



# Sponsorships Proposal

SEASON 2024



# RESEARCH JUNIOR FOOTBALL CLUB INC.

## 2024 SPONSORSHIPS PROPOSAL

### RESEARCH JUNIOR FOOTBALL CLUB... AN INTRODUCTION

RJFC is an award winning, all-inclusive, family orientated and successful junior football club offering teams for boys and girls from Under 9's to Under 17's for boys and under 12's through to Under 18's for girls. We also run a fun Auskick program to provide kids from as young as 4 the opportunity to learn the necessary basics before playing competitively.

Perched on top of the hill in brand new clubrooms with its stunning outlook of *Research Park*, we pride ourselves, as a *junior only club*, on being solely focussed on the development of our kids. We offer an outstanding football program and in a fun, safe and family friendly environment. Research Junior Football Club also has an affiliation with the Lower Plenty Football Club to provide a pathway for our players as they progress to senior football.

Awarded the Northern Football Netball League '*Club of the Year*' in 2014 and finalist again in 2019 and 2022, RJFC is enjoying an exciting phase in its history with the rapid growth of *girls football*, now having representation in each age division. In 2019 substantial redevelopment of our clubrooms was completed delivering, arguably, the *leading facilities* across the region in the spectacular setting of Research Park.





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### QUICK FACTS

For 2024, RJFC are expecting in excess of *260* registered players, across 13 teams, plus a further 70 registered participants as part of our official NAB AFL Auskick program.

This provides a combined total of approximately *330 children/youths* aged from *4 years through to 18 years old*, plus their immediate families and non-plating siblings.

The Club has a very strong focus on *community* involvement, with the vast majority of Families residing in the postcode of *3095* (Research, Eltham & Eltham North), as well as Kangaroo Ground (*3097*) and Warrandyte North (*3113*).

Our Community involvement extends to our association with the *Lower Plenty Football & Netball Club* ([www.lowerplentyfnc.com.au/](http://www.lowerplentyfnc.com.au/)) and the *Pat Cronin Foundation* ([patcroninfoundation.org.au/](http://patcroninfoundation.org.au/)).

The club is affiliated with the *Northern Football Netball League (NFNL)*, covering Senior & Junior Football and Netball clubs right across Melbourne's northern metropolitan and semi-regional communities. We also hold a synergetic relationship with the *Research Eltham Collegians Cricket Club (RECCC)* ([researchelthamcollegians.vic.cricket.com.au/](http://researchelthamcollegians.vic.cricket.com.au/)) with whom we share our Home Ground with over summer.





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### WHY DO WE NEED SPONSORS?

RJFC's aim is to create an environment that puts *family values*, community spirit and *good sportsmanship* forefront in the minds of the young people who put on the uniform each weekend with pride and integrity.

The volunteers, all of whom are parents or have strong connections to the club, strive to provide opportunities for everyone in our community to feel welcomed into a *healthy, safe and inclusive* environment through the common interest of football... regardless of race, gender or level of skill.

...and if some of those young boys and girls go on to represent their region, state, or even play in the top levels of the sport, they do so having started their journey at Research Park.

None of this is possible without money, and as a community sports club, we rely on two major revenue sources to provide these opportunities to our players:

- 1/ membership and player fees; and
- 2/ donations and sponsorships from generous individuals and businesses,

with all funds reinvested into the club for the benefit of the kids.

In saying that, we understand that in the current economic climate, businesses need to see *value for money* in everything they do. For this reason, we make every effort to find *the right sponsors for our club, so the club can do right for our sponsors*. That's why we have put thought in to what we can offer our sponsors to help them achieve a return on their *investment*.

### KEY CONTACTS:

<b>President:</b>	Brad Johnson	president@researchjuniorfc.com.au	0425 781 158
<b>Vice President:</b>	Andy Bata	vice.president@researchjuniorfc.com.au	0409 353 658
<b>Secretary:</b>	Virginia Maher	secretary@researchjuniorfc.com.au	0433 553 990
<b>Treasurer:</b>	Jacqui Robinson	treasurer@researchjuniorfc.com.au	0414 362 275
<b>Sponsorships Manager:</b>		sponsorship@researchjuniorfc.com.au	



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### WHAT CAN WE OFFER OUR SPONSORS?

Depending on the sponsorship package you select, we offer various methods for you to be promoted to our 300+ family membership base, as well as visitors to Research Park, including:

#### FACEBOOK & INSTAGRAM

RJFC has an engaged online community of over 2,400 people, across both Facebook (~1,700) and Instagram (~700) consisting of players, family and friends of the club with our primary demographic of 30–54 on Facebook and 15-24 on Instagram.

