



FITZROY
FOOTBALL CLUB
INCORPORATING THE FITZROY REDS

Be a part of our team in 2020



Great football. Great community. Great culture.

The Fitzroy Football Club is a proud, values-driven Australian Rules club with an outstanding heritage and plenty of ambition operating in the heart of Fitzroy.

Established in 1883, the Fitzroy Football Club (FFC) became a foundation team in the Victorian Football League in 1897. The first to win a VFL grand final, Fitzroy is the only club to have played in the VFA, VFL, AFL, VAFA and VWFL. Throughout its long and rich history, Fitzroy has won premierships in the VFA, VFL and VAFA, and holds a unique place in the hearts of Fitzroy and opposition supporters, the local community, and the VAFA competition it now plays in.

The Fitzroy Football Club merged with the Fitzroy Reds late in 2008. The 2018 Senior Men's Premier C premiership is the Club's first since the merger and the most senior premiership obtained in our amateur history. The Club celebrated 10 years since the merger in 2019.



Today a strong, vibrant community club based at the historic Brunswick Street Oval, the Roys field men's and women's teams in the VAFA, having established our first women's team four years ago and three seasons of two women's teams.

The Club has a strong and passionate supporter base. During 2019 we had over 400 members, 274 registered players, 4,400 followers on Facebook and over 2,600 followers on Twitter, which is the strongest of any VAFA club and we are growing.

The Roys is an iconic community identity and local people have strong, and fond, memories of Fitzroy and the Brunswick Street Oval. There is no doubt that the introduction of our women's teams created new interest from around the community.

The Club is seeking to form partnerships with organisations who would like to support community programs that provide not only development opportunities to play football but to develop young men and women in all areas of life.

This document outlines the sponsorship packages available through the Fitzroy Football Club including the many benefits, advantages and various levels of commitment on offer.

In addition, we welcome any other forms of support for the Fitzroy Football Club during 2020.

We look forward to working with you during the 2020 season and are proud to have you in the team.

To discuss sponsorship please contact: Robert Olney-0413 767 907 or sponsorship@fitzroyfc.com



Sponsor Fitzroy Football Club - be part of the game, the community and the success

As a Sponsor of the Fitzroy Football Club you are joining a group of people who share a common passion – community football. Local footy means local business to you. You are not just buying something; you are buying into something BIG.

Our team is your team

We have 274 men and women registered as players and many more in our coaching, support and official ranks – they are all keenly involved in the club and eager to support the businesses that support them.

Our supporters are your supporters

Fitzroy has one of the largest followers and interaction on social media in the VAFA. As of January 2020, our Facebook page has over 4,400 followers which is more than double the VAFA Premier Division (highest division in the competition) premiership club.

That's a lot of people who are regularly coming to us – you don't have to chase them to deliver your message. That's a lot of friendly buying power.

Medium

fitzroyfc.com.au

Visits/follower

average of over 12,000 visits per month and over 21,000 pages visited per month during the season and in the off-season, over 8,400 visits per month and 14,000 page visits



4,400+ followers



2,600+ followers



1,500+ followers



circulation 735 weekly (during the season) and monthly (in the off-season)



400+ members and game-day attendance in the 100s

Our community is your community

60% of supporters live within walking distance of the Brunswick Street Oval, our home ground, and even more a little further out. This neighbourhood is ...

- Young – 55% are 20-45 years old
- Building – almost 60% moved home in the last few years and many more renovated
- Wealthy – 30% are rated as “high income” and 52% have tertiary education
- The Right Psychographic – the famous Fitzroy “hipsters” are well known for their willingness to support, to give and to seek out quality, and to spend to get it.

This can be the right community for your business – and you can be an important part of it.

It's not all business

Have some fun and mix with like-minded people ...

- Bring the family or friends to the President's luncheons held at every home game
- Come along to our Networking events, attended by sponsors, donors and Business Members
- Bring a rug and a picnic and just sit on Hipster Hill and enjoy the game.

Whether its footy, business or just socialising, we will make sure that you enjoy being part of this team - but we need your support.

The Sponsorship packages

Community footy needs your ongoing support if it is to continue to thrive and contribute to local neighbourhoods

Your sponsorship will enable you to share in the excitement, the reputation, the passion and, by association, make the right connections with our community – a partnership which will help us both continue to grow and succeed.

