



CONCORD  
GIANTS  
JUNIOR AFL CLUB

# SPONSORSHIP PROSPECTUS 2018 - 2019



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A **GIANT** Community with **GIANT** Hearts  
A fun, friendly environment for Girls & Boys to play AFL





## OUR PURPOSE

To provide a quality AFL experience for families of all backgrounds and to foster a lifelong love of the game.

## OUR PHILOSOPHY

- » To have fun learning the skills and game of AFL
- » Form lifelong friendships with team mates
- » Be involved with people in Concord and the surrounding community



## ✓ WHY PARTNER WITH US?

Joining Concord Giants as a Sponsor will provide unique opportunities for your business that general advertising doesn't offer. Many of our long time Sponsors have told us how our partnerships have shown their capabilities in a way the audience may otherwise not get to see. Sponsors of Concord Giants enjoy our annual events from season launch, social celebrations, kids 'come and try' holiday programs, girls' recruitment through to presentation and awards functions as well as a minimum of seven local games hosted at our home ground, St Luke's Oval.

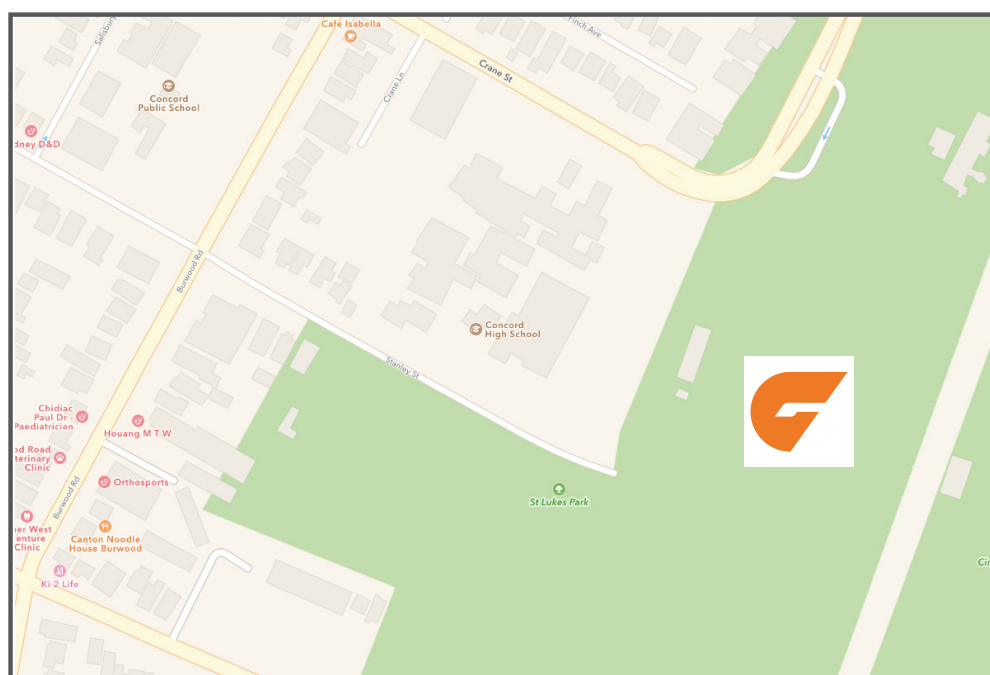
Our playing members, families and the community are aware that official sponsors contribute to the sports they love; research tells us that sports fans have a very positive perception of club sponsors.

Sponsorship with the Concord Giants will create loyalty towards your brand, increase brand awareness and establish a sense of pride and respect with the knowledge that your business is supporting the community. By being a sponsor, together we can help to grow community support and a positive perception for your business.

Be part of a proud not for profit sporting organisation with the benefits of a captured audience of 500+. Be part of a growing club with new facilities, local government investment, AFL NSW focus and highly respected within the Junior Football code of the Sydney Harbour region.

## OUR LOCATION

Our home ground and training oval is St Luke's, Concord.



