



**SWAN DISTRICTS**  
Junior Football Umpires Association

P O Box 44  
BEECHBORO WA 6063

ABN: 39 083 837 031

## SPONSORSHIP PROPOSAL

**Dear Prospective Sponsor,**

Formed in 1964, the Swan Districts Junior Umpires Association is a local hills community sports club aimed at encouraging, supporting, and mentoring umpires in Junior AFL. We strive to provide the opportunity for everyone in our community to participate in healthy, safe, and inclusive Umpiring Junior AFL activities and readily encourage a fun and family orientated environment. We are proud to boast several family groups of fathers and sons and siblings all of whom will at times umpire matches together to strengthen the bonds of family enjoying a sport together.

As a local club, all our umpires, umpire for Junior AFL clubs in the hill's area throughout the Cities of Swan, Mundaring, and Kalamunda. Our current umpire's range in age from 12yrs of age right up to some of our senior umpires being in their 60s and who provide valuable and unprecedented experience and mentoring to our younger umpires in the disciplines of goals, boundary, and field. Over the years, many of our umpires in all disciplines have been invited to join the WAFL development program and in 2024 another three of our umpires debuted in WAFL games.

The club is managed by a volunteer group of dedicated staff and parents, all of whom tirelessly provide their skills, time, and assistance to ensure the club runs smoothly every week offering a variety of structured training programs, allocating umpires to local games, mentoring games, and providing transport to games. Everyone pitches in to ensure the community club spirit and development of our umpires.

In 2024, the Swan District Junior Umpires celebrated 60yrs of mentoring our youngsters and placing tremendous value on social benefits, creating better communities through the values of teamwork, responsibility, respect, leadership, commitment, and community participation. In addition, we have secured a change in training venue change to Boya Oval / Community Centre which is more central to our district and current umpires and will encourage more aspiring umpires from the hills community to join our club.

We are now looking for sponsorship and/or donations for the 2025 season.

As a community sports club, our major source of revenue is generated from membership fees and donations received from generous individuals & businesses. These funds are then reinvested into the club for the development of our umpires. We are seeking local hills businesses who we can partner with and promote their services within the hills community as well as acknowledging them as valued supporters of our community sport.

If you think you can support in any capacity, be it a raffle donation or a sponsorship package, please read the sponsorship package for details of the opportunities we can offer.

Please feel to contact our Fundraising team by email shown in the footer, to discuss your options.

Kind regards,

**Deklan Burns**  
**Umpires Manager**

## **Sponsorship Packages**

The Swan Districts Junior Football Umpires Association understands that in the current economic climate, organisations require value for money when considering offering any sponsorship money. We provide a variety of sponsorship packages to allow local businesses and organisations a flexible opportunity to support their community.

As a sponsor of Swan Districts Junior Football Umpires Association, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity whilst endeavouring to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

This year we are also introducing the SDJUFA booklet which is a 20-page booklet which is distributed to all SDJUFA members and families as well as junior AFL clubs participating in our community outreach education programs.

Money from sponsorship packages general donations will enable us to

- Purchase training shirts - given free to every umpire.
- Purchase kit bags – given free to each umpire in their second year.
- Match Day Coach jackets – given free to our Coaches/Mentors to identify them on match days.
- Training equipment and specialised fitness training
- Catering equipment such as eskies, BBQs, fridge, and freezer to allow for catering for the umpires on training nights.
- Computer hardware and applications for coaching staff to produce teaching presentations.
- Signage for Swans Umpire training ground.

### **PACKAGES AVAILABLE**

Packages with a two (2) or three (3) years season commitments – the payment for the annual season amount is to be paid full at the beginning of each season or on a direct debit over three (3) months. This enables the club to buy the uniform/equipment and organise the printing of Logos so that our umpires receive the full benefit of the donation as early as possible, and your business receives the full benefit of being promoted as supporters of our club.

Major Sponsorship Package: minimum 3yrs commitment \$5,000 per year

Gold Sponsorship Package: minimum 3yrs commitment \$3,000 per year

Silver Sponsorship Package: minimum 3yrs commitment \$2,000 per year

Bronze Sponsorship Package: minimum 2yrs commitment \$1,500 per year

Kit Bag Sponsorship Package: minimum 2yrs commitment \$1,500 per year

Match Day Jumper Sponsorship Package: minimum 2yrs commitment \$1,500 per year.

‘In Kind’ donation no minimum commitment or specified monetary amount.

**MAJOR SPONSORSHIP PACKAGE- minimum 3-year commitment.**

**\$5,000 per year/ season**

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**Membership**

Club membership for two people.

Two passes to major fundraiser events such as quiz nights

Two passes to end of season Awards night

Framed SDJFUA Training shirt acknowledging sponsorship support.

**Signage**

Company Logo to be displayed outside club training rooms on training nights.

Large Print company Logo to be screen printed across the top half of back of the on-field shirts.

Large Print company Logo to be screen printed across the back of the training shirts.

**Social Media**

Company name and logo to be on SDJFUA Facebook page and Club website.

Minimum twice monthly social media post acknowledging sponsorship.

**GOLD SPONSORSHIP PACKAGE - minimum 3-year commitment –**

**\$3,000 per year/ season**

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**Membership**

Club membership for two people.

