



# Kangaroos Brothers AFC



**Prospectus  
2020-2021**

<https://brothersafc.com>

# Brothers Kangaroos AFC

## Prospectus – 2020-2021

Established in 1981, our club serves the areas of Rockhampton, Gracemere and Mount Morgan. Our home ground Kele Park adjoins the main corridor link between the Rockhampton CBD and airport.

With a membership exceeding 250, the Roos cater for all ages, with juniors teams in the Under 7, 9, 11, 13, 15 and 17 divisions, and men's (Seniors & Reserve Grade) and women's teams.

The Roos are proud to support other NFPs, with our recent fundraising and awareness efforts extending to the McGrath Foundation, Red Cross and Legal Aid (Domestic Violence).

We are proud of our club's family environment and pride ourselves on partnering with local businesses whenever possible to keep community links strong. We also continue to work hard to develop relationships with our local Schooling community, both Primary and Secondary.

2019 was an exceptional year for the Roos, with many successes on the field (5 teams making finals) and off the field (growth in sponsors and many infrastructural improvements).

We have been recognised as one of the clubs to watch out, which makes it the perfect opportunity for sponsors to secure a spot on our dedicated and enthusiastic team!

We are "one club" made up of great teams and great people.



Cameron Wyatt  
President Kangaroos Brothers AFC Inc.

Go the Roos!





# Our Values

## Professional

We value our reputation as an authentic, fair and transparent club. The club is committed to the pursuit of excellence and providing a genuine and balanced approach to decision making

## Respect all

We appreciate our community and foster a collaborative, supportive and united environment. We respect the game, the officials, our club, our jumper, our opposition and ourselves

## Discipline & Relentless

We are determined and courageous in our actions and persistent in our drive for success. We provide a culture that empowers people to achieve

## Brotherhood & Sisterhood

We are a family, humble and considerate. We demonstrate compassion towards others  
We support each other through success and challenges



## Premierships

**A Grade:** 1984, 1986, 1987, 1995, 2005, 2010

**Reserve Grade:** 1982, 1995, 2010



# Sponsorship Opportunities

We offer a range of sponsorship opportunities tailored to benefit small businesses and larger corporations. Through supporting the Roo's you can access a range of benefits that provide great exposure for your brand and services. The Committee is able to discuss with you other packages to meet the needs of your business.

- Platinum Sponsor : \$10,000 per year/min. 3 years
- Gold Sponsor: \$7,500 per year/min. 3 years
- Silver Sponsor: \$3,000 per year/min. 3 years
- Bronze Sponsor: \$1,000 per year/min. 3 years
- Senior Team Sponsor: \$2,500 per year/min. 3 years
- Junior Team Sponsor \$1,500 per year/min. 3 years
- Ground Signage Sponsor: \$300/year  
\$600/year (large)

## Other packages:

- Individual player sponsorship: \$250
- First aid: \$1,000
- Game Day balls: \$3,000
- Marquee: \$3,000
- Storage container: \$5000 - \$10 000
- Ground resurfacing: \$25,000
- Grandstand: \$25 000
- Playing lights: \$45,000

# Platinum Sponsor

**\$10,000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Name/logo on club shirts
- Name/logo on senior men's playing jumpers
- Large logo on roadside sign (6000 vehicles pass daily)
- Large ground signage
- Advertising in Game Day Booklet and on electronic scoreboard
- Special entry to the Deck on Sponsors' Day (August)
- Logo on club website
- Special mentions on Facebook and Instagram
- Sponsor certificate



Senior Playing Jumper





# Gold Sponsor

\$7,500 per year

Minimum 3 year sponsorship

Sponsor receives:

- Name/logo on club shirts
- Name/logo on senior playing jumpers
- Large ground signage
- Logo on roadside sign (6000 vehicles pass daily)
- Advertising in Game Day Booklet and on electronic scoreboard
- Special entry to the Deck on Sponsors' Day (August)
- Logo on club website
- Special mention on Facebook and Instagram
- Sponsor certificate



# Silver Sponsor

\$3,000 per year

Minimum 3 year sponsorship

Sponsor receives:

