



ALL FOR ONE AT  
**BLACKBURN**

2018 SPONSORSHIP  
PACKAGES



## CLUB PROFILE

Blackburn plays in Division 1 in the Eastern Football League (EFL, which is the largest Australian Rules football league in Australia), and has done so continually since winning both the senior and reserves premierships in 2002. In 2018, the Senior Club will field men's teams in the seniors, reserves and U19 football competitions, an open age women's team (the first ever), and 2 netball teams. Our Junior Club will field 24 football teams from U8s through to U18s, including 5 girls teams. All up, we will have approximately 680 players representing the BFC in 2018.

Blackburn's home ground is at Morton Park in Central Road, where we have access to two adjoining grounds and clubrooms. Formally established in 1903, Blackburn joined the Eastern Suburbs Football League (now EFL) in 1941, and had immediate success winning the Division 2 senior premiership in that year. Since then, Blackburn has enjoyed further success over the decades winning 6 more senior flags in 1950, 1952, 1959, 1977, 1980 and 2002. Having always played in the red and black colours, Blackburn has played with the "Panthers" emblem since 1969, but are universally known as "the Burners", and our supporters widely recognised in the competition as the "Red Army".



## OUR MISSION, OUR CULTURE, OUR VALUES

**Blackburn prides itself on being a local community sporting club that has its foundations built on the hard work of its volunteers, loyal supporters, and partnerships with our highly valued sponsors. Whilst the senior club's ultimate aim is to be consistently competitive and challenge for premierships, we will always endeavour to do this without compromising our underlying culture and values, which include -**

- to encourage and foster our junior players to transition into the senior club, with the aim of providing the core group that underpins the sustainable success of the Club, on and off the field
- to provide an opportunity for all people to participate in a community club in a safe, friendly, and family oriented environment
- to develop young sportspeople through comprehensive training programs overseen by suitably qualified coaching staff
- to provide a social environment that encourages greater participation by women
- to be a well-respected club in the top echelons of the EFL, both on and off the field
- to operate the club professionally, in a fiscally responsible manner and based on sound business principles
- to be committed to ensuring that our club environment is free from discrimination and harassment, that discrimination and harassment will not be tolerated under any circumstances, and that disciplinary action will be taken against any person associated with the Club who breach this requirement
- to be an active contributor in the local community
- to exercise tolerance to others, and to always act fairly, honestly and with respect



## EXPOSURE FOR SPONSORS

**Exposure for Sponsors: - being one of the larger clubs in the EFL, we offer a wide range of communication channels that deliver both visual & electronic messages to a large number of players and supporters. This includes -**

- an average attendance of approximately 800 at our 9 senior home games
- all senior home games filmed by the EFL and posted on the EFL website (re fence signage exposure)
- over 1,000 individuals attend the club's social functions throughout the footy season
- over 1,500 recipients of our Club newsletters
- no.2 rated social media performer in the EFL in 2017
- Twitter – 1,122 likes (3rd in the EFL)
- Facebook – 2,100 likes (no.2 in the EFL)
- New (full club) website rolled out in 2017 – more improvements planned to give sponsors better promotional opportunities
- An electronic scoreboard that can promote our sponsors at our home games
- An audio visual system in the clubrooms that is used to promote our sponsors
- External fence signage

## ADDITIONAL SPONSOR BENEFITS

**In addition to promoting the sponsor's business via our various social media channels, we also encourage our sponsors to be actively involved in the club, and to have the opportunity to promote their businesses "in person" to our supporter base. Our packages include a range of benefits, including**

- free access to home games
- Thursday night meal vouchers
- half time refreshments at our home games
- Pre game Burners lunch vouchers
- invitation to our Sponsor's lunch
- drink and food vouchers (redeemable at our home games)



# 2018 SPONSORSHIP CATEGORIES \* PRICES INCLUSIVE OF GST

## SOCIAL MEDIA - \$750

- Business Profile on the Club website (includes link to the sponsor's website)
- Sponsor's logo on the Senior Club's newsletter (includes link to sponsor's website)
- Option to offer special season offer to all BFC members & supporters (promoted via the club's social media channels)
- Option to offer 1 x monthly one-off special promoted via the club's social media channels

## BRONZE - \$1,650

- Business Profile on the Club website (includes link to sponsor's website)
- Sponsor's logo on the Senior Club's newsletter (includes link to sponsor's website)
- Option to offer special season offer to all BFC members & supporters (promoted via the club's social media channels)
- Option to offer 1 x monthly one-off special promoted via the club's social media channels
- 1 x standard fence sign – period of 6 months commencing April 1
- Invitation to the Sponsor's buffet lunch at a senior home game for one person
- Home game free entry + record for 1 person (9 senior home games)
- 3 Thursday Night meal vouchers, 3 Burger vouchers, 6 drink vouchers
- 2 x Burners Lunch vouchers

## SILVER - \$3,300

- Business Profile on the Club website (includes link to sponsor's website)
- Sponsor's logo on the Senior Club's newsletter (includes link to sponsor's website)
- Option to offer special season offer to all BFC members & supporters (promoted via the club's social media channels)
- Option to offer 2 x monthly one-off specials (promoted via the club's social media channels)
- 1 x standard fence sign – period of 6 months commencing April 1
- Promotion on the Club's internal multi-media screens (Thursday nights and 9 senior home games)
- Invitation to the Sponsor's buffet lunch at a senior home game for two people
- Home game free entry + record for two persons (9 senior home games)
- 6 Thursday Night meal vouchers, 6 Burger vouchers, 12 drink vouchers
- 4 x Burners Lunch vouchers
- Half time refreshments (9 senior home games) for one person

## GOLD - \$5,500

- Business Profile on the Club website – includes link to sponsor's website
- Sponsor's logo on the Senior Club's newsletter (includes link to sponsor's website)
- Option to contribute to a feature article (on the sponsor) to be posted on the Club website and newsletter during the season
- Option to offer special season offer to all BFC members & supporters (promoted via the club's social media channels)
- Option to offer 2 x one-off specials promoted via the club's social media channels
- 2 x standard fence signs – period of 6 months commencing April 1
- Promotion on the Club's internal multi-media screens (Thursday nights and 9 senior home games)
- Promotion on the Club's electronic scoreboard – 9 x senior home games
- Invitation to the Sponsor's buffet lunch at a senior home game for two people
- 6 Thursday Night meal vouchers, 6 Burger vouchers, 12 drink vouchers
- 6 x Burners Lunch vouchers
- Home game free entry + record for two persons (9 senior home games)
- Half time refreshments (9 senior home games) for two persons

## MAJOR – \$10,000+ (TERMS TO BE DISCUSSED AND AGREED WITH SPONSOR)



For all sponsorship enquiries, please contact the BFC Sponsorship and Membership Manager, Mike McCoy 0419 879808 or email [mccoy.mike@bigpond.com](mailto:mccoy.mike@bigpond.com)

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Blackburn FC Seniors in the App Store [www.blackburnfc.com.au](http://www.blackburnfc.com.au)