Two passes to major fundraiser events such as quiz nights

Two passes to end of season Awards night

A4 framed certificate acknowledging sponsorship support.

**Signage**

Company Logo to be displayed outside club training rooms on training nights.

Medium Print company Logo to be screen printed onto the top right/left front of the on-field shirts.

Medium print company Logo to be screen printed onto the top right/left front of the off-field shirts.

**Social Media**

Company name and logo to be on SDJFUA Facebook page and Club website.

Minimum twice monthly social media post acknowledging sponsorship.



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### **SILVER SPONSORSHIP PACKAGE - minimum 3-year commitment –**

**\$2,000 per year/ season**

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#### **Membership**

Club membership for two people.

Two passes to major fundraiser events such as quiz nights

Two passes to end of season Awards night

A4 framed certificate acknowledging sponsorship support.

#### **Signage**

Company Logo to be displayed outside club training rooms on training nights.

Medium print company logo screen printed onto the sleeves of on-field uniforms.

#### **Social Media**

Company name and logo to be on SDJFUA Facebook page and Club website.

Minimum monthly social media post acknowledging sponsorship.

### **BRONZE SPONSORSHIP PACKAGE - minimum 2-year commitment –**

**\$1,500 per year/ season**

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#### **Membership**

Club membership for two people.

Two passes to end of season Awards night

A4 framed certificate acknowledging sponsorship support.

#### **Signage**

Company Logo to be displayed outside club training rooms on training nights.

#### **Social Media**

Company name and logo to be on SDJFUA Facebook page and Club website.

Minimum monthly social media post acknowledging sponsorship.

### **KIT BAG SPONSORSHIP PACKAGE – Unlimited packages- minimum 2yr commitment**

**\$1,200 per year/ season – purchases 20 x bags**

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#### **Membership**

Club membership for two people.

A4 certificate acknowledging sponsorship support.



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### **Signage**

Company Logo to be displayed outside club training rooms on training nights.  
Medium print of company Logo to be screen printed onto bag.

### **Social Media**

Company name and logo to be on SDJFUA Facebook page and Club website.  
Minimum monthly social media post acknowledging sponsorship.

## **MATCH DAY COACH JACKET SPONSORSHIP PACKAGE - can negotiate for multiple year commitment.**

**\$1,000 per year/ season – purchases 10 x jackets**

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### **Membership**

Club membership for two people.  
A4 certificate acknowledging sponsorship support.

### **Signage**

Medium print of company Logo to be screen printed onto front top left corner of jacket.

### **Social Media**

Company name and logo to be on SDJFUA Facebook page and Club website.  
Minimum monthly social media post acknowledging sponsorship.

## **UNIFORM ACCESSORIES SPONSORSHIP PACKAGE – Unlimited packages- can negotiate for multiple year commitment.**

**\$500 per year/ season – purchases 30prs umpire socks/25 whistles/50 sets of sweatbands/5 sets goal flags.**

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### **Membership**

Club membership for two people.  
A4 certificate acknowledging sponsorship support.

### **Social Media**

Company name and logo to be on SDJFUA Facebook page and Club website.



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### **IN KIND DONATIONS – negotiated on individual basis.**

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If you would like to donate to Swan Districts Junior Umpires Association but are unable to commit to any of the sponsorship categories listed in this proposal, please feel free to contact the club and discuss ways in which you or your business can assist. Donations can be made at any time, and we are always appreciative of any donations that can be offered to support and encourage our junior umpires achieve their best. In return we will discuss options with you to promote and acknowledge your support via our media platforms.

In Kind donations can be the purchase of specific items the club require, and monetary donations will be used to purchase water bottles, eskies and where needed, added to other donations to buy larger items.

If you are able to support our club with any of the Sponsorship Packages or make an 'In Kind' donation, please complete the attached form. We will then be in contact with you to discuss the sponsorship package/donation, payment options and the requirements for promoting your support via our social media channels.

**A tax invoice and receipt for will be provided for all Sponsorship Packages and upon request for 'In Kind' donations.**

We wish to thank you for offering your time to read and consider this sponsorship package.

If you require any further information or wish to support the club through other options, then please feel free to contact us.

**Hazel Boyce**  
**Fundraising**  
**Email: [fundraising@swansumpires.org.au](mailto:fundraising@swansumpires.org.au)**



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## SPONSORSHIP ACCEPTANCE FORM

### SPONSORSHIP CATEGORIES

- ☐ MAJOR SPONSORSHIP PACKAGE
- ☐ GOLD SPONSORSHIP PACKAGE
- ☐ SILVER SPONSORSHIP PACKAGE
- ☐ BRONZE SPONSORSHIP PACKAGE
- ☐ KIT BAG SPONSORSHIP PACKAGE
- ☐ MATCH DAY COACH JUMPER SPONSORSHIP PACKAGE
- ☐ UNIFORM ACCESSORIES SPONSORSHIP PACKAGE
- ☐ IN KIND DONATIONS

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We / I would like to commit to provide sponsorship for the Swan Districts Junior Umpires Association, 2025 Program in the following sponsorship category:

Sponsorship Category: \_\_\_\_\_

**Sponsorship Value: \$** \_\_\_\_\_

Organisation / Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Position Title: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Address: \_\_\_\_\_

Tel: ( ) \_\_\_\_\_ Mobile: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_