

2022 SPONSORSHIP PACKAGES

South Yarra Soccer Club
Sponsorship Packages, Season 2022

Fawkner Park, South Yarra

SOUTH YARRA S.C.



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ABOUT SYSC

About South Yarra Soccer Club

South Yarra Soccer Club is Victoria's oldest football Club and is situated in Fawkner Park, South Yarra. The Club currently has over 300 registered members, coaches, parents and volunteers and has experienced year-on-year growth in participation for the last 5 years.

The Club has a growing Junior and Women's program, which is in line with the Club's vision over the next 3 years leading up to the FIFA Women's World Cup in 2023. The Committee and the Club will be focusing on growing these programs and playing a part in developing the next batch of Australian Socceroos and Matildas.

The Club's Men's teams have also seen consistent growth and success over the past 5 years across the State League (Premier Saturday Competition) and the Metropolitan League (Premier Sunday Competition).

Our goals over the next 3 years are:

- ▶ To achieve a sustainable commercial model that incorporates membership fees, strong brand partnerships and a growing junior and women's program
- ▶ To position South Yarra Soccer Club as the premier football club in the Inner South East Suburbs
- ▶ To create a culture that values community, diversity and inclusion amongst our members and the surrounding community



KEY STATS

200+

Registered players across Junior, Womens and Mens age groups

100+

Other members including life members, coaches and parents

700+

People on our database mailing list receiving club communications

1300+

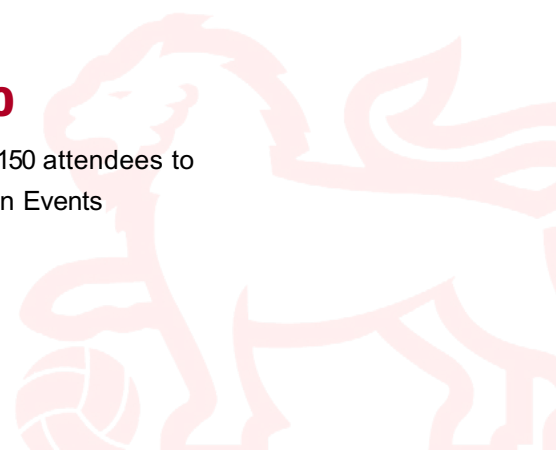
Followers on social media platforms such as Instagram and Facebook

100 - 150

Between 100 and 150 attendees to Junior Presentation Events

120 - 150

Between 120 and 150 attendees to Senior Presentation Events





2022 SPONSORSHIP PACKAGES

Sponsorship promise

South Yarra Soccer Club understands that in the current economic climate, organisations require value for any sponsorship money. Thus the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of South Yarra Soccer Club, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity.

South Yarra Soccer Club endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The opportunities that South Yarra Soccer Club can offer to interested parties are included in this document. The base packages on offer are as below:

- ▶ Blue Sponsorship
- ▶ Gold Sponsorship
- ▶ Platinum Sponsorship
- ▶ Team Sponsorship
- ▶ In Kind Sponsorship
- ▶ Charity Sponsorship



BLUE SPONSORSHIP



\$2,500 Per Year, 1Year Commitment

Signage	Sponsor logo in clubrooms
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Communications	Corporate logo on website and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 1x Social Media announcements per season. Tailored to sponsors need - i.e. Promotion
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GOLD SPONSORSHIP



\$7,500 Per Year, 1Year Commitment

Payment terms are 50% upon signup, 25% after 3 months, 25% after 6 months

Signage	Main Sponsor signage at Fawkner Park clubhouse Sponsor logo in clubrooms
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Communications	Corporate logo on website and hyperlinked Corporate logo in footer of club emails and hyperlinked Corporate logo in footer of committee emails and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 1x Social Media announcements per season. Tailored to sponsors need - i.e Promotion
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Memberships	1x 2022 Club memberships
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Supply	Access to supply agreements with the club - to be discussed and negotiated
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PLATINUM SPONSORSHIP



\$15,000 Per Year, 1 Year Commitment

Payment terms are 50% upon signup, 25% after 3 months, 25% after 6 months

Signage	Main Sponsor signage at Fawkner Park clubhouse Huddle Banner with sponsor logo and signage Sponsor logo in clubrooms
Communications	Corporate logo on website and hyperlinked Corporate logo in footer of club emails and hyperlinked Corporate logo in footer of committee emails and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 2 x Social Media announcements per season. Tailored to sponsors need - i.e Promotion
Memberships	2 x 2022 Club memberships
Naming Rights	Junior Player of the Match award naming rights Event Booking partner
Supply	Access to supply agreements with the club - to be discussed and negotiated



TEAM SPONSORSHIP



\$5,000 - 50% to specific team, 50% to South Yarra SC

This package is designed to support Sponsors who want to donate towards a specific team, for example a sponsor could have naming rights on a new uniform or match day polo. A piece of equipment such as new balls or goals might be purchased. The amount is negotiable and dependant upon what the money is being put specifically too.

The teams available to sponsor are Women's, Saturday Men's, Sunday Men's, Masters and our Juniors.

Signage	Sponsor logo in clubrooms
Communications	Corporate logo on website and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 1x Social Media announcements per season. Tailored to sponsors need - i.e Promotion
Naming Rights	Naming rights of uniform/training gear, if applicable Event Booking partner, if applicable



IN KIND SPONSORSHIP



The purchase of an IN KIND sponsorship can be made and can be negotiated with the Club.





\$1,000 - 50% Split with South Yarra SC for Club Sponsored Players

This package is designed to support members and families at the Club that cannot afford to pay membership fees. South Yarra Soccer Club has a program whereby it will sponsor members/families in challenging financial situations and provide them with a membership and football gear for training/games.

This program will be available to 10 families next season (limit of one player per family).

Signage	Sponsor logo in clubrooms
Communications	Corporate logo on website and hyperlinked Corporate logo in Social Media Partnership announcement email to database with company profile and call to action 1x Social Media announcements per season. Tailored to sponsors need - i.e Promotion
Events	Discounted ticket for club presentation events

DONATIONS

If you would like to donate to South Yarra Soccer Club but are unable to commit to any of the sponsorship categories listed in this proposal please feel free to contact the club and discuss ways in which you or your business can assist.

For further information about any of the sponsorship packages listed in this proposal please contact SYSC@Southyarrasc.com.au