- Name/logo on club shirts
- Name/logo on Junior playing jumpers
- Ground signage
- Logo on roadside sign (6000 vehicles pass daily)
- Advertising in Game Day Booklet and on electronic scoreboard
- Special entry to the Deck on Sponsors' Day (August)
- Logo on club website
- Special mention on Facebook and Instagram
- Sponsor certificate



# Bronze Sponsor

**\$1,000 per year**

**Minimum 3 year sponsorship**

Sponsor receives:

- Ground signage
- Advertising in Game Day Booklet and on electronic scoreboard
- Special entry to the Deck on Sponsors' Day (August)
- Logo on roadside sign (6000 vehicles pass daily)
- Logo on club website
- Special mention on Facebook and Instagram
- Sponsor certificate





# Individual Team Sponsor

\$1,500 per year (Junior)

\$2,500 per year (Senior)

Minimum 3 year sponsorship

## Sponsor receives:

- Logo on players' jumper (sponsored team only)
- Ground signage
- Advertising in Game Day Booklet and on electronic scoreboard
- Photo with sponsored team
- Special entry to the Deck on Sponsors' Day (August)
- Logo on club website
- Special mention on Facebook and Instagram
- Sponsor certificate



# Ground Signage Sponsor

\$300 per year

\$600 per year (large sign)

Minimum 3 year sponsorship

Sponsor receives:

- Ground signage (size according to level of sponsorship)
- Advertising in Game Day Booklet and on electronic scoreboard
- Logo on club website
- Special mention on Facebook and Instagram



Ground signage  
900mm x 600mm  
2400mm x 600mm





# Other Sponsorship Options

## Other packages:

- Individual player sponsorship: \$250
- First aid: \$1,000
- Game Day balls: \$3,000
- Marquee: \$3,000
- Storage container: \$5000 - \$10 000
- Ground resurfacing: \$25,000
- Grandstand: \$25 000
- Playing lights: \$45,000

The club is grateful to all our sponsors past and present, and are always looking for new businesses to help out our great club. If you know anyone who would like to sponsor our club, or you would like to sponsor the Kangaroos in any way, we are happy to discuss any offer of sponsorship.





# Where you will find us

<https://brothersafc.com>



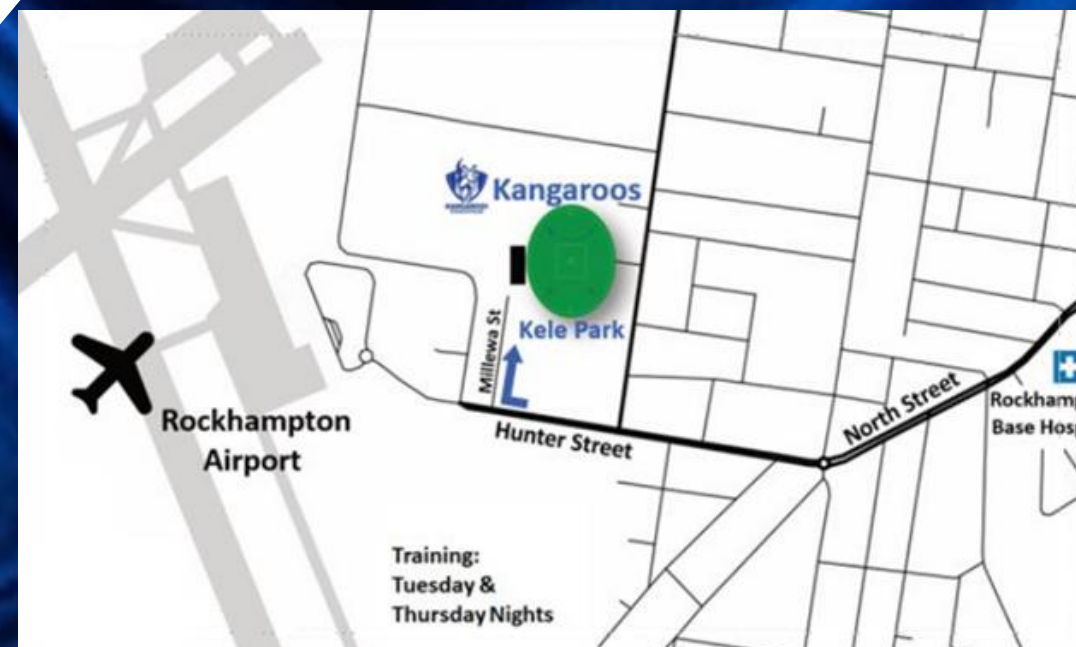
Kangaroo's Australian Football  
Club South Rockhampton &  
Gracemere



