



2023 SPONSORSHIP PROSPECTUS



COLONEL LIGHT GARDENS SPORTS & SOCIAL CLUB

www.clgfc.com.au

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General

COLONEL LIGHT GARDENS SPORTS & SOCIAL CLUB

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Background

The Colonel Light Gardens Sports and Social Club is an Incorporated Association which is affiliated with the South Australian Amateur Football League. Our junior teams play with the SANFL Juniors League.

The club has a strong history of success with Senior Premierships in 1927, 1929, 1932, 1949, 1962, 1983, 1986, 1993, 1995 and 2007.

With over 450 players across our Senior & Junior programmes we are excited to enter 2023 with a strong and committed player portfolio.

Colonel Light Gardens FC also fields junior sides ranging from U7's all the way through to U17.5's. Our award winning Auskick program continues to grow, with over 120 registered participants in 2022. The aim of the program is to provide an inclusive, fun environment whilst developing basic skills and knowledge of the game.

Our ongoing focus on junior development resulted in the introduction of our Minis program in 2019, which has provided a strong foundation for the creation of a successful Under 8 team in 2020 and beyond.

The Club is excited about the future and proud of our heritage as we move quickly to 2026, which marks our centenary year of being part of this proud community.





Our Commitment to Sponsors

Across our Senior and Junior players, members, supporters and families, our Club now represents a community-based group with over 700 active participants.

The Colonel Light Gardens Football Club Executive Committee recognises the valuable contribution that sponsors make in allowing the club to provide the best possible facilities and infrastructure to our Senior and Junior teams.

We believe that sponsorship should always be mutually beneficial and the CLGFC Committee, Club Executive and office holders will:

- Utilise the goods and services of sponsors wherever it is possible and practical to do so
- Support sponsorship by delivering on the subscribed package
- Encourage sponsors to be active in the club and maximise promotional opportunities
- Actively encourage CLGFC members, players and supporters to consider their purchasing decisions and support sponsors

We understand that one of the primary motivations behind our sponsor's involvement is to foster a positive contribution towards the local community. Our club is particularly focussed on junior development and we aim to partner with like-minded local businesses who value growth and success with an emphasis on community and family values.



Marketing and Promotion Channels

The Colonel Light Gardens Football Club has multiple distribution and communication channels that can be accessed by sponsors. Packages have been developed to simplify sponsorship.

Note - packages can equally be tailored to meet individual sponsor needs.

The following is intended to provide more detailed information on the marketing and promotional channels included in the various packages.

CLGFC Website

- Dedicated sponsors page with links enabled to sponsors website or email option.
- Sponsors logos included on high traffic Club, Senior and Junior pages (with links or email to automation)
- Rotating banners included on ALL content pages, maximising opportunities to showcase and promote our sponsors.

Team App

- A communication platform used for all aspects of the Club including game day, merchandise, communications and social events. An effective way of providing a reliable marketing platform to our valued sponsors.
- Available to sponsors to advertise at all levels
- Ability to link your business website direct to the App and promote any specials
- 700 members, 97% active users during 2022 season. With rolling advertising options available and targeted marketing opportunities.



Social Media

CLGFC have an active presence on social media, including Facebook and Instagram. Utilising this platform to distribute all communications and advertising has proven to be an effective way of supporting our valued sponsors

Newsletter

CLGFC communicate regularly throughout the season with players, members, supporters and parents through a traditional newsletter

- Sponsors included in newsletter (prominence based on package)
- Reinforce message to support sponsors

Game Day Promotion / Awards

- Signage / Banner promoting Club sponsors displayed prominently in high traffic areas (canteen, BBQ)
- Ability to promote sponsors to captive audience at home game presentations, special events
- Present sponsored awards to players for previous weekends game

Sponsors Day

- Held annually, Sponsors Day is an opportunity to network with like-minded businesses who have supported the Colonel Light Gardens FC

Direct Marketing

- Sponsors are provided the opportunity to distribute promotions or specials directly to our members, supporters and parents via hard copy (EG accompaniment to newsletters, displaying marketing collateral within the clubrooms and at key events)



Club Sponsorship Packages

Premier Partner (Option A) - \$12,500

- Naming rights on Senior A Grade Team Guernsey's/Merchandise (includes cost of Guernsey's)
- Naming rights to Club Bar & Kitchen in the CLGFC Clubrooms
- Prominent company logo on game day signage / banners at all Senior and Junior home games
- 1st place positioning of Company logo included on rotating website banner (all pages) and permanent button within Team App which directly links to business website
- 1st place position on dedicated sponsors page on website (with link to Sponsors Web Site)
- 1st place inclusion on high traffic website pages
- Prominent Signage inside the clubroom
- Promotion during all Club functions
- Promotion at weekly 'after game' presentation nights
- 4 passes to "Sponsors Day" (*We welcome the purchase of additional Passes if required*)
- 4 seats at the end of years Club Presentation Night (*We welcome the purchase of additional Passes if required*)
- 1st tier positioning of Company logo on Club newsletters and all Club correspondence
- Distribution of your hard copy advertising material as required to CLGFC members, families, supporters at Game Day and events
- Mounted Guernsey and Certificate of appreciation for display at your place of business.

Colonel Light Gardens Football Club – 2023 Sponsorship Packages



- Option to be involved at home game presentations to hand out awards to players (sponsors award if desirable) – ability to have a stand in the club rooms to promote your business
- Regular push notifications through Social Media advertising your business products and services
- \$200 Merchandise Voucher

Premier Partner (Option B) - \$17,500

- All of above
- Naming rights to the Club's Van- Professionally wrapped in your logo.
- Opportunity for 10 People to attend a Senior home game with a 3-hour free drinks and nibbles package.