During the Home & Away and finals seasons, engagement on these platforms is very high, with video posts achieving an almost 100% audience penetration. Social Media provides our sponsors with opportunities to creatively speak with our community through still messages or video posts.

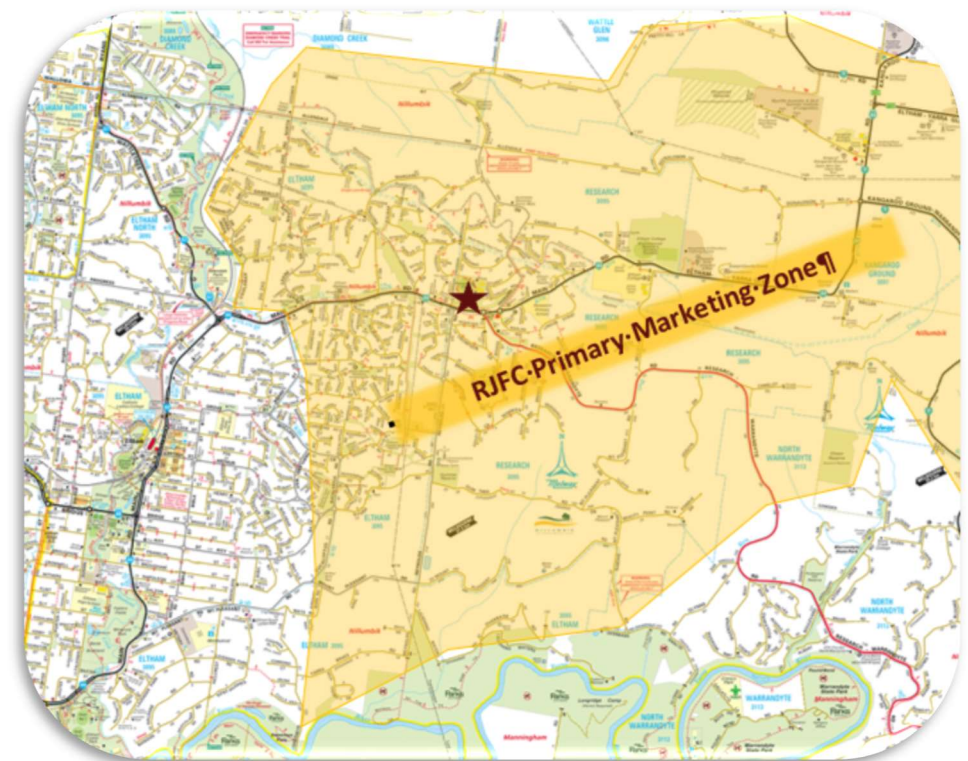
#### NEWSLETTER eDM

A newsletter issued weekly March through August (pre-season and season), and monthly outside of these times, electronically distributed to all families within our club.

We include sponsor logos in this newsletter and depending on the chosen package, can insert an advertisement or feature article for your business.

#### WEBSITE

We actively encourage our members to visit our website ([researchjuniorfc.com.au/](http://researchjuniorfc.com.au/)) as much as possible to access information. We list all of our sponsors on our website in a specially designated sponsors section, and can provide hyperlinks to your own businesses landing page.



