



MARION FOOTBALL CLUB

**Sponsorship
proposal and
application**

February 2024



Marion Football Club
262 Sturt Rd, Marion 5043

*Affiliated with Adelaide
Footy League*

Dear Prospective Sponsor,

Marion Football Club strives to provide opportunities for everyone in our community to participate in healthy, safe, and inclusive AFL activities in a fun and family orientated environment. The club is managed by dedicated volunteer staff, all of whom tirelessly provide their skills, time, and assistance to ensure the club can offer a variety of structured programs.

As we are a local 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 benefit of all members.

***In 2023, The Marion Football Club grew in player registrations:
where we fielded 16 teams; 3 senior mens, 1 senior women
and 12 junior teams.***

We believe that we can provide our sponsors with great exposure as we are affiliated with the Marion Community Club (Club Marion), which supports another 16 community clubs. As a sponsor, your business will have advertising in different formats which will be visual to these members and the public that visits Club Marion throughout the entire year, not just during footy season. Club Marion have recently renovated and now have one of the best balconies to watch the football with a bird's eye view.

At Marion Football Club, we pride ourselves by making sure our sponsors are recognised in any way possible, from social media adverts, signage, with an area for signage in our change rooms as well as an electronic honour board which we use for the women and allows us to do presentations of our sponsors in 'The Shearing Shed' located in the upstairs section of Club Marion.

We hope you can find something that will suit the needs of your business/organisation, alternatively we would be happy to work with you to find a sponsorship solution that would suit your needs. Thank you for the consideration.

Kind regards,

Russell Stanborough

Club President

Email: president.marionfc@outlook.com

Marion Football Club

The Marion Rams were first established in 1891 and we are a strong active club today.

The organisation that evolved into the Marion Football Club was originally formed in 1891 and is one of the oldest football clubs in South Australia. Originally known as the Sturt Football Club, the club changed their name to Marion in the 1950's. During the war years Marion joined with the Brighton club to form Sturt Brighton.

The club is currently affiliated with the Adelaide Football league (SAAFL & SAAWFL), whereas our junior football teams hold a strong presence in the SANFL Juniors competition.

The club colours are green and gold, and our emblem is the Ram which was adopted in the 1970's. The Marion Football Club has had an eventful history that has produced a total of 12 senior premierships.

In 2019 the Rams entered a Senior Women's (Division 5) and an U12's Girls side for the first time with great success. The Senior Women made the Preliminary Final and had Zoe Smith claim the Amos & Clarke Medal for best player in Open Women's Under 18 for the entire association, as well as winning the Division 5 Best & Fairest League Medal. Furthermore, the Senior Women's team have made finals in various years following.

In 2023, all our competition grades in both seniors and juniors made finals with four teams, U13 girls, U17.5 boys and our senior men's Bs & C's, winning Premiership flags.

The club currently has teams in the SAAFL, SAAWFL and the SANFL Juniors Sunday competition.

Sponsorship



Senior Men C's – 2023 Premiers



Senior Men B's – 2023 Premiers



U14 Girls – 2023 Premiers



U17.5 Boys – 2023 Premiers

The Marion Football Club understands that in the current economic climate, organisations require value for any sponsorship money. Thus, the committee has put together a variety of sponsorship packages to provide local businesses and organisations a flexible opportunity to support their community.

As a sponsor of Marion Football Club, we guarantee to promote your brand/product/service throughout the club and wider community at every opportunity.

Marion Football Club endeavours to create an environment that puts family values to the forefront and prides itself on acting with integrity, innovation, and teamwork.

The following sponsorship opportunities provided by Marion Football Club to an interested party include:

- **Platinum Sponsorship**
- **Player Sponsorship**
- **Junior Comp Sponsorship**
- **Junior Mini Sponsorship**



Platinum

Platinum sponsorship is the highest tier available. It supports the club to provide ongoing football programs to the community.

BENEFITS:

Signage featuring sponsor logo

- Logo on all new club merchandise (eg. polo shirts/jackets/hoodies).
- Sign on oval boundary fence (6m x 1m)
- Displayed on the 'The Shearing Shed' electronic honour board
- Advertising on digital honours board
- Logo in club room sign
- Teardrop banners for games and events

Communication

- Sponsor logo featured on all media (letterheads, emails, fixtures etc...)
- Sponsor logo on MFC website linking to your business
- Social Media package (4 post minimum throughout the season)
- Weekly sponsor recognition on game day
- Verbal recognition at weekly presentations
- Sponsor mention and media recognition at all Marion Football Clubs events

Events

- Double passes to Presentation night
- Double pass to sponsors day events
- Invitation to all special events held for the Marion Football Club
- Two Social Club Memberships

\$3000





Player Package

Sponsor one or more Marion Senior player/s.

BENEFITS:

Communication

- Sponsor logo on MFC website linking to your business
- Social Media package (2 post minimum throughout the season)
- Sponsor recognition when player gets Best on Ground
- Sponsor mention and media recognition at all Marion Football Clubs events

- Business tagged on Facebook when player makes best players list
- Sponsor recognition at MFC annual presentation night should your player receive an award.

Events

- Double pass to sponsors day events

Mens

\$450

Womens

\$350





Junior Comp

Junior Comp is the sponsorship of a Marion U11-U17.5 Junior team.

BENEFITS:

Advertising

- Sponsor logo on junior guernsey (new each season)

Communication

- Sponsor logo on MFC website linking to your business
- Social media package (2 post minimum throughout the season)

Events

- Double pass to sponsors day events

\$1000



Junior Minis

Junior Mini's is the sponsorship of a Marion U7-U10 team.

BENEFITS:

Advertising

- Sponsor logo on selected non-competition junior guernseys (new each season)

Communication

- Sponsor logo on MFC website linking to your business
- Social media package (2 post minimum throughout the season)

Events

- Double pass to sponsors day events

\$700

Donation

If you would like to donate to the Marion Football Club 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.

For further information about any of the sponsorship packages listed in this proposal please contact:

Sponsorship Enquiries:

sponsorship.marionfc@outlook.com

Sponsorship application form

Sponsorship Categories

I commit to provide sponsorship of Marion Football Club in the following sponsorship category:

- Platinum
- Players Package (Womens / Mens)
- Junior Comp (U11-U17.5's)
- Junior Mini's (U7-U10's)
- Player Awards (donations to give away)
- In Kind sponsorship/donation

In Kind sponsorship type:

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Sponsorship Value: \$.....

Organisation / Business Name:

.....

Facebook and/or Instagram tag

@.....

Signature:

Date: / /

Contact Name:

Position Title:

Address:

.....

Phone:

E-mail:

Step 1: Email completed form and company logo to sponsorship.marionfc@outlook.com

Step 2: A sponsorship agreement and invoice will be emailed to company to sign

Step 3: Return signed agreement via email to sponsorship.marionfc@outlook.com

Step 4: Pay invoice by due date. If you have any issues or requests regarding payment, please contact Kate McLean by email:

treasurer.marionfc@outlook.com