

**Southern
Power AFC**
Est. 1972



Sponsorship Proposal 2021–2022



Southern Power AFC

Why your business will benefit from being involved with Southern Power AFC

Football in Australia is continuing to grow in popularity as a sport for all ages and is one of the most family friendly sports in the country.

The Southern Power, formerly known as the Southern Sharks, was founded originally as Sutherland Australian Football Club Inc. in 1972 in the Sydney Football Association (SFA). The Southern Power has a terrific rapport with other clubs in the Sydney AFL. We welcome visiting teams, ensuring their trip to Waratah is met with hospitality and the game is played in the highest spirit. We also don't mind the opposition hearing our club song nice and loud after a win!

The club has a long history of success throughout the years, in Senior Men's, Reserves, Women's, U19s and youth girls teams, and proudly display our Premiership flags around the club house. In a compressed but energetic season in 2020 we saw the club securing two Premiership flags; men's u19s and youth girls U14s.

In a show of the club's community spirit and generosity in March 2020 a fifty-person strong Power crew travelled to Batemans Bay to lend a hand to our fire affected neighbours. The crew got handy on the tools and helped local families with after fire clean up. A training camp with the Batemans Bay Seahawks also proved to be a great bonding experience during a time of need with our southern neighbours.

In 2020 Power fielded three men teams plus u19s and three teams played grand final footy (for the second year in a row for the firsts) with the u19s taking home the trophy.

In 2011, Southern Power fielded a women's team for the first time. Since their amalgamation to the club, the women have helped to build the great culture that is the Power, and have had plenty of on-field success too, seeing them be promoted to Sydney Women's AFL Premier Division in 2015, growing in numbers to field three teams in 2020 and showing good representation in the AFLW and its selection pools with GWS and Swans.

We also focus closely on nurturing our junior girls, and this has been evident with the Youth Girls success over the past 6 years since the Youth Girls joined the club in 2014. In their short 6 years, the girls have increased from 1 team, to 4 teams ranging from U12s to U18s.

2018 saw us move to a brand new \$1.5 million development at Waratah Oval, Sutherland which has been jointly funded by the AFL, Sutherland Shire Council and Southern Power AFC. Reigniting our community's passion, spirit and support!

While rivalry on the field is one thing, the lifelong relationships one develops in football circles is another. The Power's reputation for being one of the most 'social clubs' has never been tarnished over the years. Annual Family Day, Ladies Days, Old Boys Days, and club functions such as trivia nights or even an after-the-game drink at a hotel sponsor are all met with popularity every year.

We'd like to offer your business our support and the opportunity to promote your interests to the thousands of people who visit our club throughout the year and the many more who follow our club's progress.

I invite you to become a valued sponsor of our club and share in our success. Please consider the following sponsorship options or please don't hesitate to call us to discuss any other ideas you may have to get involved with our club.

Thank you for your time and we hope to build a strong relationship with you and your business!

Regards,
Southern Power Sponsorship Committee



Southern Power AFC



Power to the Bay 2020



Southern Power AFC



Southern Power AFC



PLATINUM SPONSOR

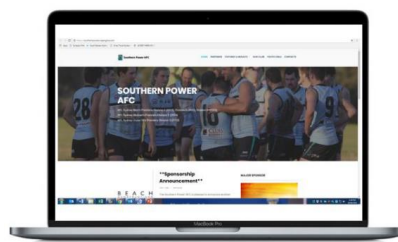
\$15,000 per year
2 year partnership agreement

The Platinum Sponsor package includes:

- Your Company Logo on the following **on field apparel**:
 - 3 Senior Men's teams
 - 3 Senior Women's teams
 - 1 U19s Men's team
 - 4 Youth Girls teams
- Your Company Logo on the following **off field apparel**:
 - Off field polo for all Club members
- Your Company Brand the following **digital media**:
 - Club house digital advertising
 - Southern Power Website, with a direct link to your website
 - Southern Power AFC and Southern Power Women's Instagram Page
 - Southern Power AFC Facebook Page
- Your Company Name and Logo on the **entrance signage**:
 - Your company name and logo will be displayed on the entrance. One of the **most prominent positions** on the ground and visible to every person entering the grounds