@bafc\_kangaroos

## Home ground

Kele Park, Millewa Street (off Hunter St)  
West Rockhampton



– PO Box 536 Rockhampton Q 4700 – [president@brothersafc.com.au](mailto:president@brothersafc.com.au)





# Kangaroos Brothers AFC



**Strategic Plan  
2020-2022**



# Key Performance Areas

1. Finance & Administration
2. Junior AFL Participation & Performance
3. Senior AFL Participation & Performance
4. Coaching Staff
5. Marketing & Sponsorship
6. Volunteers and Supporters
7. Facilities & Infrastructure
8. Community Links



## Our Mission Statement

“Kangaroos Brothers AFC Inc. is focused on building a sustainable football club that provides an environment which creates quality experiences for players, volunteers, members and the wider community, with a platform for growth and ongoing success”



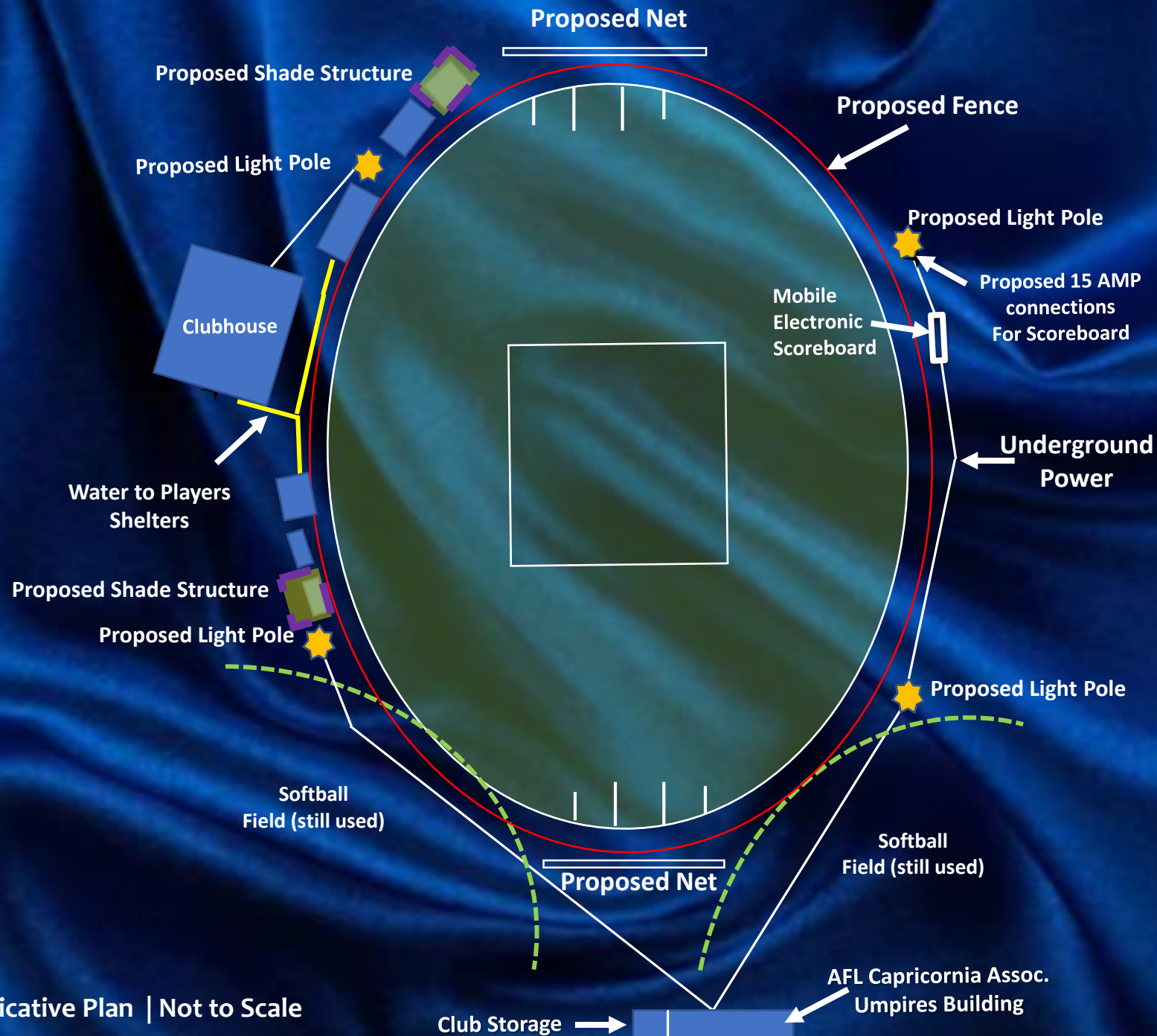
1. Finance & Administration	2. Junior AFL Participation & Performance	3. Senior AFL Participation & Performance	4. Coaching Staff	5. Marketing & Sponsorship	6. Volunteers & Supporters	7. Facilities & Infrastructure	8. Community Links
<b>Key Focus</b> Financially sustainable operations	<b>Key Focus</b> Increase activity and quality for boys and girls	<b>Key Focus</b> Increase activity and quality for men and women	<b>Key Focus</b> Implement plans that facilitate ongoing coaching improvement	<b>Key Focus</b> Increase awareness of the club's brand	<b>Key Focus</b> Improve volunteer participation and increase supporters at games	<b>Key Focus</b> Provide competition standard facilities and infrastructure	<b>Key Focus</b> Foster and maintain good community relationships with local/regional groups
<b>Objectives</b> Create new and maintain revenue streams  Identify potential sponsorship  Plan a detailed budget for each new season  Continue to grow the cash reserves to support members	<b>Objectives</b> Ensure competitiveness of registration fees  Provide clear rules and regulations  Identify clear pathways for player development  Work with schools and organisations to promote AFL and the club  Achieve 30 players per