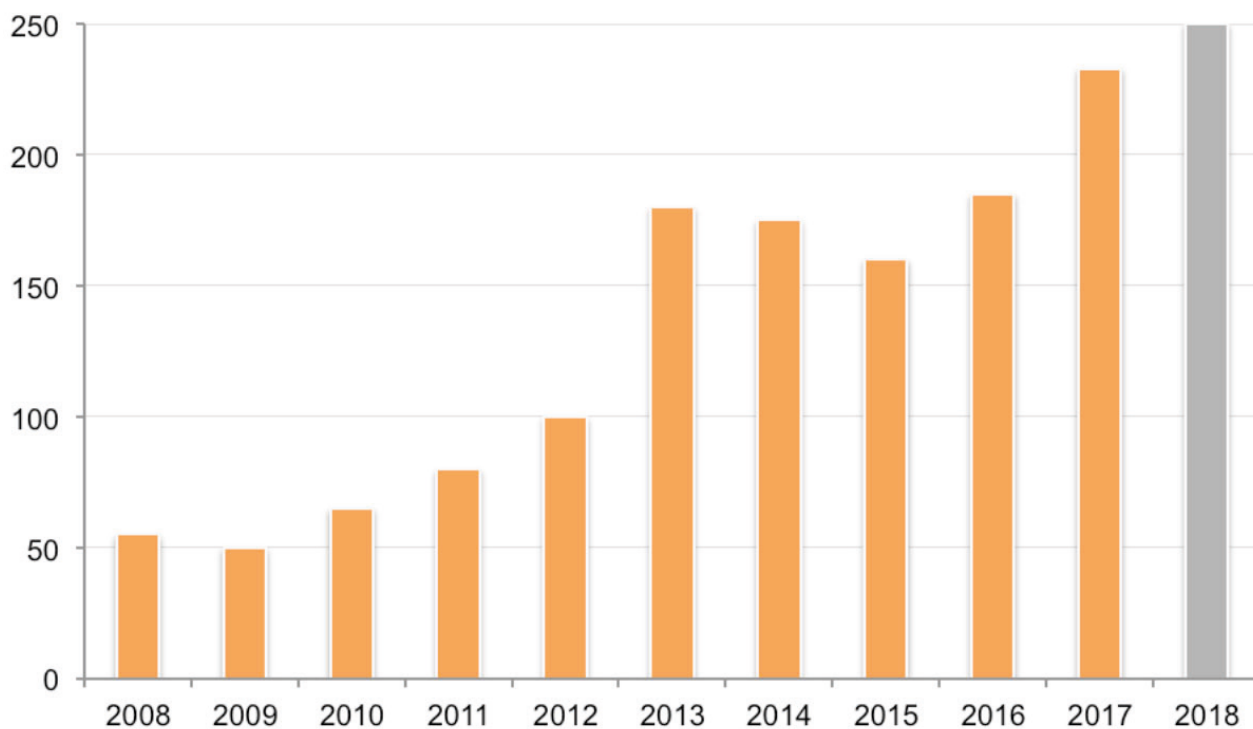


The CGFC mission statement is simple: **To provide a quality AFL experience for families of all backgrounds and to foster a life long love of the game.**



## ✓ COMMUNITY EXPOSURE

Starting as the Concord Cats in 2005 the club saw an opportunity for growth and strength and became the Concord Giants in 2013. This created a time of unprecedented growth where the club doubled in number resulting in the prestigious award for the **Best City Club for 2013**.



### Quick Facts

- » Number of players – 233
- » Number of coaches - 20
- » Home Ground – St Luke's, Stanley St, Concord
- » 16 rounds per season between April & September encompassing a geographical presence from Concord to the Fringe, Eastern suburbs and Maroubra.
- » Approximately eight Home games per season + exposure throughout the season to 4000 other players and their parents across 10 clubs in a 30km radius.





**THERE'S  
A GIANT  
IN ALL  
OF US**



## PARTNERSHIPS

### GOLD SPONSOR PLAYERS GAME DAY UNIFORM



#### TERMS:

- » 3 year commitment payable at the beginning of each season

#### Inclusions:

The opportunity to place a logo on players jumpers or shorts is a multi-year partnership and is regarded as a major sponsorship relationship.