Major Sponsor - \$7,500

- Naming rights to a Senior Team (includes cost of Guernsey's)
- Prominent company logo on game day signage / banners at all Senior and Junior home games
- Positioning of Company logo included on rotating website banner (all pages) and permanent button within Team App which directly links to business website
- Position on dedicated sponsors page on website (with link)
- Inclusion on high traffic website pages
- Prominent Signage inside the clubroom
- Promotion during all Club functions
- Promotion at weekly 'after game' presentation nights
- 2 passes to "Sponsors Day" (*We welcome the purchase of additional Passes if required*)
- 4 seats at the end of years Club Presentation Night (*We welcome the purchase of additional Passes if required*)
- 1st tier positioning of Company logo on Club correspondence
- Distribution of your hard copy advertising material as required to CLGFC members, families, supporters at Game Day and events
- Certificate of appreciation (Major Sponsor) for display at your place of business
- Option to be involved at home game presentations to hand out awards to players (sponsors award if desirable) – ability to have a stand in the club rooms to promote your business
- Push notifications through Social Media advertising your business products and services
- \$200 Merchandise Voucher



Platinum Sponsor - \$3,000

- Company logo on game day signage / banners at all Senior and Junior home games
- Prominent Signage inside the clubroom
- Company logo included on rotating website banner and permanent button within Team App which directly links to business website
- Prominent inclusion on dedicated sponsors page on website
- Promotion during all club functions
- 2 passes to senior club "Sponsors Day" (*We welcome the purchase of additional Passes if required*)
- Prominent positioning of company logo in sponsors section of club newsletters
- Distribution of your hard copy advertising material as accompaniment to newsletter (max 2)
- Certificate of appreciation (Platinum Sponsor) for display at your place of business
- Push notifications through Social Media advertising your business products and services
- \$200 Merchandise Voucher



Gold Sponsor - \$1,650

- Company logo on game day signage / banners at all Senior and Junior home games
- Inclusion on dedicated sponsors page on website (with link)
- Clubroom signage
- 2 passes to "Sponsors Day" (*We welcome the purchase of additional Passes if required*)
- Company logo in sponsors section of club newsletters
- Certificate of appreciation for display at your place of business
- Push notifications through Social Media advertising your business products and services
- \$150 Merchandise Voucher

Silver Sponsors - \$1,150

- Inclusion on dedicated sponsors page on website (with link)
- Club room Signage
- 2 passes to "Sponsors Day" (*We welcome the purchase of additional Passes if required*)
- Certificate of appreciation for display at your place of business
- Push notifications through Social Media advertising your business products and services
- \$100 Merchandise Voucher



Bronze Sponsors - \$650

- Club room Signage
- 1 pass to "Sponsors Day"
- Certificate of appreciation for display at your place of business
- Push notifications through Social Media advertising your business products and services

Senior Player Sponsors - \$400

- Player Photo with Sponsors Name in Clubroom
- Player Subscription is paid for
- 1 pass to "Sponsors Day"
- Certificate of appreciation for display at your place of business



Junior Guernsey Sponsorship Package

Team Naming Rights - \$2500

- 3 Year Partnership
- Naming rights to a junior team (includes cost of Guernsey's)
- Includes 1st year Bronze Sponsor package
- Additional \$500 for subsequent years for Bronze Sponsorship
 - Club room signage
 - 2 passes to "Sponsors Day"
 - Certificate of appreciation
- Push notifications through Team App advertising your business products and services.
- Can be paid in full year one, or split over the 3 years (see below)
 - Year One = \$1500
 - Year Two = \$ 500
 - Year Three= \$ 500

Colonel Light Gardens Football Club – 2023 Sponsorship Packages



Colonel Light Gardens Sports & Social Club – Sponsorship Packages 2023

Options	Premier Partner	Major Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor	Senior Player Sponsor	Junior Guernsey
Price (including gst)	\$12,500	\$ 7,500	\$ 3,000	\$ 1,650	\$ 1,150	\$ 650	\$ 400	\$ 2,500
Signage								
Logo on a Senior Guernsey Set	X	X						
Club Bar/Kitchen naming right	X							
Logo on Club Apparel	X	X	X					
Large Sign in Club Rooms	X	X	X					X
Game Day Signage	X	X	X	X	X			X
Sign in Club Rooms			X	X	X	X	X	
Logo on set of Junior Guernsey's	X							X
Brand Exposure								
Social Media Updates	X		X	X	X	X		X
Club Phone Application Advertising	X							X
Web Site – Front Page	X							
Web Site – Sponsors Page		X	X	X	X	X	X	X
Club Rooms – TV	X	X	X	X	X	X		X
Club Function Recognition	X	X	X					
Opportunity to present at club	X	X						
PA Announcements	X	X	X					X
Official Club Documents	X	X						
Events								
Sponsors Day Invite	X	X	X	X	X	X	X	X
Presentation Night Invite	X	X						
Social Membership	X	X	X	X	X	X	X	X
Player Subscription							X	
Other								
Mounted Guernsey of Appreciation	X	X						
Certificate of Appreciation	X	X	X	X	X	X	X	X
Merchandise Voucher	X	X	X					
Club Van Wrap	Additional Option							
Senior Game Corp Package	Additional Option							

To discuss in more detail, please contact one of the following Committee Members:

- Sponsorship Manager, Shaun Wilson at shaun.wilson.2@team.telstra.com or 0418 823 189
- President, Rick Hooper at president@clgfc.com.au or 0409 281 841
- Vice President, Matt Lemmers on avenuematt@hotmail.com or 0427 121 956