

Vikings FC.

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ABN: 55 240 334 934



Dear Business Manager,

The Vikings Football Club would like to extend your organization an invitation to become part of one of the oldest, most progressive and successful clubs in the Ballarat and District Soccer Association.

Vikings FC is one of this region's highest achievers and we believe we set a benchmark that other clubs strive to mimic. Evidence of our drive to succeed is clearly visible with our recent inclusion in the Victorian State League.

Your organization could become part of, and benefit from a club that strives for success with both its players and members whilst creating rewards for its sponsors and supporters.

Our club is fiercely loyal to its sponsors and is 100% committed in providing you benefits through networking and marketing exposure as well as social benefits enjoyed by being involved with our sporting club.

The benefits to your organization in sponsoring our club are many and are outlined in the attached "sponsorship kit".

Vikings FC looks forward to a long term and mutually beneficial relationship between our club, its members and your organization.

Sincerely,

Anton Maggi
Sponsorship Coordinator
Vikings FC
Info@sebasvikings.net

1. Vikings FC – About Us.

Our Vision of becoming one of Regional Victoria's most successful and respected soccer clubs is starting to take shape. We have brand new clubrooms and a track record that most other clubs in the region can only admire and have just recently been accepted into the Victorian State League.

Vikings FC is looking forward to continuing our exciting, attacking brand of soccer this year and to achieve this goal, we have assembled a quality group of players that we believe will be the recipe for success at our club for years to come. Vikings FC will be looking to lift the bar with our on field playing personnel.

Central to our success will be the natural feeder system from our junior teams. The club is committed to the ongoing development of its players and coaches to ensure the growth of the Vikings FC at its grass roots level, allowing natural progression of these players into the senior ranks.

Vikings FC is an accredited Good Sports Club and was the first club in the BDSA to participate in the FFV ACE program.

Club History

The club was formed in 1972 and from its humble beginnings of one junior boys side, the club has progressed to presently having teams in all age groups from under 8's through to seniors. The Club is also actively engaged in and is a leading advocate of women's soccer at both junior and senior level.

The Junior Section of the club has been strong for many years producing multiple league titles and more significantly, producing many state league level players. The Senior Section of the club has been the benchmark of the BDSA for close to a decade winning five of the past seven league titles and only missing out by a slight margin in other years.

The Club has had some success in the State knockout cup competition where the club successfully progressed to the third round having had success against Provisional One Teams. The club applied to enter a team in the Football Federation of Victoria State League Competition for the upcoming season, 2013 and as a result, the Club has now has 2 teams playing in the State League

Competition in 2013. This is a major milestone in our club's history and gives our players the opportunity to represent the Club throughout Victoria.

Grounds and Facilities

The Club is the sole tenant of St Georges Reserve in Sebastopol and is extremely proud of its facilities. The Club has new clubrooms which were built in 2010 and include a licensed function room with the capability to seating 120 people and a fully functional kitchen and canteen. Disabled facilities have been included in the clubrooms and 2 large change rooms. The club also has another 2 change rooms located in the southern clubrooms.

The ground itself is one of three premier grounds in the BDSA and is included in the Ballarat Soccer Precinct. The ground is up to the standard of many State League One Grounds and is irrigated 12 months of the year. The ground also has game standard lights and hosts multiple night games throughout the season.

Club Financial Position

The club's committee has been vigilant in ensuring the continued financial success of the club. The Club is a non-profit organisation which ensures all monies raised are allocated to the improvement of the club's infrastructure and club's continual development of the junior and section of the club.

Community involvement

The Club acknowledges that it is an important component of the wider Ballarat Community and proactively engages with Local Council to involve new immigrants to the Ballarat area in soccer and community engagement.

The Club set up a program in conjunction with the City of Ballarat to engage with the children from these families and get them involved in soccer at a local level. The Club is also proud of its involvement in multiple charity events, including hosting a cancer awareness charity ball, where all monies raised went directly to the Ballarat Cancer Research Centre.

Club Vision

The Club's vision is to promote football in the Ballarat community and acknowledges the importance of its responsibilities in relation to promoting the game. The Club's role is to develop players at a junior level and support them by having accredited coaches, providing outstanding facilities and providing an excellent and safe club environment. By fostering a safe, fun environment the club believes our junior players will be in a position to play to their full potential, whilst at the same time promoting participation and fun.