Platinum Jumper Sponsorship Package (\$15,000) (full details, see below)

For a business looking to become part of a highly respected and loved community football club this is the ultimate footy package.

You get high exposure to a large, friendly and receptive audience. Your message will be prominent at the ground, at club functions, online and in the local community. In fact, one home game will be named as your round and promoted.

It also provides a range of opportunities for you, your family and friends to get involved in the footy, and a great chance for you and your colleagues to network with like-minded business people.

Sign up for three years and we will put your name on the front of the men's senior squad jumper.

Platinum Shorts Sponsorship Package (\$10,000) (full details, see below)

For a business looking to become part of a highly respected and loved community football club this is the ultimate footy package.

You get high exposure to a large, friendly and receptive audience. Your message will be prominent at the ground, at club functions, online and in the local community. In fact, one home game will be named as your round and promoted.

It also provides a range of opportunities for you, your family and friends to get involved in the footy, and a great chance for you and your colleagues to network with like-minded business people.

Sign up for three years and we will put your name on either the men's or women's shorts for all to see.

Gold Sponsorship Package (\$7,500) (full details, see below)

For a business looking for high exposure as a supporter of community football and wanting to maximise online opportunities this is a great package for you. As a Gold Sponsor you will get regular mention in our highly successful social media and, when available, material for your own social media platforms.

But we also get physical and provide a great range of social opportunities for you and your friends to enjoy community footy at its best. Networking with other business supporters will involve you in social ways to find synergies with other local businesses.

Silver Sponsorship Package (\$5,000) (full benefit details, see below)

This is a great package for getting involved as a supporter of a successful community football club. You get to attend our important events and get “presented” to our community at one of our President’s luncheons on game day. Bring all the family or bring your business colleagues and enjoy the atmosphere.

We don’t overlook your business either. You get full exposure to our physical and online audiences and enjoy the opportunities to talk directly to our wide and enthusiastic community and supporter base. The success and heritage of the Fitzroy Football Club will rub off on your business.

Bronze Sponsorship Package (\$2,500) (full benefit details, see below)

If you don’t have a lot of money to spend and are looking for a way of getting involved in the community, social and business benefits of being part of a successful community football club, this is your package.

You get to attend our networking and business supporter events and you get the full exposure to our community which comes from regularly reaching our physical and on-line audiences.

Involve the whole family or bring your friends and business colleagues. But come and enjoy the excitement of being involved in a successful footy club.

Club Sponsorship Package (\$1,000) (full benefit details, see below)

This is our entry level package. It is designed to let you get involved with the club while giving you broad exposure to the community. Your business will be on our highly successful on-line media and in our regular newsletter and will reach a big and enthusiastic audience.

You also get to mingle with other business supporters at our networking events and find ways of working with them to extend your business reach.

A great low cost entry level package – with all the excitement of being involved with a successful football club.

Become a Donor – We Need Your Support

At the Fitzroy Football Club we are proud of the generosity of our community. They have given for the love of the game, the Club and to encourage greater involvement by young men and women in sporting activity and social participation through football.

If you want to join these people, or continue to support us, you can make a donation of cash, or provide the club with free “in-kind” goods and services.

You can play an important part in our continued success and we will let all our community know about your support and generosity (unless you wish to remain anonymous).

