

**SPONSORSHIP, SIGNAGE AND
BRANDING OPPORTUNITIES 2010**



*BRIDGEWATER – YOUR COMMUNITY
RAIDERS – YOUR TEAM*



Live Local, Play Local, Support Local

ABOUT THE CLUB

The Bridgewater Raiders Football Club is a proud family orientated club, providing sporting facilities for a multitude of young people. The club is affiliated with the Hills Football League, in which we compete in the premier Central Division. Our Mandate is to promote the evolution and enjoyment of Australia's most popular sport of Aussie Rules Football.

Bridgewater has 2 senior teams and 6 junior teams involving approximately 200 individuals, supported by officials and their families. Attendance on match days of families is a highlight of this competition. The benefits to the young players range from physical fitness to social development. While players learn about teamwork, decision making and responsibility to themselves and their team mates, they are also involved in an atmosphere that strengthens family. We believe this is a really worthwhile activity requiring strong community support.

The club colours are a double-blue (royal & navy) with white. The club icon is the Viking, renowned for determination in adversity, an adventurer's spirit and outstanding craftsmanship.

We aim to enrich the development of community relationships from divergent interest to provide opportunities for all to prosper. Whilst striving for success, we endeavour to promote honesty and good sportsmanship through the actions of our officials, players and supporters.

PREMIERSHIPS

1993	Division 1 –	C Grade
1993	Division 1 –	B Grade
1992	Division 1 -	B Grade
1991	Division 1 –	Junior Colts
1984	Division 2 –	Junior Colts
1984	Division 2 –	Senior Colts
1982	Division 2 –	Junior Colts
1981	Division 2 –	A Grade
1978	Division 2 –	Junior Colts

2010 COMMITTEE

President	John Schneemilch
Vice President	Nicole Healey
Secretary	Dan McAteer
Treasurer	Anna McDonald
Senior Football Director	Brenton Wilson
Junior Football Director	Catherine Houlahan
Sponsorship	Linda Conolly-Wilson
Social Director	Kate Kathigitis
Game Day Portfolio	Di Golding
Facilities Portfolio	Ray Daly
Merchandise	Catherine Houlahan
Website	Marianne Berry
Member	Alex Panas
Member	Kane Goodrich
Member	Nick Berry
Players Representative	Michael Lancaster
A – Grade Coach	Shane Lynch
B – Grade Coach	Keith Isgar

MARKETING OPPORTUNITIES

If you are looking to promote your business name, then word of mouth is the most reliable form of advertising and supporting a positive community activity certainly achieves this end.

The club oval is in a prominent position, with over 17,000 vehicles per day crossing the T-junction adjacent the oval. By sponsoring our football club you will be exposing your business to approximately 50,000 people who live and work in the Bridgewater and surrounding town.

We can provide eye-catching signage for a major sponsor as well as prominent signage for Platinum, Gold and Silver sponsors on the oval. We also place sponsors signage within our clubroom, our e-newsletter, on our club correspondence, on our website www.bridgewateraiders.org.au and in the Hills football league's weekly publication "The Final Siren" that is distributed to all clubs on game day.

Sponsors logos can be positioned on player's Guernseys, shorts by arrangement; this is a significant marketing exposure that reaches a large and diverse cross-section of the population. Sponsors advertising can alternatively be printed on Club Merchandise, e.g. Polo Shirts, Windcheaters, caps etc which are distributed to players, members and supporters.

Without sponsorship and community involvement, a local community non-profit club such as Bridgewater would be unable to facilitate the development of a better community.

We are always looking for new and innovative ways to engage local community support and although our basic sponsorship packages are outlined below we welcome the opportunity to discuss any opportunities to partner your business in the future.

Please feel free to contact the Sponsorship coordinator, Linda Conolly-Wilson (mobile 0417 851 290) or our President John Schneemilch (mobile 0417 311 589) if you are considering a sponsorship arrangement.

Kind Regards,

Linda Conolly-Wilson
Sponsorship Coordinator
Phone: 0417 851 290
Email: conollywilson@activ8.net.au

Kind Regards,

John Schneemilch
Club President
Phone: 0417 311 589
Email: sneezer@internode.on.net

SPONSORSHIP PACKAGES

Major Sponsor

\$ POA

- To be negotiated including but not limited to the following;
- Business name and logo positioned on every senior jumper
- Business sign displayed permanently for 12 months on Bridgewater Oval signboard facing Mt Barker Rd intersection.
- Business sign displayed for 12 months on scoreboard
- Advertising in the Final Siren publication (4x)
- Automatic sponsorship of 'A' Grade Coach and 'A' Grade Captain
- Complimentary ticket for 2 to the annual presentation dinner.
- Family season pass to all HOME games.
- Invitation to speak and promote business at after games award presentations and major events
- Acknowledgement of support to supporters at after games award presentations
- Coloured Business sign supplied and displayed inside the clubroom
- Framed Bridgewater Raiders Guernsey for display at your business
- Main Positioning in home game e-newsletter
- Advertising within the club website, www.bridgewater RAIDERS.org.au
- Invitation to all inclusive Sponsor/Local Business networking luncheon
- Corporate Partner Membership (maximum of two people not including current players) of the Bridgewater Raiders Football Club which includes;
 - ☞ 2010 e-calendar including social events, senior and junior draw
 - ☞ Club voting rights at Annual General Meeting if 18 years or over
 - ☞ Exclusive Home game e-newsletter
 - ☞ Invites to all social and fundraising functions
 - ☞ Bridgewater Raiders polo shirt

