing materials to be distributed at club events (max 2)
- Cost to sponsor per year (min. 2-year term) \$2000
- \*\*\*Save 20% on second year when both years are paid for upfront\*\*\* \$3600

## Platinum Sponsor

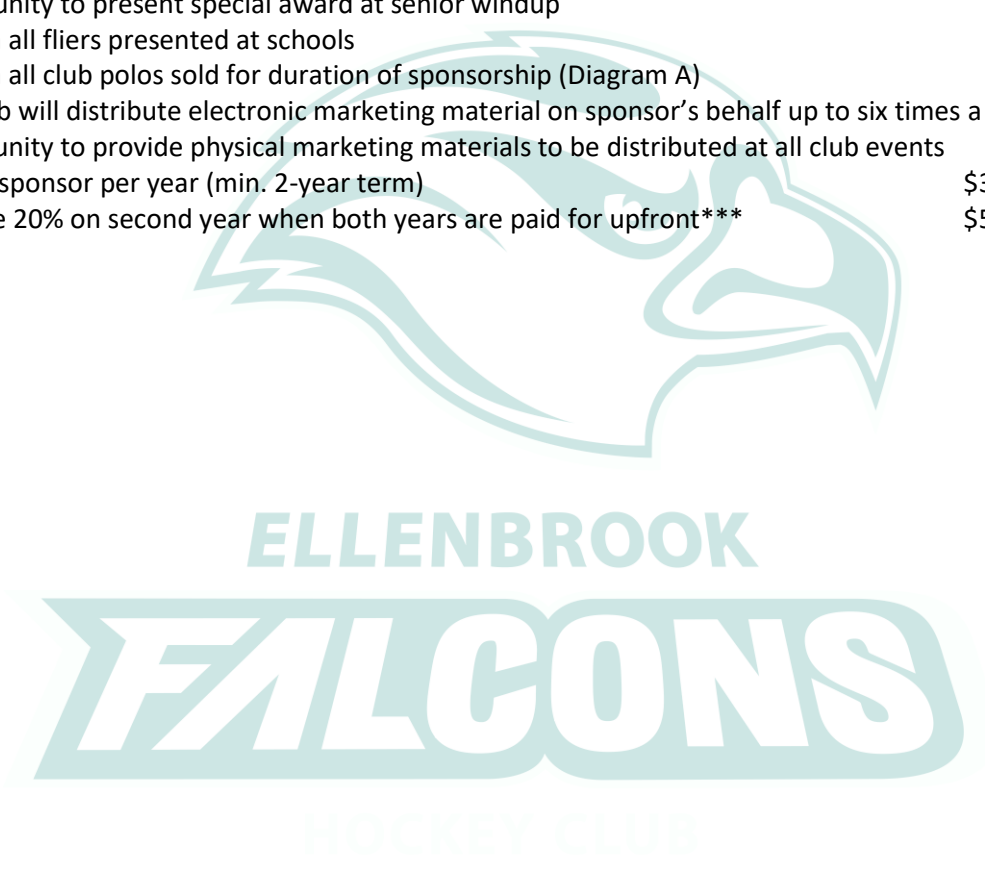
Platinum level is the pinnacle of our sponsorship packages, with all the benefits and prestige that go along with it. There is only one platinum sponsor at a time and there is a minimum 2-year term.

### *What do you get?*

In line with the position of this package as the premier package available, the sponsor receives the strongest package of benefits possible. Brand exposure is built not only through electronic and web media and social networking, but also through logo placement on all playing shirts across the club and on all club polo shirts sold for the duration of sponsorship. The sponsor is also afforded many opportunities to engage club members through the provision of electronic and physical marketing material. Electronic material will be distributed by the club on behalf of the sponsor. An opportunity exists to forge a strong partnership with Ellenbrook Falcons Hockey Club and its membership, as well as significant exposure to the general public that comes into contact with members in club uniform.

