

LILYDALE
JUNIOR FOOTBALL CLUB



Sponsorship

P O Box 912, Lilydale, 3140
lilydalejnr@efl.org.au
ABN 20 178 916 781

President: Damian Chippendale
Vice President: Steve Potts
Vice President: Ben Devanny
Secretary : Nadia Potts
Treasurer : Brad Darvell



The Lilydale Junior Football Club is a long standing AFL junior sporting club playing in the Eastern Football League. In 2015 we fielded 10 teams making it one of the largest sporting organisations in and around the Yarra Valley area. We are a proud and family orientated club that emphasises player development through skills, fitness, teamwork, character, enjoyment and participation.

Over the past 24 months the Lilydale Junior Football Club (LJFC) committee have worked tirelessly towards providing our junior players with the best learning and development environment possible. We have identified the need to:

- Provide the most up to date facilities and equipment available
- Develop strong coaching practices through documented manuals
- Develop “life lessons” and learning programs
- Develop stronger ties with the local and further community and businesses
- Establish long term relationships with our sponsors

We endeavor to raise our own money however with these important goals in mind we realised that we also need the assistance of sponsors to raise highly valued funds for the junior football club, to assist with the development of our members not only as players but as growing individuals.

With the support we have previously received from our generous sponsors, the LJFC have been working closely with our local council and other organisations to improve our facilities and initiate programs which include:

- 2013 – Increasing the size of our playing surface to accommodate the older age groups
- 2013 – Camp to an indigenous community in the Northern Territory
- 2013 – Discrimination and vilification program
- 2013 - Initiated ANZAC Medal Round presented by local returned soldiers (established with the assistance of Lilydale RSL)
- 2014 - Organised the Lilydale Community Festival establishing links within the local community
- 2014 – Camp to Tiwi Islands and Darwin to continue and grow our indigenous links including playing in the Tiwi Islands AFL Grand Final curtain-raiser game
- 2014 – Double the size of our existing clubrooms

- 2014 – Community Social Responsibility program – Victoria Police & Gary Ayres
- 2015 – Installed a digital scoreboard at Gateway Reserve

It is our aim to continue club development so that we are continuing to be the best club we can for our children and our community. Future projects we have planned include:

- 2016/17 – New drainage, irrigation and playing surface installed at the Gateway Reserve
- 2016/17 – New playing jumpers and clash jumpers for all teams
- 2016 – Cyber safety program
- 2016/17 – Construct new viewing pavilion with new canteen and multi-purpose room
- 2016/17 - Install a digital scoreboard at our second ground
- 2016/17 - Upgrade lighting at The Gateway Reserve

All sponsorship of any type is greatly appreciated by our Club so if the packages provided don't suit your business goals and objectives we are happy to work with you and your business to create a package that does.

We look forward to building a positive long-term relationship with you and your business and if you require any further information, please do not hesitate to contact our club via phone or email listed below.

Yours faithfully

Andrew Saffron
Sponsorship Representative
Lilydale Junior Football Club

andrew171170@gmail.com
0419 881 164



MAJOR PARTNER

If you are interested in a bigger involvement that may include business names and/or Logo's on players uniforms etc, or an idea of your own, we would be happy to provide a major partner proposal.

LFC Sponsor - \$2,500 per season

This sponsorship package provides fantastic opportunity for your business to receive EXCELLENT EXPOSURE throughout the football season.

Lilydale Sponsor Package includes the following benefits :

- Your company logo displayed on the Gateway Reserve electronic scoreboard after goals kicked on a rotating basis with other sponsors
- 1 x large fence sign (approximately 240cm wide x 90cm high) erected on the scoreboard side of the Gateway Reserve Oval for maximum exposure
- 1 x sponsors sign (approximately 60cm wide x 45cm high) in the Junior Clubrooms with your company logo
- Your company logo on our Club "app" with a link to your website
- Your company logo on the Junior Club website with a link back to your own website
- Mentions in Facebook
- Advertising in the Club Newsletter
- LFC Jacket

Falcon Sponsor - \$1,500 per season

This sponsorship package provides fantastic opportunity for your business to receive GREAT EXPOSURE.

