



# ***Sponsorship for the 2020 Season***



# Ourimbah United Football Club



Founded in 1981, Ourimbah United Football Club has been promoting community football on the Central Coast for over 38 years. We are located in a prominent location next to the Central Coast campus of Newcastle University and Ourimbah Rugby fields on Chittaway Road.

In 2013, our amenities building was constructed and of recent years we have improved drainage to both our fields, which has ensured minimal disruption to scheduled games, thus as a club with one of the best facilities on the coast.

O UFC has grown significantly over the years and we expect the club to continue to grow. From 295 registered players in 2000 to a record breaking number of 670 players in 54 teams in 2019. This increase was in both our junior and senior playing groups, particularly in our womens all age, with a record number of 6 teams. During the 2019 season there were 13,800 players registered on the Central Coast.

For the past 3 years we have successfully run a Mini Roos program for 3-5 year olds to attract new registrations. Our aim is to continue to build our junior base, improve the pathway from junior to senior football, develop a womens grade squad, attract more cadet referees and continue to provide support for our coaches and managers.

Off the field, we continue to look at upgrading our equipment and facilities. In 2016, we were able to replace equipment – balls & nets, provide new junior playing jerseys, team dug outs on field 2 & spectator seating on field 1.

In 2017, the club was successful in obtaining 3 grants that contributed towards the following improvements:

- Addition to existing amenities building to provide more equipment storage
- Full unsealed, bound gravel surface of the carpark to provide a more all weather surface
- O UFC has a dedicated, hardworking committee comprised of both new and long standing members who, year after year, give countless hours and look at ways to improve and develop the club.
- Ourimbah United Football Club strives to be an inclusive family football club, strong in our sport, healthy in our values, respected in the community through nurturing friendships and developing the participation in sport through our club.



# Sponsorship opportunities



Football is now the biggest junior club-based participation sport in Australia and with over 13,000 registered players on the Central Coast, your brand is sure to be provided with excellent exposure during the football season. Not only by players and families visiting our home ground who see your signs on display, but the large number of our members looking at our website and Facebook page. During the 2019 season, we had over 42,000 visits to the [www.ourimbahfc.com.au](http://www.ourimbahfc.com.au) website & we currently have over 800 Facebook followers.

Whilst we are prepared to negotiate in good faith around your sponsorship package, we believe these arrangements will provide demonstrable commercial benefit to your organisation and OUFC. Such positive exposure can help introduce new customers to your organisation, increase loyalty of current customers, increase your sales and increase brand awareness. Your investment would go directly to the local community allowing us to purchase balls, flags, nets and training equipment for our junior and senior players required each year. Without the generous sponsorship from businesses, our local sporting clubs are forced to increase their registration fees which makes it difficult for families to participate in sport.

OUFC believes sponsorship of the club would be beneficial to the success of your business as it will provide you with:

- Exposure to over 13800 players and their families that play football on the Central Coast.
- Regular access to OUFC members via e-mail, Facebook and our website. We currently have over 800 Facebook followers, 650 members and 700 parents of junior players.
- Exposure through ground advertising. Each weekend during the season we host as many as 22 games, both junior and senior. These games attract several hundred supporters not only from Ourimbah but all over the Central Coast.
- Broader community engagement. Your association with OUFC will help your business to stand out in the local community. We pride ourselves on being a family orientated club with strong committee and great facilities.



# Major Sponsor Gold - \$2500+ per season



## Advertising, Website banners and links

- Your logo will appear on each page of the OUFC web site and a direct link to your company's website.
- On the OUFC website sponsors page, we will have your logo, contact details, company description, website link to your company's website and any member specials you wish to advertise.
- Your logo will appear on all e-mails sent out to our members throughout the season.
- Sharing your Facebook advertising posts throughout the season on the OUFC Facebook page.
- We will display your portable signage at all club events.
- We will display your advertising material and business cards at the front of our canteen.
- If your company has any other special promotions they would like to offer our members throughout the year then we can discuss those throughout the season.

## Ground signage and game day announcing

- We will erect one large sign (900 x 1800) mounted to our car park fence.
- Another sign (1000 x 700) which will be placed onto the club house wall.
- They will be in a prominent position that can be seen from both fields and spectator areas.
- Ground announcing on First and Reserve Grade game days.