2. Sponsorship Benefits

2.1 **OBJECTIVES**

Vikings FC aims to achieve the following objectives:

1. Increase sponsors profile by striving to maintain our high profile in and around the local community and also in the metropolitan area with our inclusion in state 5.
2. Ensure our sponsors are well marketed to our players, members, supporters as well as visitors to our ground, clubrooms and media.
3. Encourage all our players, members and supporters to utilize and promote our sponsors services whenever possible through newsletters and match day programs.
4. Improving with infrastructure developments and on field performance.

2.2 **WHY BECOME OUR SPONSOR?**

Being a part of Vikings FC will provide a range of benefits for local business and organisations. These benefits include:

1. Increase in brand, product and corporate awareness
2. Generate awareness and goodwill within the defined target audience
3. Provides a cost effective and efficient alternative to mainstream advertising
4. Increase sales from participant market
5. Client entertainment/hospitality.

3. Suggested Sponsorship Categories

CUSTOM SPONSORSHIP

Outlined below are a number of sponsorship packages you can choose from, however should you find that the packages below are not suitable, then a custom package can be tailored to meet your sponsorship desires and budget.

Packages might include for example, your branding on set of tops for any one of our playing teams such as the home or away tops for our state league team or on a set of tops for any of our local home and away teams from juniors to seniors.

Exclusive brand / name placement is an option or you may wish to sponsor only a smaller section of the uniform such as a sleeve or lower back area

Product sponsorship is also an option that the club is more than happy to explore. If your business has a product that is of value to our club, a package can be tailored to suit.

MAJOR “First Tier” SPONSOR

Signage at competition venue strategically placed: (3 year placement of 3m x 1m sign)

- along outer side line of competition field x 1,
- inside social club x 1
- Name / logo on choice of State or local Senior team “HOME” playing shirts
- Advertising in official senior match day program
- Free tickets to various club functions
- Free website placement of company logo

Cost: \$ 3500.00 inclusive of GST. (Signage included)

MAJOR “Second Tier” SPONSOR

Signage at competition venue strategically placed: : (2 year placement of 3m x 1m sign))

- along outer side line of competition field x 1,
- inside social club x 1
- Name / logo Senior team “AWAY” playing shirts
- Advertising in official senior match day program
- Free tickets to various club functions
- Free website placement of company logo

Cost: \$ 2500.00 inclusive of GST. (Signage included)

MAJOR “Third Tier” SPONSOR

Signage at competition venue strategically placed: (1 year placement of 3m x 1m sign)

- inside social club x 1
- Brand advertising on Reserves “HOME” players shirts
- Advertising in official senior match day program
- Free tickets to various club functions
- Free website placement of company logo

Cost: \$ 1500.00 inclusive of GST. (Signage included)

MAJOR “Women’s” SPONSOR

Signage at competition venue strategically placed: (2 year placement of 3m x 1m sign))

- along outer side line of competition field x 1,
- inside social club x 1
- Name / logo on Senior Women’s team “HOME” playing shirts
- Advertising in official senior match day program
- Free tickets to various club functions
- Free website placement of company logo

Cost: \$ 2500.00 inclusive of GST. (Signage included)

MAJOR GROUND SIGNAGE SPONSOR

Enables local business with an interest and passion in community sport to be involved in the excitement and rewards the Vikings FC has to offer:

- Signage at competition venue strategically placed: : (3 year placement of 3m x 1m sign)
 - along outer side line of competition field x 1
 - inside social club x 1
- Free tickets to various club functions
- Free website placement of company logo

Cost: \$1500.00 inclusive of GST. (Signage included)

MINOR GROUND SIGNAGE SPONSOR

- Signage at competition venue strategically placed along outer side line of competition field : (3 year placement of 3m x 1m sign)

Cost: \$ 750.00 inclusive of GST. (Signage included)

JUNIOR TEAM MAJOR SPONOR

Promoted as the Vikings FC “MAJOR JUNIOR” sponsor

- Signage at competition venue strategically placed: (3 year placement of 3m x 1m sign)
 - along outer side line of competition field x 1,
 - inside social club
 - junior teams playing shirts
- Free tickets to various club functions
- Free website placement of company logo

Cost: \$ 2,000.00 inclusive of GST. (Signage included)