**Benefits**

- Sponsor logo in all issues of club newsletter
- Sponsor logo on website
- A 'Like' from Ellenbrook Falcons Facebook Page to business Facebook page (if applicable)
- Sponsor Facebook page will be in top five likes on Falcons FB page (i.e. always visible)
- Sponsor logo on club banner (Diagram C)
- Sponsor name on Sponsor's Board (Diagram B)
- Sponsor feature article in every edition of club newsletter
- Sponsor logo on all playing shirts (Diagram A)
- Invitation for two representatives plus partners to social events
- Framed photo of members of club
- Opportunity to present special award at senior windup
- Logo on all fliers presented at schools
- Logo on all club polos sold for duration of sponsorship (Diagram A)
- The Club will distribute electronic marketing material on sponsor's behalf up to six times a year.
- Opportunity to provide physical marketing materials to be distributed at all club events
- Cost to sponsor per year (min. 2-year term) \$3000
- \*\*\*Save 20% on second year when both years are paid for upfront\*\*\* \$5400



**Diagram A – Sponsor positions on apparel**



Gold – Segment Sponsor – on sleeve or chest

**Platinum – Club Major Sponsor**



Club walkout shirt – not a playing shirt

**Platinum – club major sponsor**



Coaching shirt – varies depending on what program the coach is involved in

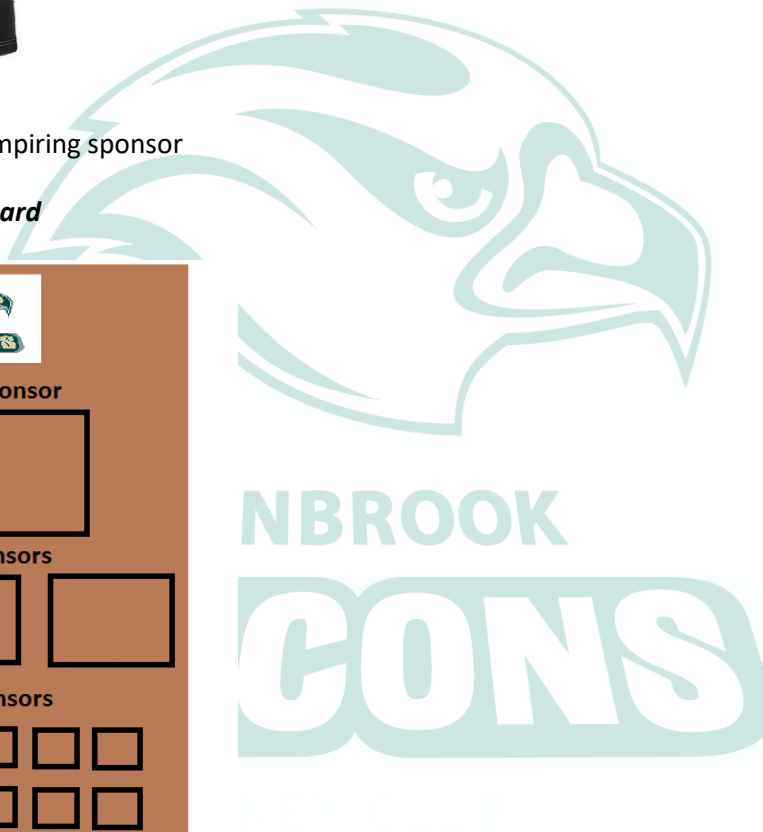
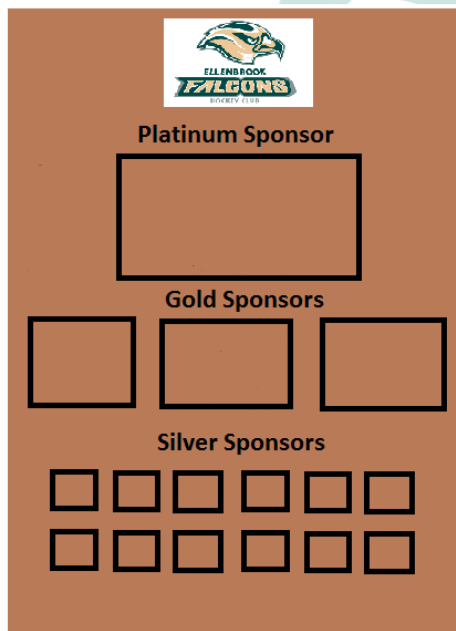


**Silver – Coaching and Umpiring sponsor / In School Hours sponsor / After School sponsor**



Silver – coaching and umpiring sponsor

**Diagram B – honour board**



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