SPONSORSHIP PACKAGES

Platinum Sponsor

\$ POA

- Business sign displayed permanently for 12 months on Bridgewater Oval signboard facing Mt Barker Rd intersection.
- Business sign displayed for 12 months on scoreboard
- Advertising in the Final Siren publication (2x)
- Complimentary ticket for 2 to the annual presentation dinner.
- Family season pass to all HOME games.
- Invitation to speak and promote business at after games award presentations and major events
- Acknowledgement of support to supporters at after games award presentations
- Coloured Business sign supplied and displayed inside the clubroom
- Framed Bridgewater Raider Guernsey for display at your business
- Main Positioning in home game e-newsletter
- Advertising within the club website, www.bridgewater RAIDERS.org.au
- Invitation to all inclusive Sponsor/Local Business networking luncheon
- Corporate Partner Membership (maximum of two people not including current players) of the Bridgewater Raiders Football Club which includes;
 - ☞ 2010 e-calendar including social events, senior and junior draw
 - ☞ Club voting rights at Annual General Meeting if 18 years or over
 - ☞ Exclusive Home game e-newsletter
 - ☞ Invites to all social and fundraising functions
 - ☞ Bridgewater Raiders polo shirt

SPONSORSHIP PACKAGES

Gold Sponsor

\$ POA

- 3000 x 800 (approx) Coloured Business sign displayed permanently for 12 months on Bridgewater Oval Southern Boundary fence
- Advertising in the Final Siren publication (1x)
- Complimentary ticket for 2 to the annual presentation dinner.
- Double season pass to all HOME games.
- Invitation to speak and promote business at after games award presentations and major events
- Acknowledgement of support to supporters at after games award presentations
- Coloured Business sign supplied and displayed inside the clubroom
- Framed Bridgewater Raider Guernsey for display at your business
- Positioning in home game e-newsletter
- Advertising within the club website, www.bridgewater RAIDERS.org.au
- Invitation to all inclusive Sponsor/Local Business networking luncheon
- Corporate Partner Membership (maximum of two people not including current players) of the Bridgewater Raiders Football Club which includes;
 - ☞ 2010 e-calendar including social events, senior and junior draw
 - ☞ Club voting rights at Annual General Meeting if 18 years or over
 - ☞ Exclusive Home game e-newsletter
 - ☞ Invites to all social and fundraising functions
 - ☞ Bridgewater Raiders polo shirt

SPONSORSHIP PACKAGES

Silver Sponsor

\$ POA

- 2300 x 500 (approx) Coloured Business sign displayed permanently for 12 months on Bridgewater Oval Western Boundary fence (Behind goals)
- Invitation to speak and promote business at after games award presentations
- Acknowledgement of support to supporters at after games award presentations
- Complimentary ticket for 2 to the annual presentation dinner.
- Single Season pass to all HOME games
- Coloured Business sign supplied and displayed inside the clubroom
- Sponsorship certificate for display at your business
- Positioning in home game e-newsletter
- Advertising within the club website, www.bridgewater RAIDERS.org.au
- Invitation to all inclusive Sponsor/Local Business networking luncheon
- Corporate Partner Membership (maximum of two people not including current players) of the Bridgewater Raiders Football Club which includes;
 - ☞ 2010 e-calendar including social events, senior and junior draw
 - ☞ Club voting rights at Annual General Meeting if 18 years or over
 - ☞ Exclusive Home game e-newsletter
 - ☞ Invites to all social and fundraising functions
 - ☞ Bridgewater Raiders polo shirt

SPONSORSHIP PACKAGES

Bronze Sponsor

\$ POA

- Coloured Business sign supplied and displayed inside the clubroom
- Sponsorship certificate for display at your business
- Single Season pass to all HOME games
- Positioning in home game e-newsletter
- Advertising within the club website, www.bridgewaterraiders.org.au
- Link to Sponsors Website
- Invitation to All inclusive Sponsor/Local Business networking luncheon
- Corporate Partner Membership (maximum of one person not including current player) of the Bridgewater Raiders Football Club which includes;
 - ☞ 2010 e-calendar including social events, senior and junior draw
 - ☞ Club voting rights at Annual General Meeting if 18 years or over
 - ☞ Exclusive Home game e-newsletter
 - ☞ Invites to all social and fundraising functions

SPONSORSHIP PACKAGES

Player Sponsor

\$ POA

- Player photo / Sponsorship certificate for display in your business and within Bridgewater Raiders Clubrooms.
- Logo on Website
- Link to Sponsors Website
- Positioning in home game e-newsletter