Fitzroy Football Club Sponsor Packages for 2020 – At a Glance

Benefits	Logo packages		Non logo packages				
	Platinum		Platinum	Gold	Silver	Bronze	Club
Your logo on the men's senior squad playing jumper for the 3 years	3 Year Contract						
Your logo on playing shorts for the men <u>or</u> women senior squads for the 3 years		3 Year Contract					
Framed Fitzroy Football Club jumper	✓		✓				
Naming rights for a home game with local community promotion	✓		✓				
Your banner at all senior home games	✓	✓	✓	✓			
Promotional article on the Club's website during the season	✓	✓	✓	✓			
Feature article in the Club's e-newsletter (RedRoy Mail) during the season	✓	✓	✓	✓			
Promotional opportunities via the Club's social media platforms	✓	✓	✓	✓			
Acknowledgement at Club functions and events	✓	✓	✓	✓	✓		
Material for your social media about your involvement with the club	✓	✓	✓	✓	✓		
President's Luncheon Focus	✓	✓	✓	✓	✓		
Complimentary tickets to the Redlow (Club Best & Fairest)	2	2	2	2	2		
Complimentary tickets to President's Luncheon (total)	10	6	10	6	4	2	
Your logo on the Sponsor Board in the club rooms	✓	✓	✓	✓	✓	✓	✓
Membership of Business Supporters Group with networking events	✓	✓	✓	✓	✓	✓	✓
Your business listed with sponsors in the RedRoy Mail all season	Logo	Logo	Logo				
Logo on Club website with link to your website	Prominent	Large	Prominent	Large	✓	✓	✓
Sponsorship certificate	✓	✓	✓	✓	✓	✓	✓
Free scarf and stubby holder	✓	✓	✓	✓	✓	✓	✓
Use of our approved sponsor "title"	✓	✓	✓	✓	✓	✓	✓
Price per annum	\$15K	\$10K	\$10K	\$7.5K	\$5K	\$2.5K	\$1K

Platinum Jumper Sponsorship (3 year contract) - \$15,000 pa

Exclusive use of the title Major Fitzroy Football Club Sponsor – 2020©	✓	Use it for three (3) years
Your logo on the men's senior squad playing jumper for the 3 years	✓	We will need a good copy of your logo
Framed Fitzroy Football Club Jumper for display at your business	✓	
Naming rights for a home game with local community promotion	✓	
Your banner at all Senior home games held at Brunswick Street Oval	✓	We will provide a template to help you create an attention grabbing banner.
Promotional article about your company on the Club's website during the season	✓	We will help you write it by providing guidelines.
Feature article in the Club's e-newsletter (RedRoy Mail) during the season	✓	We will provide you with guidelines.
Promotional opportunities via the Club's social media platforms	✓	We will help you by providing editorial guidelines.
Material for your social media about your involvement with the club	✓	If available, we will provide material gathered around the club for your social media: e.g. photo and caption.
President's Luncheon Focus during season	✓	The President will introduce you and your business to our guests.
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year.
Complimentary tickets to President's Luncheon (total)	10	A great way to share the match day excitement.
Acknowledgement at Club functions and events	✓	
Your logo on the Sponsor Board in the Club rooms	✓	
Membership of Business Supporters Group with networking events during the year	✓	Like-minded people enjoying a social occasion on us.
Your business listed with sponsors in the RedRoy Mail all season	Logo	
Logo on Club website with link to your website	Prominent	
Sponsorship Certificate	✓	
Complimentary scarf and stubby holder	✓	

Platinum Shorts Sponsorship - (3 year contract) \$10,000

Exclusive use of the title Major Fitzroy Football Club Sponsor – 2020©	✓	Use it for three (3) years
Your logo on the men's <u>or</u> women's senior squad playing shorts for 3 years	3 Year Contract	We will need a good copy of your logo
Your banner at all Senior home games held at Brunswick Street Oval	✓	We will provide a template to help you create an attention grabbing banner.
Promotional article about your company on the Club's website during the season	✓	We will help you write it by providing guidelines.
Feature article in the Club's e-newsletter (RedRoy Mail) during the season	✓	We will provide you with guidelines.
Promotional opportunities via the Club's social media platforms	✓	We will help you by providing editorial guidelines.
Material for your social media about your involvement with the club	✓	If available, we will provide material gathered around the club for your social media: e.g. photo and caption.
President's Luncheon Focus during season	✓	The President will introduce you and your business to our guests.
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year.
Complimentary tickets to President's Luncheon (total)	6	A great way to share the match day excitement.
Acknowledgement at Club functions and events	✓	
Your logo on the Sponsor Board in the Club rooms	✓	
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion on us.
Your business listed with sponsors in the RedRoy Mail all season	Logo	
Logo on Club website with link to your website	Large	
Sponsorship Certificate	✓	
Complimentary scarf and stubby holder	✓	

Note: if you would like both the men's and women's senior squads it will be \$20,000 per year for three years.