Digital ads on our Club house TV



Southern Power Website



Power has over 2,200 followers



Southern Power AFC



GOLD SPONSOR

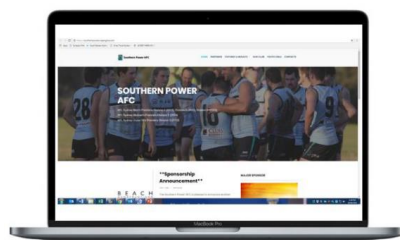
\$10,000 per year
2 year partnership agreement

The Gold Sponsor package includes:

- Your Company Logo on the following **on field apparel**:
 - 3 Senior Men's teams
 - 3 Senior Women's teams
 - 1 U19s Men's team
 - 4 Youth Girls teams
- Your Company Logo on the following **off field apparel**:
 - Off field polo for all Club members
- Your Company Brand the following **digital media**:
 - Club house digital advertising
 - Southern Power Website, with a direct link to your website
 - Southern Power AFC and Southern Power Women's Instagram Page
 - Southern Power AFC Facebook Page
- Your Company Name and Logo on the **ground signage**:
 - Your company name and logo will be displayed around the grounds Flag Banner Signage (1x flag positioned at every home game)



Digital ads on our Club house TV



Southern Power Website



Power has over 2,200 followers



Southern Power AFC

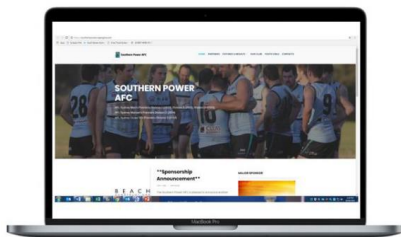


APPAREL SPONSOR

\$10,000 per year
2 year partnership agreement

The Apparel Sponsor package includes:

- Your Company Logo on the following **training singlets**:
 - 3 Senior Men's teams
 - 3 Senior Women's teams
 - 1 U19s Men's team
 - 4 Youth Girls teams
- Your Company Logo on the following **off field apparel**:
 - Off field polo *OR* hoodie for all club members
- Your Company Brand the following **digital media**:
 - Southern Power Website, with a direct link to your website
 - Southern Power AFC and Southern Power Women's Instagram Page
 - Southern Power AFC Facebook Page
- Options:
 - We are open to discuss any other Merchandise/Apparel options you would like All individual products to be negotiated.
Suggestions: sports bags, jackets, jumpers, caps, beanies, sports bottles, key rings, stubby holders.



Southern Power Website



Power has over 2,200 followers



Southern Power AFC



EVENT SPONSOR

\$500 + signage

The Event Sponsor package includes:

- The special event sponsor package includes:
 - naming as special event sponsor for one Southern Power AFC event, such as:
 - Official Season Launch, Family Day, Ladies Day, Old Boys Day, Trivia Night and much more across the season.
- Your company brand promoted for the specific event:
 - Southern Power AFC and Southern Power Women's Instagram Page
 - Southern Power AFC Facebook Page
 - Option: Banner or other signage displayed at the event as provided by you



Southern Power event



*Power has over 2,200
followers*





Player Partner / Coaches Partner

\$500 / \$1,000 per year + printing
1 year partnership agreement

The Player / Coaches Partner package includes either:

- Brand exposure attached to your designated player
 - OR*
 - Logo on the coaches shirt and exposure attached to your sponsored coach
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Southern Power AFC

If you would like to have a specific package tailored for you, we are open to suggestions and discussing further sponsorship opportunities so please give us a call or email to discuss.

Sponsorship Coordinators:

Jess Picton

Mobile: 0423 669 422

Email: jessica.picton@gmail.com

Amy Woolmer

Mobile: 0430 780 122

Email: amy-woolmer@hotmail.com



Southern Power AFC

SPONSORSHIP CONTRACT

I would like to support the Southern Power AFC with the following Sponsorship:

- Platinum Apparel Player/ Coach
 Gold Event Other _____

For the period of 2020 - _____

I have read all the sponsorship commitments and understood the investment involved in the above sponsorship.

Sponsorship Amount : \$ _____ To be paid by: _____

Company Name: _____

Contact Name (s): _____

Address: _____

Phone: _____ Mobile: _____

Email: _____

Website: _____

Signed for/on behalf of: _____

Partner/Sponsor

Name: _____

Signature: _____

Date: _____

Southern Power AFC

Name: _____

Signature: _____

Date: _____