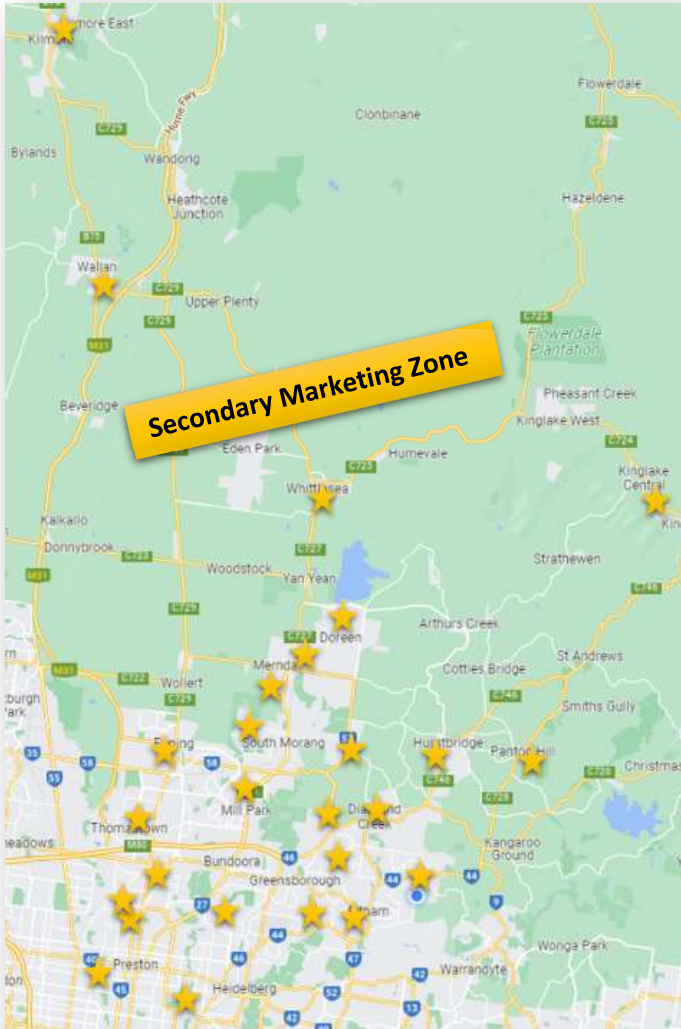


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### CLUBROOM SIGNAGE

Physical signage in our clubrooms and on the digital/TV displays for the duration of the football season. Our clubrooms are the central hub of the club and our members frequent these rooms at least once a week for training, as well as on match days or social gatherings.



### MERCHANDISE & CLOTHING OPPORTUNITIES

Our new Merchandise range (Hoodies, training tops, polos and jackets) provide our sponsors with the opportunity to incorporate your business logo on club clothing.

### FENCE & BOUNDARY SIGNAGE

Signs advertising your business on our home ground fencing visible for the duration of the season. For consistency, RJFC arrange printing and installation of the signage... all you need to do is supply appropriate artwork files.

Additionally, tear-drop flags are placed along the driveway fence each match-day.

During match days, there are generally 5 games hosted each week, with approximately 500 players, officials and family members/spectators in attendance... and the fence signage & flags are visible to all. There are approximately 14 match days during the home & away season, and RJFC often hosts Preliminary Finals Games in addition to this.

With your brand displayed at our home ground, your company is on display to almost 1,000 people from across the region covered by Junior teams in the NFNL each week!

From Kilmore to Kinglake, Preston to Pantom Hill, in some ways, this exposure is more far-reaching than our online marketing!



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## 2024 SPONSORSHIPS PROPOSAL

### PARTNERSHIP PACKAGES

We encourage our sponsors at all levels to become part of our community by joining us at the club on Sunday match days and attending social functions. We are a welcoming club that promotes participation and involvement from members, sponsors, the community, friends and family!



#### GOODS AND SERVICES “IN KIND”

**Amount:** No Minimum

**Commitment:** 1 year

This provides an opportunity for businesses and individuals who may not be able to give monetary support, but instead can donate goods or services towards RJFC activities or causes. This includes:

- Donations and prizes for raffles, social events, silent auctions, etc;
- Vouchers for “Best On Ground” or Volunteer Appreciation gifts
- Sporting equipment, training aids, allied health services, apparel or clothing, etc

#### Benefits:

A package can be tailored based on your individual requirements and level of commitment, but will include as a minimum:

- Logo presence on boundary fence signage;
- Club room signage, including TV/Digital displays;
- Included in our RJFC Business Directory and website;
- Acknowledged in the newsletter and social media exposure
- Certificate of appreciation



#### What are the benefits to you?

The benefits of being involved with the Research Junior Football Club are many:

- Exposure to local families living within your community
- Involvement and support of a local sporting community organization
- Exposure to key target markets of:
  - ✓ Children and young adolescents 5-15yrs
  - ✓ Young adults 16-18yrs
  - ✓ Young families
  - ✓ Parents of children and adolescents.



# RESEARCH JUNIOR FOOTBALL CLUB INC.

## 2024 SPONSORSHIPS PROPOSAL



### COMMUNITY

**Amount:** minimum \$500 + GST per annum

**Commitment:** 1 year

This provides an opportunity for community organisations or individuals to donate towards the running and administration of the club.

