



BLACKBURN FC

2023 COMMERCIAL PARTNER PACKAGES



For all sponsorship enquiries, please contact the BFC Commercial Partners and Membership Manager - Darryn Embling 0481 904 611 or email membership@blackburnfc.com.au

Blackburn Football Club Inc.
ABN 74 611 970 358
PO Box 5116, Laburnum, VIC 3130



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 31 teams representing our club in 2023 across our Junior Boys & Girls through to our Senior Men & Women's teams.

Formally established in 1903, Blackburn FC has experienced Premiership success in every decade across Senior, Reserve and Under 19 competitions.

Since its establishment, Morton Park has been home to The Blackburn Football Club, consisting of 2 full sized ovals, serviced by 2 digital image scoreboards and ample area for sponsorship exposure on surrounding fence lines.

Recent club opportunity off field by way of the opening of our new Morton Park Pavilion has given our club a hospitality boost with functions booked almost every week across the entire football season and beyond. Our oval precinct has recently been boosted by the installation of 4 x 27m towers around each oval, housing 150 lux.

(VFL Level) LED lighting, giving us the opportunity to host night time games for our club and perhaps EFNL finals series.

In 2021 we took control of our new \$6m clubroom facility, a once in 50 year opportunity to further grow our club. Our new facility is state of the art, with both digital and static exposure for all sponsors. The new facility also acts as a community hub, with other community neighbours having the opportunity to use the space.

On field, season 2022 resulted in 2 of our Men's teams winning Premierships and our 2nd Under 19's Team Runners up. Further more, 4 of our Junior teams finished the season with a flag as well.

In season 2023 we will have approximately 700 players representing our club, from under 8s through to over 35s women, giving our reach throughout the community a coverage unlike any other in the Eastern Suburbs.

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.



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 PARTNERS

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 2,000 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 2022
- 2,574 followers on Instagram (combined)
- 2,900 followers senior club FB site and 874 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 COMMERCIAL 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)



2023 COMMERCIAL PARTNER PACKAGES

BURNERS STARTER PACK; \$375 + GST

- Business directory – quarter page profile (on club website)
- Option to offer 2023 season discount to BFC members & supporters
- One season pass to all BFC 2023 home games

BRONZE PARTNER; \$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 2023 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 1/4/2023)
- 1 x Season pass to all BFC 2023 home games
- 1 x Entry to a pre-game Burners Lunch

SILVER PARTNER; \$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 2023 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 1/4/2023)
- Option to offer 2023 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 PARTNER; \$5,000 + GST - * Now Includes Platinum Club Membership *

- Business Directory – FULL page profile (on club website)
- Option to offer 2023 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 2023 home games
- Brand promotion on the electronic scoreboard at 9 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 1/4/2023)

PLATINUM PARTNER – 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 - 3 mens teams
- PLUS - Gold Sponsor benefits as listed above

PLATINUM PARTNER – 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 womens teams
- PLUS - Gold Sponsor benefits as listed above

PLATINUM PARTNER - 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 2 sponsors)
- PLUS - Gold Sponsor benefits as listed above

PLATINUM PARTNER - 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 PARTNER - 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)