- » A logo on rear of players' jumpers or on front chest of players' jumper and left leg of players' shorts
- » Exposure guaranteed at every home and away game including possible finals
- » Logo will appear on all promotional material, website, letterhead and end of season presentation
- » Two tickets to every GWS GIANTS home game
- » Complimentary tickets to all Club functions and events
- » Invitation exclusive Sponsors-only event
- » Your company logo appears on our LED scoreboard located at St Luke's Oval each home game day.
- » Fence Line Banner prominently displayed at all home games and events
- » Frequent social media presence
- » Rear panel logo on either Ground Managers' tent or Volunteers' tent at all home games



## SILVER SPONSOR TRAINING T'S



### TERMS:

- » 2 year commitment

### Inclusions:

- » All new players and early-bird receive a training shirt at the start of the season to be worn at all training sessions
- » A logo on either sleeve or on the rear of the players' training shirt
- » Players train in the T-shirt each week and wear them at events, school sports and AFL clinics
- » Logo will appear on website and end of year presentation
- » Presence on CGFC social media
- » Logo will appear on LED score board at all home games
- » Invitation to Sponsors-only exclusive Event

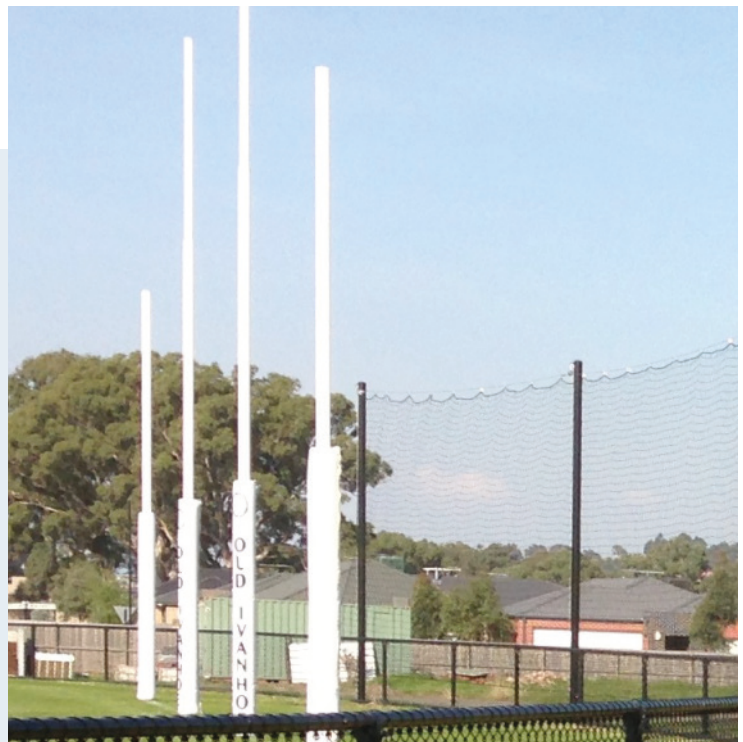
## BRONZE SPONSOR

### 3 YEAR COMMITMENT:

- » 3 year commitment

### Inclusions:

- » Logo on 8 goal post pads, sleeve that covers the pad used at all home games
- » Logo will appear on website and end of year presentation
- » Presence across CGFC social media
- » Logo will appear on LED score board at all home games



## PARTNER SPONSOR

At CGFC we consider all types of sponsorship ideas. We already enjoy the professional services of photographers, Graphic Designers, Sausage makers, butchers, an architect, builders and designers, electricians and plumbers and so many more.

Some other ideas include:

### COACHES AND MANAGERS POLO SHIRT

Logo to appear on polo shirts worn by coaches, managers and committee members for all events, games and training. Presence across CGFC social media. Logo to appear on the end of season presentation day slide show and logo rotation on LED score board.



### CAP SPONSORSHIP

### COFFEE CUP OR SERVIETTE SPONSOR

Thousands of people go through our canteen every season including independent schools AFL and Season end Gala Days & Finals. These are huge events.

### WATER BOTTLES

A water bottle given to each player, coach, assistant coach and manager ensures your company logo is seen all over sports fields all over Sydney.











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