



BLACKBURN FC

ALL FOR ONE IN 2021

2021 SPONSORSHIP PACKAGES



For all sponsorship enquiries, please contact the BFC Sponsorship and Membership Manager, Mike McCoy 0419 879 808 or email mccoy.mike@bigpond.com

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Blackburn FC Seniors in the App Store www.blackburnfc.com.au

CLUB PROFILE

The Blackburn Football Club plays in Premier Division of the Eastern Football Netball League, (EFNL).

The EFNL is known as one of the strongest suburban football leagues in Victoria with over 48 clubs represented throughout the Eastern suburbs on Melbourne.

Blackburn Football Club is the largest club participating in the EFNL with in excess of 30 teams across the Junior and Seniors Male & Female football and netball competitions.

Recent club success off field has resulted in some historical success on field. In 2019, our under 19 team were the inaugural Premier Division Champions, our Senior men's reserve team won their way through to the preliminary final and our Senior men's team were beaten on grand final day in a hard fought match against some across town rivals.

In total there will be approx 680 participants representing our club in the upcoming 2021 season.

Morton Park is home to The Blackburn Football Club, consisting of 2 full sized grounds along with 2 digital image scoreboards and ample area for sponsorship exposure on surrounding fence lines.

In early 2021, we will take control of our new clubroom facility worth in excess of \$4,500,000.

In a once in 50 year opportunity, our new facility will be state of the art, with digital and static exposure for all principal partners and other sponsors. The new facilities will act as a community hub, with other neighbouring clubs and associations given access to the rooms as a result of long term relationships with our community neighbours.

Formally established in 1903, Blackburn FC joined the EFL in 1941 and experienced 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 premierships and other reserves and under 19s flags.

2021 will see 3 Senior women's football teams take the field, with Blackburn women's football nationally recognised as the foremost Women's programme of its type, with a number of our players drafted to the AFLW competition in recent years. We are also planning to merge our senior netball division with the Blackburn Lake Netball Club in 2021, which will provide additional sponsorship opportunities.

Universally known as 'The Burners', since 1903, our club continues to play in colours red & black, possessing the largest supporter base in the EFNL.

Our dedicated members and supporters are known as 'The Red Army', continually envied by opposition clubs and respected by all.

"ALL FOR ONE IN 2021"



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 EFNL, 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 EFNL, 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 senior home games
- all senior home games filmed by the EFNL and posted on the EFNL 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 EFNL in 2019
- 2,093 followers on Instagram (combined)
- 2,536 followers senior club FB site and 893 followers junior club FB site
- Website - over 1,000 visits each month on average
- 2 electronic scoreboards that can promote our sponsors at our senior home games & sunday junior 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 lunch vouchers
- Drink and food vouchers (redeemable at our home games)



2021 SPONSORSHIP PACKAGES

BURNERS STARTER PACK; \$375 + GST

- Business directory – quarter page profile (on club website)
- Option to offer 2021 season discount to BFC members & supporters
- One season pass to all BFC 2021 home games

BRONZE SPONSOR; \$1,500 + GST

- Business Directory – QUARTER page profile (on club website)
- Sponsor acknowledgement on internal clubhouse AV screens – Senior Home Games & Thursday Nights
- Option to offer 2021 season discount to BFC members & supporters
- 1 x Business promotional feature in the senior club newsletter during the season
- 1 x Standard fence sign on Eastern Oval (6 months commencing 1/4/2021)
- 1 x Season pass to all BFC 2021 home games
- 1 x Entry to a pre-game Burners Lunch

SILVER SPONSOR; \$3,000 + GST

- Business Directory – HALF page profile (on club website)
- Option to offer one-off monthly special to BFC members & supporters during season
- 1 x Season pass to all BFC 2021 home games
- Sponsor acknowledgement on internal clubhouse AV screens – Senior Home Games & Thursday Nights
- 1 x Business promotional feature in the senior club newsletter during the season
- 2 x Standard fence sign on Eastern Oval (6 months commencing 1/4/2021)
- Option to offer 2021 season discount to BFC members & supporters
- 1 x Business promotional feature on senior club you tube channel 'Burners TV'
- 2 x Entries to a pre-game Burners Lunch
- 5 x Burger & Drink vouchers (redeemable at home games)

GOLD SPONSOR; \$5,000 + GST

- Business Directory – FULL page profile (on club website)
- Option to offer 2021 season discount to BFC members & supporters
- 1 x Business promotional feature on senior club you tube channel 'Burners TV'
- Sponsor acknowledgement on internal clubhouse AV screens – Senior Home Games & Thursday Nights
- Option to offer 2 x one-off monthly special to BFC members & supporters during season
- 2 x Season pass to all BFC 2021 home games
- Brand promotion on the electronic scoreboard at 8 home games x 3 matches (scrolling during breaks)
- 1 x Business promotional feature in the senior club newsletter during the season
- 3 x Standard fence sign on Eastern Oval (6 months commencing 1/4/2021)
- 4 x Entries to a pre-game Burners Lunch
- 10 x Burger & Drink vouchers (redeemable at home games)

**Upgrade to a 3 year Platinum Sponsor by adding your brand to our men's or women's playing shorts, supporter apparel or goal post signage – (see prices below)*

PLATINUM SPONSOR – Men's Playing Shorts; \$9,000 + GST per annum for 3 years

- Exclusive naming rights for 3 years
- Company logo on the front of the shorts - 5 men's teams
- PLUS - Gold Sponsor benefits as listed above

PLATINUM SPONSOR – Women's Playing Shorts; \$7,500 + GST per annum for 3 years

- Exclusive naming rights for 3 years
- Company logo on the front of the shorts - 3 women's teams
- PLUS - Gold Sponsor benefits as listed above

PLATINUM SPONSOR - Supporter Apparel Shared; \$7,500 + GST per annum for 3 years

- Company logo shown on all newly produced senior club supporter tops, including jackets, polo shirts & vests
- Shared naming rights for 3 years – (maximum 3 sponsors)
- PLUS - Gold Sponsor benefits as listed above

PLATINUM SPONSOR - Supporter Apparel (Exclusive); \$9,000 + GST per annum for 3 years

- Company logo shown on all newly produced senior club supporter tops, including jackets, polo shirts & vests
- Exclusive naming rights for 3 years on all supporter apparel
- PLUS - Gold Sponsor benefits as listed above

PLATINUM SPONSOR - Goal Posts; \$8,000 + GST per annum for 3 years

- Company logo shown on all goal and behind post pads at home games on the Eastern oval (approx. 2500mm high x 300mm wide)
- Exclusive naming rights for 3 years
- PLUS - Gold Sponsor benefits as listed above

Major Partner – Men's Playing Jumper (SOLD for period 2021 to 2023)**

Major Partner – Women's Playing Jumper (SOLD for period 2021 to 2023)**