junior team	<b>Objectives</b> Ensure competitiveness of registration fees  Provide clear rules and regulations  Identify clear pathways for player development  Promote a culture of excellence and leadership of the clubs values  Provide opportunities to play social and competitive AFL  Continue to grow player numbers in both men's and women's teams	<b>Objectives</b> Recruitment and retention of best available coaches  Reward staff for achieving goals  Provide coaches with relevant feedback, training and support	<b>Objectives</b> Increase number of sponsors and continue to support existing sponsors  Ongoing coordination and improvement of the club's website, Instagram and facebook page  Regular communication with club members  Advertise and promote the club to the local community and beyond	<b>Objectives</b> Devise and implement plans to increase and maintain volunteer participation at the club  Provide merchandise for members  Clearly communicate Spectator's Code of Conduct  Appoint a volunteer and umpire coordinator and provide clear role descriptions	<b>Objectives</b> Implement the clubs strategic infrastructure plan (refer to page 6)  All facilities meet/exceed AFLQ standards  Ensure adequate resourcing to achieve successful grants  Improve ground lighting, provide spectator shade areas, increase seating, and accommodate for the youth girls competition	<b>Objectives</b> Establish strong and long standing relationships with: <ul style="list-style-type: none"> <li>• Local community</li> <li>• Local businesses</li> <li>• Local schools</li> <li>• Government (RRC, State and Federal)</li> <li>• Other AFL clubs</li> <li>• AFL Queensland</li> <li>• Identified NFPs</li> </ul> Maximise awareness of the club within the community through social events, media communication and continued support for charities



# Kangaroos Brothers AFC

## Strategic Infrastructure Plan

## Kele Park, West Rockhampton





**Kangaroos Brothers Australian Football Club – PO Box 536 Rockhampton Q 4700 – [president@brothersafc.com.au](mailto:president@brothersafc.com.au)**