#### Benefits:

A package can be tailored based on your individual requirements and level of commitment, but will include as a minimum:

- Logo presence on boundary fence signage;
- Club room signage, including TV/Digital displays;
- Included in our RJFC Business Directory and website;
- Acknowledged in the newsletter and social media exposure
- Certificate of appreciation

### CANTEEN SPONSOR

**Amount:** \$1,000 + GST per annum

**Commitment:** 1 year

Get your logo on the take-away cups in our canteen each Sunday game days to serve hot beverages (coffee, tea, hot chocolate) or our 'soup of the day'.

#### Benefits and Features:

- Logo presence on boundary fence signage;
- Club room signage, including TV/Digital displays;
- Included in our RJFC Business Directory and website;
- Acknowledged in the newsletter and social media exposure
- Certificate of appreciation



### SCOREBOARD ADVERTISING

WATCH THIS SPACE!

as RJFC and RECCC raise funds for the installation of a new digital scoreboard!





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### SPECIAL PURPOSE SPONSORSHIPS:



#### “Caleb Daniels”

**Amount:** minimum \$500 + GST per annum

plus an additional one-off \$150 + GST contribution towards signage & banners

**Purpose:** Funding for the purchase of new or replacement playing helmets for our u9’s and u10 girls teams

**Benefits and Features:**

- Exclusive on-field advertising of your business during u9’s and u10’s girls games
- Logo presence on boundary fence signage, as well as in club rooms, TV/Digital displays;
- RJFC Business Directory listing, website listing, newsletter and social media exposure
- Logo included on RJFC Player Training/Warm-up tops



#### “Ron Barassi”

**Amount:** minimum \$1,000 + GST per annum

plus an additional one-off \$150 +GST contribution towards signage & banners

**Purpose:** Funding dedicated to training and resourcing our Coaches & Assistant Coaches

**Benefits and Features:**

- Logo prominently displayed club hoodies, jackets & polos
- Logo prominently displayed on hats issued to Coaches, Assistant Coaches & Team Managers
- Logo included on RJFC Player Training/Warm-up tops
- Logo presence on boundary fence signage, as well as in club rooms, TV/Digital displays;
- RJFC Business Directory listing, website listing, newsletter and social media exposure



#### “Doc Larkins”

**Amount:** minimum \$500 + GST per annum

plus an additional one-off \$150 +GST contribution towards signage & banners

**Purpose:** Contribution to on-field medical and first-aid equipment

**Benefits and Features:**

- Sublimated logo on trainers kit replaced before & during the season
- Logo presence on boundary fence signage, as well as in club rooms, TV/Digital displays;
- RJFC Business Directory listing, website listing, newsletter and social media exposure
- Logo included on RJFC Player Training/Warm-up tops



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## 2024 SPONSORSHIPS PROPOSAL

### MAJOR SPONSOR PACKAGES:



#### JOHN COLEMAN

**Amount:** minimum \$1,000 + GST per annum  
plus an additional one-off \$250 + GST contribution towards signage & banners in the first year

**Commitment:** 3 years

An entry level Sponsorship package offering value for your investment while providing exposure to our players, members and families when providing support for a community based sporting club.

**Benefits and Features:**

- Logo included on RJFC Player Training/Warm-up tops
- Boundary fence signage (1/2 Panel)
- Club room signage, including TV/Digital displays;
- Tear-drop flag along driveway on game-days
- ¼ page add in RJFC Busines Directory, newsletter & website exposure (scrolling logo) and tagged on selected social media posts
- A ticket to club social functions, Life-Members Day and Valedictory Dinner
- Permission to use RJFC logo on your eDM's & website, and promitifn yourself as a "Proud Sponsor of RJFC"



#### NORM SMITH

**Amount:** minimum \$2,500 + GST per annum  
plus an additional one-off \$250 + GST contribution towards signage & banners in the first year

**Commitment:** 3 years

**Availability:** limited to 4 businesses

A Sponsorship package for those who can commit more support to the club and in doing so receive an increased level of exposure to our members.

**Benefits and Features:**

- Logo included on RJFC Player Training/Warm-up tops
- Boundary fence signage (1/2 Panel)
- Club room signage, including TV/Digital displays;
- Tear-drop flag along driveway on game-days
- ¼ page add in RJFC Busines Directory, newsletter & website exposure (fixed logo) and tagged on selected social media posts
- A ticket to club social functions, Life-Members Day and Valedictory Dinner
- Permission to use RJFC logo on your eDM's & website, and promoting yourself as a "Proud Sponsor of RJFC"



# RESEARCH JUNIOR FOOTBALL CLUB INC.

## 2024 SPONSORSHIPS PROPOSAL



### CHAS BROWNLOW

**Amount:** minimum \$5,000 + GST per annum  
plus an additional one-off \$250 + GST contribution towards signage & banners in the first year

**Commitment:** 3 years

**Availability:** limited to only 2 businesses

A Level of Sponsorship for those businesses or organisations looking to increase their brand awareness and perception as members of the community, while providing an elevated level of support to the club.