## Club polo shirts

- OUFC will supply your company with a club jacket along with two OUFC branded shirts with your company's logo on them, on the initial year of signing up for sponsorship, and replaced every few years as required.

## Invitation to our sponsors day

- Be a guest to watch our Grade teams play.
- Bring along your marquee or utilise the club to advertise your business on the day.

## Club Events

- Two tickets to our annual fundraising night.
- Two tickets to our Senior Presentation night.
- We will display your portable signage at all club events.
- A representative from your company has the opportunity to speak for up to 5 minutes at all our club events.
- Our club host will ensure your business is promoted throughout these events and a representative from your company is welcome to do the same.

You will also receive a Certificate of Appreciation. This can be displayed at your business so your clients know that you support a local sporting club.



# Minor Sponsor Silver - \$1000 per season



## Advertising, Website banners and links

- Your logo will appear on each page of the OUFC web site and a direct link to your company's website.
- On the OUFC website sponsors page, we will have your logo, contact details, company description, website link to your company's website and any member specials you wish to advertise.
- Your logo will appear on all e-mails sent out to our members throughout the season.
- Sharing your Facebook advertising posts throughout the season on the OUFC Facebook page.
- We will display your advertising material and business cards at the front of our canteen.
- If your company has any other special promotions they would like to offer our members throughout the year then we can discuss those throughout the season.

## Ground signage and game day announcing

- We will erect one large sign (900 x 1800) mounted to our car park fence.
- Another sign (1000 x 700) which will be placed onto the club house wall.
- They will be in a prominent position that can be seen from both fields and spectator areas.
- Ground announcing on First & Reserve Grade game days.

## Club polo shirts

- OUFC will supply your company with two OUFC branded shirts with your company's logo on them, on the initial year of signing up for sponsorship, and replaced every few years as required. Sponsors that sponsor for consecutive years will receive a OUFC jacket.

## Invitation to our sponsors day

- Be a guest to watch our Grade teams play.
- Bring along your marquee or utilise the club to advertise your business on the day.

## Club Events

- Two tickets to Senior Presentation night.
- We will display your portable signage at all club events.
- A representative from your company has the opportunity to speak for up to 5 minutes at all our club events.
- Our club host will ensure your business is promoted throughout these events and a representative from your company is welcome to do the same.

You will also receive a Certificate of Appreciation. This can be displayed at your business so your clients know that you support a local sporting club.



# Falcon Sponsorship

## Blue - \$500 per season



### Advertising, Website banners and links

- Your logo will appear on each page of the OUFC web site and a direct link to your company's website.
- On the OUFC website sponsors page, we will have your logo, contact details, company description, website link to your company's website and any member specials you wish to advertise.
- Your logo will appear on all e-mails sent out to our members throughout the season.
- Sharing your Facebook advertising posts throughout the season on the OUFC Facebook page.
- We will display your advertising material and business cards at the front of our canteen.
- If your company has any other special promotions they would like to offer our members throughout the year then we can discuss those throughout the season.

### Ground signage and game day announcing

- We will erect one large sign (700 x 1000) mounted to our car park fence or the amenities building.
- Ground announcing on First & Reserve Grade game days.

### Club polo shirts

- OUFC will supply your company with one OUFC branded shirts with your company's logo on them. Sponsors that sponsor for consecutive years will receive a OUFC jacket.

### Invitation to our sponsors day

- Be a guest to watch our Grade teams play.

You will also receive a Certificate of Appreciation. This can be displayed at your business so your clients know that you support a local sporting club.

# Player Sponsorship

## \$500+ per season



Players sponsorship assists the club with attracting and retaining a high calibre of player for First & Reserve Grade teams. Your sponsorship will go towards the cost of a Grade Player's rego

You will receive one OUFC club polo shirt.

Recognition on the OUFC website with your logo and company details.

An invite to our Sponsors Day, where you will get to watch our Grade teams play and socialise with members of the committee and other sponsors.



# OUFC



We are open to any alternatives to these sponsorship packages such as inkind services or supplies. Prizes, donations or gift vouchers for our fund-raising events. We can even accommodate sponsored training shirts for any of our teams. I would be happy to discuss these opportunities at your convenience. Please contact me on the details below.

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