Platinum Sponsorship (1 year contract) - \$10,000

Exclusive use of the title Major Fitzroy Football Club Sponsor – 2020©	✓	Use for one (1) year
Framed Fitzroy Football Club Jumper for display at your business	✓	
Naming rights for a home game with local community promotion	✓	
Your banner at all Senior home games held at Brunswick Street Oval	✓	We will provide a template to help you create an attention grabbing banner.
Promotional article about your company on the Club's website during the season	✓	We will help you write it by providing guidelines.
Feature article in the Club's e-newsletter (RedRoy Mail) during the season	✓	We will provide you with guidelines.
Promotional opportunities via the Club's social media platforms	✓	We will help you by providing editorial guidelines.
Material for your social media about your involvement with the club	✓	If available, we will provide material gathered around the club for your social media: e.g. photo and caption.
President's Luncheon Focus during season	✓	The President will introduce you and your business to our guests.
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year.
Complimentary tickets to President's Luncheon (total)	10	A great way to share the match day excitement.
Acknowledgement at Club functions and events	✓	
Your logo on the Sponsor Board in the Club rooms	✓	
Membership of Business Supporters Group with networking events	✓	Like-minded people enjoying a social occasion on us.
Your business listed with sponsors in the RedRoy Mail all season	Logo	
Logo on Club website with link to your website	Prominent	
Sponsorship Certificate	✓	
Complimentary scarf and stubby holder	✓	

Gold Sponsorship (1 year contract) - \$7,500

Exclusive use of the title Key Fitzroy Football Club Sponsor – 2020©	✓	Use for one (1) year
Your banner at all Senior home games held at Brunswick Street Oval	✓	We will provide a template to help you create an attention grabbing banner.
Promotional article about your company on the Club's website during the season	✓	We will help you write it by providing guidelines.
Feature article in the Club's e-newsletter (RedRoy Mail) during the season	✓	We will provide you with guidelines.
Promotional opportunities via the Club's social media platforms	✓	We will help you by providing editorial guidelines.
Material for your social media about your involvement with the club	✓	If available, we will provide material gathered around the club for your social media: e.g. photo and caption.
President's Luncheon Focus during season	✓	The President will introduce you and your business to our guests.
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year.
Complimentary tickets to President's Luncheon (total)	6	A great way to share the match day excitement.
Acknowledgement at Club functions and events	✓	
Your logo on the Sponsor Board in the Club rooms	✓	
Membership of Business Supporters Group with networking events	✓	Like-minded people enjoying a social occasion on us.
Logo on Club website with link to your website	Large	
Sponsorship Certificate	✓	
Complimentary scarf and stubby holder	✓	

Silver Sponsorship - \$5,000

Exclusive use of the title Proud Fitzroy Football Club Sponsor – 2020 ©	✓	
Your logo on the Sponsor Board in the Club rooms	✓	
Acknowledgement at all Club functions and events	✓	
Material for your social media about your involvement with the club	✓	If available, we will provide material gathered around the club for your social media: e.g. photo and caption.
President's Luncheon Focus during season	✓	The President will introduce you and your business to our guests.
Complimentary tickets to the Redlow (Club Best & Fairest) function	2	A fun night with the players to finish the year.
Complimentary tickets to President's Luncheon (total)	4	A great way to share the match day excitement.
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion on us.
Logo on Club website with link to your website	✓	
Sponsorship Certificate	✓	
Complimentary scarf and stubby holder	✓	

Bronze Sponsorship - \$2,500

Exclusive use of the title Proud Fitzroy Football Club Sponsor – 2020 ©	✓	
Your logo on the Sponsor Board in the Club rooms	✓	
Logo on Club website with link to your website	✓	
Complimentary tickets to President's Luncheon (total)	2	A great way to share the match day excitement.
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion on us.
Sponsorship Certificate	✓	
Complimentary scarf and stubby holder	✓	

Club Sponsorship - \$1,000

Exclusive use of the title Proud Fitzroy Football Club Sponsor – 2020 ©	✓	
Your logo on the Sponsor Board in the Club rooms	✓	
Logo on Club website with link to your website	✓	
Membership of Business Supporters Group with networking events during the season	✓	Like-minded people enjoying a social occasion on us.
Sponsorship Certificate	✓	
Complimentary scarf and stubby holder	✓	