#### Benefits and Features:

- Full panel allocation for your branding on our Boundary fence
- Prominent Club room signage, including TV/Digital displays, with the ability to incorporate your videos;
- Tear-drop flag along driveway on game-days
- ½ page add in RJFC Busines Directory
- Prominent positioning of your business logo (static) in our newsletters & website, as well as a feature article in 1 newsletters (you supply text)
- Exposure through our Social Media portals, including:
  - 2 scheduled marketing/promotional posts of your business during the NFNL season;
  - 2 scheduled marketing/promotional posts of your business during the off- season;
  - Your business tagged in rotation of general club posts
- Logo included on RJFC Player Training/Warm-up tops
- Logo prominently displayed on sleeve of club Polo's worn by coaches & committee members and available for purchase by members
- 2 tickets to club social functions, Life-Members Day and Valedictory Dinner
- Permission to use RJFC logo on your eDM's & website, and promoting yourself as a "Proud Sponsor of RJFC"



# RESEARCH JUNIOR FOOTBALL CLUB INC. 2024 SPONSORSHIPS PROPOSAL



## PREMIERSHIP

**Amount:** minimum \$15,000 + GST per annum  
plus an additional one-off \$300 + GST contribution towards signage & banners in the first year

**Commitment:** 3 years

**Availability:** limited to only 1 business

Our Premiership Sponsorship Package offers only 1 business or organisation maximum benefit through the highest level of access to club members, families and guests, as well as visitors and “away” players and families, offering maximum reach to the local community.

### Benefits and Features:

- Extra-large full panel branding at the “home team” bench, located under the scoreboard at Research Park
- Prominent Club room signage location above bar, as well as TV/monitor display with the ability to incorporate videos;
- Tear-drop flag along driveway on game-days
- Your branding included on club signage at Main entrance to Research Park
- Full page add in RJFC Business Directory
- Banner positioning of your business logo (standard) in our newsletters & website, as well as feature articles in 2 newsletters (you supply text)
- Exposure through our social media pages including:
  - 4 scheduled marketing/promotional posts of your business during the NFNL season;
  - 4 scheduled marketing/promotional posts of your business during the off- season;
  - Your business listed in rotation of general club posts
- Logo included on RJFC Player Training/Warm-up tops
- Logo displayed on sleeve of club Polo’s worn by coaches & committee members and available for purchase by members
- Logo displayed on club peak-caps worn by coaches & committee members and available for purchase by members
- 2 tickets to club social functions, Life-Members Day and Valedictory Dinner
- Permission to use RJFC logo on your eDM’s & website, and promoting yourself as a “Proud Sponsor of RJFC”

COMMITTED



# RESEARCH JUNIOR FOOTBALL CLUB INC.

## 2024 SPONSORSHIPS APPLICATION

Name:

Business/Organisation Name:

Type of Business:

Contact Person:

Position/Title:

Email:

Phone No:

Address:

I/we commit to provide sponsorship of the Research Junior Football Club for 2024 for the amount and package as follows:

- COMMITTED**
- Premiership Sponsor Package
  - Brownlow Sponsors Package to the value of \$\_\_\_\_\_ + GST Per Annum for 3 years
  - Norm Smith Sponsors Package to the value of \$\_\_\_\_\_ + GST Per Annum for 3 years
  - Coleman Sponsors Package to the value of \$\_\_\_\_\_ + GST Per Annum for 3 years
  - Special Purpose Sponsors Package to the value of \$\_\_\_\_\_ + GST Per Annum  
to be contributed towards: \_\_\_\_\_
  - Community Sponsors Package to the value of \$\_\_\_\_\_ + GST Per Annum
  - Goods & Services Sponsorship in the form of: \_\_\_\_\_

Plus the one-off contribution of \$\_\_\_\_\_ for signage and banners

Special Comments:

Signed:

Name:

Date:

For enquiries or further information, email [sponsorship@researchjuniorfc.com.au](mailto:sponsorship@researchjuniorfc.com.au)  
Or contact Brad Johnson (0425 781 158) or Andy Bata (0409 353 658)



Thank You