Falcon Sponsor Package includes the following benefits :

- 1 x large fence sign (approximately 240cm wide x 90cm high) with your company logo erected at the Gateway Reserve Oval
- 1 x sponsors sign (approximately 60cm wide x 45cm high) in the Junior Clubrooms with your company logo
- Your company logo on our Club "app" with a link to your website
- Your company logo on the Junior Club website with a link back to your own website
- Digital advertisement on our scoreboard during football season on game days
- Advertisement on Lilydale Junior Football Club 'app' for the entire season
- Mentions on Facebook
- Advertising in the Club Newsletter
- LFC Polo

Dales Sponsor - \$1,000 per season

This sponsorship package provides fantastic opportunity for you or your business to receive QUALITY EXPOSURE.

Dales Sponsor Package includes the following benefits :

- 1 x medium fence sign (approximately 240cm wide x 60cm high) with your company logo erected at the Gateway Reserve Oval
- Your company logo on our Club “app” with a link to your website
- Your company logo on the Junior Club website with a link back to your own website
- Digital advertisement on our scoreboard during football season on game days
- Advertisement on Lilydale Junior Football Club ‘app’ for the entire season
- LFC Polo

Club Sponsor - \$500 per season

This sponsorship package provides fantastic opportunity for you or your business to receive GOOD EXPOSURE.

Club Sponsor Package includes the following benefits :

- Your company logo on our Club “app” with a link to your website
- Your company logo on the Junior Club website with a link back to your own website
- Digital advertisement on our scoreboard during football season on game days
- Exposure to large numbers of attendees each game throughout the season
- Advertisement on Lilydale Junior Football Club ‘app’ for the entire season

Sponsorship Benefits:

Lilydale Junior Football Club will field at least 10 teams in 2016 comprising of over 250 kids and their families.

Which means it will have fantastic access to a diverse range of people willing to see, endorse and promote your business.

Your exposure gets wider. With access to 36 clubs in the EFL with hundreds of junior teams, getting your name out there is easier than you think.

The Lilydale Junior Football Club can offer a range of promotional services.

SPONSORSHIP Letter of Agreement



Company Name:

Contact Person: Mobile :

Email Address:

Address:

I am the contact person named above and am authorised to make the following agreement on behalf of the above named company. The said company agrees to sponsor the Lilydale Junior Football as indicated below:

- | | | |
|--|---|--|
| <input type="checkbox"/> LFC Sponsor \$2,500 | <input type="checkbox"/> Falcon Sponsor \$1,500 | <input type="checkbox"/> Dales Sponsor \$1,000 |
| <input type="checkbox"/> Club Sponsor \$500 | <input type="checkbox"/> Major Partner \$ | |

Major Partner benefits -

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I agree to pay the full sponsorship fee upfront to the Lilydale Football Club Juniors Inc (LJFC).

In return, the LJFC agrees that the company will have sponsorship as detailed in the sponsorship packages for 12 months from the date of this agreement.

I agree to provide the LJFC with a .jpg file (or other format as required) of the company logo. I understand that LJFC cannot proceed with any form of signage or advertising until I have provided this information.

I acknowledge that all sponsorship money received by LJFC will be the right and responsibility of the Executive Committee to use where they believe it will benefit all junior players now and in the future.

I agree that at the end of the 12 month term, new terms of agreement will need to be determined between the two parties.

PAYMENT DETAILS:

Direct Deposit:

Account Name: Lilydale Football Club Juniors
 Bank : Commonwealth Bank
 BSB: 063535 Account No: 00902055
 Ref :

Credit Card Details:

Card No:.....
 Expiry Date: / CCV :
 Name on Card :

SIGNATURE :

DATE OF AGREEMENT : / / 20.....